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IndiaFirst Life Insurance announced the launch of 'Happy India' – a social change initiative for 11 to 16-year-olds. It will see participation from over 20,000 students from over 500 schools across 15 cities. IndiaFirst Life in turn, will support 25 best 'ideas for change' with a grant of ₹50,000 each enabling them to create the change they dreamt of. These 25 best ideas for change will also be mentored by industry stalwarts – innovators, social scientists and authors during the entire implementation phase. IndiaFirst will hold a Happy India national conclave in February when the 25 teams will showcase their projects to the audience of corporate honchos, key public figures and media. Students can participate in teams of 3 to 4 students and register at www.happyindia.indiafirstlife.com or e-mail at happyindia@indiafirstlife.com.

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