

SBI Life's children's day film accentuates the dire need for nutrition & healthcare awareness to ensure our children celebrate a healthy 'Paanchvi Diwali'

India, 14th November, 2023: SBI Life Insurance, one of the leading private life insurers across the country, unveiled a heart-warming 'Paanchvi Diwali' Children's Day film, raising awareness around the importance of nutrition and healthcare amongst rural and tribal children of India. The film leverages Artificial Intelligence to bring forth the crucial need for child nutrition, especially among the rural populace. The story highlights how the social issues related to malnutrition & lack of education around the need for proper healthcare among the tribal communities residing in Dhar (Rajasthan) & Baran (Madhya Pradesh), have been overcome through SBI Life's interventions with Action Against Hunger NGO, which leverage the governments existing Anganwadi infrastructure.

According to reports, 74.1 per cent of the Indian population cannot afford healthy food. This means that more than 100 crore people in India are bound to eat food with insufficient nutrition. As per UNICEF, undernutrition reduces economic advancement due to losses in productivity, poorer cognition and poorer educational outcomes.

SBI Life's "Paanchvi Diwali", thus is an effort to address the dire need to make India malnourishment free and ensure that every child across rural India is healthy and nourished.

Click here to watch the AI led video: <https://www.youtube.com/watch?v=xDtKE0t1T3g>

The digital video uses the state-of-the-art mid-journey AI to narrate an emotionally charged real life story of a tribal mother and daughter residing in Rajasthan. This innovative approach in digital storytelling highlights the plight and resilience of mothers from the rural & tribal communities to do everything that makes their child healthy and nourished. At its core, the campaign "Paanchvi Diwali" celebrates the successful partnership of parents and the Anganwadi health centers in safeguarding their child's health until they turn five years of age. The film is a vivid portrayal of the sacrifices and triumphs of tribal mothers, resonating with the spirit of Diwali – a festival of light and hope.

Set to the enchanting rhythms of Rajasthani folk music, the campaign highlights the collaborative efforts of SBI Life and Action Against Hunger NGO, in combating child malnutrition across rural India. This initiative underlines SBI Life's dedication in nurturing the health of new mothers and infants in nomadic tribes to reach the age of five with robust health and nutrition.

The Digital Video Commercial (DVC) begins with a tribal mother and child visiting the Anganwadi for a regular health check-up, where joyfully discovers the child's positive growth. The revelation that the child will turn 59 months by Diwali fills the mother with excitement. Rushing home, she joyfully declares her child as the 'utsav moorthi' and asks for her daughter's Diwali treat. The daughter requests for Kheer which becomes a mission for the mother. The AI-led video beautifully captures moments of maternal sacrifices and determination, from late-night visits to the center, to farming for a living and ensuring child's regular health checkups, culminating into

a touching scene where the child, acknowledging her efforts, shares a spoonful of Kheer with her mother. Overwhelmed, the mother realizes that she is the true 'utsav moorthi.'

The campaign closes with poignant visuals of the mother and child celebrating Diwali, interspersed with real-life images of Sahariya tribe mothers and their children – a true reflection of the campaign's impact.

"Paanchvi Diwali" is more than a campaign; it's a narrative of resilience, care, and the joy of celebrating life's little victories. It stands as a proud testament to SBI Life's commitment to its social responsibilities, making a meaningful difference in the communities it serves.
