

IndiaFirst Life Insurance @ 5, launches “Happy India”

- **To tap young change makers, nurture ideas into projects**
- **Focus on Education, Health, Energy Conservation, Security and Financial Inclusion**
- **Contest across 500 schools**
- **IndiaFirst to give grant of Rs 50,000 each for implementing the ideas**

Mumbai, November 13, 2014: Targeting to identify young change makers with innovative ideas, IndiaFirst **Life Insurance** announced the launch of “**Happy India**” drive for school children in the age group of 11-14 years as part of the Company’s fifth anniversary celebrations.

“Happy India” envisage students to come up with innovative project ideas in the fields of Education, Health, Energy Conservation, Security and Financial Inclusion.

Over 500 schools pan India are expected to participate in the project. Over 4000 students from Ahmedabad, Surat, Baroda, Kanpur, Lucknow, Varansai, Bhopal, Jaipur, Pune, Mumbai, Ajmer, Vijayawada, Vizag, Hyderabad and Bhubaneshwar cities are expected to enrol themselves for the initiative. The nomination process ends on December 8, 2014. Each school can nominate two teams of four students each.

Announcing Happy India, Mr xxxxxx, xxxxxx, IndiaFirst Life Insurance, said “We are extremely thrilled to launch this project as we complete five years of service to the country. Our endeavour is to involve the future generation in the nation building activity. We hope this small step from IndiaFirst will lead to a giant leap for the nation as we will see hundreds of schools participating.”

From among the ideas presented, the best 25 will be shortlisted by independent judges. The selected 25 projects will be given a grant of Rs 50,000 each with a deadline of 45 days for implementation.

IndiaFirst will hold a Happy India national conclave in January when the 25 teams will showcase their projects to the audience of corporate honchos, key public figures and media. Happy India will also have mentors for guiding the children and they include prominent names like Pramod Lele, CEO – Hinduja Hospital, and Tamal Bandyopadhyay, Sr Editor, HT Media.