

#### d) Social Service Activities

The LIAJ conducts the following projects to contribute to society with an aim to improve the daily lives of people and social welfare centering on the life insurance industry's ideal of "Spirit of Social Assistance".

##### 1) Scholarship Program for Education of Care Workers

Care workers play a crucial role in caring for the elderly in today's ageing society. In order to support them, the "scholarship program for education of care workers" has been run since fiscal 1989. So far, 3,286 scholarship recipients have been sent out into society and many of them are playing leading roles as care workers across the country.

##### 2) Financial Aid for Child-rearing Support Organization

As the birthrate falls and the number of nuclear families increases, the number of parents who are struggling to raise children is rising. In order to help improve the child-rearing environment, the LIAJ has been subsidizing funds for non-profit organizations or groups which support those who have preschool children in the community (including expectant mothers) since fiscal 2005. Subsidies totaling approximately Y54 million have been given to 266 groups over the past four years, and the total subsidy was about Y14 million for 66 groups in fiscal 2008.

##### 3) Scholarship Program for Privately-funded International Students in Japan

In the midst of ongoing internationalization, this scholarship has been provided to 298 international students from Southeast Asia and East Asia as an international contribution in assisting human exchanges. The LIAJ is also promoting their understanding of Japan through social events.

##### 4) Highlighting the Importance of "Family Bonds"

The LIAJ has engaged in "Activities to Enhance Family Bonds by Reading Picture Books to Children" since fiscal 2008 and held a "Picture Book Contest to Enhance Family Bonds." The contest received applications of 343 picture books from both home and abroad and gave awards to seven books. The book that won the grand prize was printed and donated as an "Original Picture Story Book" to libraries.