

IndiaFirst Life Insurance launches 'Happy India'

Ahmedabad,

IndiaFirst Life Insurance announced the launch of "Happy India" - a social change initiative for children in the age group of 11-16 years as part of the Company's fifth anniversary celebrations.

This initiative was announced at the company's Fifth Anniversary Celebrations by Mohit Rochnali, Chief Marketing Officer, IndiaFirst Life Insurance.

Mr. Mohit Rochnali, said "We are extremely thrilled to launch Happy India as we complete five years of service to 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 'Swaachh Bharat Abhiyaan'. 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.