

## Beat of Life Entertainment's 'Diya Jalao Roshni Lao' Campaign: Lighting Up Lives and Preserving Tradition!

The "Diya Jalao Roshni Lao" campaign was initiated by the Beat of Life Entertainment company in 2022. Its aim is to draw people's attention to our culture, the hard work of potters, hope, their lives, and the benefits of lighting lamps.



**New Delhi, Delhi Nov 12, 2023 ([Issuewire.com](http://Issuewire.com))** - The "[Diya Jalao Roshni Lao](#)" campaign was initiated by the Beat of Life Entertainment company in 2022. Its aim is to draw people's attention to our culture, the hard work of potters, hope, their lives, and the benefits of lighting lamps.

The campaign encourages everyone to light more clay lamps, fostering brightness not only in your homes but also in the homes of potters. In today's fast-paced world, traditions and civilization are fading away, and the campaign strives to promote and preserve them.

Benefits of lighting clay lamps:

The glow of clay lamps spreads positive energy, creating a positive atmosphere at home. Lighting clay lamps is considered auspicious in cultural traditions. The radiance and aroma of clay lamps enhance natural beauty. Lighting clay lamps is a part of religious and spiritual experiences. Purchasing and lighting clay lamps financially supports potters. Lighting clay lamps helps repel insects and harmful bacteria. The light from the lamps activates nerves through magnetic wave.

Here's an initiative to redefine the prosperity of Diwali in potters' home. Beyond that, the campaign

highlights how buying and lighting these clay lamps supports the potters economically. It also keeps away bugs and harmful germs, making our homes healthier.

While sharing his point of view on launching this initiative of the #diyajalaoroshnilao campaign the founder of [Beat of Life Entertainment](#) Piyush Sagar conveyed, "Diwali is not only the festival of light but also an occasion of positivity, victory, and happiness all around, but the sad part is that there is no happiness among those who spread light on our home on this festival." Concluding on the same, he said "The biggest initiative behind this hashtag is to stand for the potter's welfare, support, and to help them in the best way one can."

[Piyush Sagar](#) launched the business in 2015, and it was entirely his concept to make it easier for customers to find everything in one spot. Digital Production and Entertainment Company The Beat of Life Entertainment is well-known locally, throughout Jharkhand, and internationally. Incorporated into their goals and objectives, it is also a commercial and corporate business sector.

To sum it up, "Diya Jalao Roshni Lao" is more than just a campaign – it's a way to celebrate our culture, appreciate the work of artisans, and keep our traditions alive. Let's join in, this incredible initiative by the Beat of Life Entertainment and share the joy of our cultural heritage with everyone.

You may join this campaign merely by posting the picture with a clay lamp on your social media platforms on Diwali by using the hashtag #diyajalaoroshnilao.



## Media Contact

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