

IndiaFirst Life Insurance @ 5, launches "Happy India"

Staff Reporter, Bhopal

Targeting to identify young change makers with innovative ideas and the zeal to create change, IndiaFirst Life Insurance announced the launch of "Happy India" - a social change initiative for children in the age group of 11-18 years as part of the Company's fifth anniversary celebrations. This initiative was announced at the company's Fifth Anniversary Celebrations by Mr. Mohit Rochanak, Chief Marketing Officer, IndiaFirst Life Insurance.

Speaking on the launch of the initiative, Mr. Mohit Rochanak, said, "We are extremely thrilled to launch Happy India as we envision the country, India is witnessing winds of change. The new government is already implementing a series of initiatives to make India better - right from financial inclusion to 'Make in India' to 'Swachh Bharat Abhiyan'. And now here is an opportunity to give students a chance to be part of this change by not just demanding it but actually creating it."

Happy India aims to search for Young Change Makers and support them in implementing their 'Ideas for Change'. It will see participation from over 20,000 students from over 500 schools across 15 cities.

Young minds will identify social issues that bother them and present ideas on how they plan to solve these issues. IndiaFirst Life in turn, will support 25 best 'Ideas for Change' with a grant of INR 50,000 each enabling these young change makers to create the change they dreamt of.

The initiative is being supported by Bank of Baroda and Andhra Bank, while the validation and process authentication is being overlooked by KMPN, the Knowledge Partners.

"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" added Mr. Rochanak.

These 25 best ideas for change will also be mentored by industry stalwarts - innovators, social scientists and authors during the entire implementation phase and they include prominent names like Prasad Laha, CEO - Hinduja Hospital, and Tarun Bandyopadhyay, Sr. Editor, HT Media.

IndiaFirst will hold a Happy India national convuls in February when the 25 teams will showcase their projects to the audience of corporate heads, key public figures and media.

The efforts of these students will also be imprinted in the 'Young Change Makers' compendium jointly created by IndiaFirst and Shrotri Publishers, inspiring future change.