



Date:...08-03-2025

Subject: Request to Celebrate International Happiness Day (on 20th March) as a Grand Event in India

Respected Sir / Madam ,

I hope this letter finds you in great health and happiness. On behalf of **MINDFUL FOR HAPPY LIFE CHARITABLE TRUST, PALAKKAD, KERALA**. I am delighted to present to you our initiative, “**365 Happiness Days**,” a movement dedicated to promoting happiness and well-being in India.

In today's fast-paced, digital-driven world, mental health and emotional well-being are more important than ever. India, with its rich traditions of spirituality, mindfulness, and community harmony, has the potential to lead the world in fostering happiness. We strongly believe that by **officially recognizing and celebrating International Happiness Day (on 20th March) on a grand scale**, India can set an example for global well-being and significantly improve its standing on the **Global Happiness Index**.

Our Proposal Highlights:

- Introducing a **Happiness Curriculum** in schools and colleges to nurture emotional intelligence.
- Implementing **Happiness Hours** in workplaces and educational institutions.
- Promoting **Happiness Tourism** by positioning India as the No.1 Happiness Destination.
- Organizing **happiness campaigns, wellness retreats, and cultural programs** nationwide.
- Encouraging **government policies that prioritize mental health and social well-being**.

To express our deep appreciation for your leadership and contribution to India's development, we are honored to present you with this **Happy Greeting Card** a small token of our gratitude and a reflection of India's rich culture and commitment to happiness.



We sincerely hope that this will serve as a reminder of the importance of fostering joy, harmony, and well-being across our nation.

We kindly request your esteemed support in making **International Happiness Day a landmark event in India**. We would be honored to collaborate with your office to bring this vision to life.

Thank you for your time and consideration. We look forward to your positive response and guidance.

With warm regards,

Be mindful, Be Happy,

Anurudhan Devadas
Founder & Mindfulness Meditation Trainer
Mindful For Happy Life Charitable Trust
Mobile : +91 7356621064 ,+91 9562516030
Email:mindfulforhappyliife@gmail.com
www.mindfulforhappyliife.com



Proposal for Promoting International Happiness Day in India

Project Name: 365 Happiness Days

International Happiness Day (as per UNO March 20th)

"Staying happy and spreading happiness to others is the most beautiful thing you can do "

The International Day of Happiness is a day that reminds people that **happiness is a human right that should be honored.**

Happiness is the most desired and beautiful feeling, a day to commemorate happiness is bliss. Since 2013, 20THMarch is being celebrated by the United Nations Organization as the International Happiness Day.

Objective:

In the rapidly evolving world shaped by digital transformation, the essence of happiness has become more crucial than ever. The objective of this initiative is to raise awareness about the importance of happiness for a healthy body and mind while fostering a culture of joy and well-being across all sectors of society.

Key Initiatives:

1. Awareness Campaigns:

- Conduct public awareness programs highlighting the significance of happiness in daily life.
- Organize seminars and discussions on happiness and mental well-being.
- Address rising issues such as increasing drug use among youth, ragging in schools, and the increasing suicide rates among children and young adults.

2. Happiness Curriculum for Schools & Educational Institutions:

- Develop a structured happiness curriculum for schools and colleges.
- Establish dedicated happiness centers in educational institutions to promote positive thinking.
- Introduce mental health education to combat peer pressure, bullying, and academic stress.



3. Happiness Documentaries & Short Films:

- Produce and distribute documentaries and short films that emphasize happiness and emotional well-being.
- Collaborate with filmmakers, social media influencers, and psychologists to create engaging content.
- Feature real-life success stories of individuals overcoming mental health struggles.

4. Happiness Awareness Advertisements:

- Feature happiness-related advertisements in cinemas, TV channels, radio, and online platforms.
- Launch digital campaigns on social media to reach a wider audience.
- Spread awareness about the negative impacts of drug addiction, poor parenting, and social isolation on mental health.

5. Science of Happiness:

- Conduct sessions and workshops with psychiatrists, psychologists, and wellness experts.
- Introduce scientific approaches to happiness and emotional resilience.
- Educate parents about the impact of poor parenting, excessive pressure, and lack of emotional support on children's mental health.

6. Happiness Hours:

- Implement dedicated happiness hours in schools, offices, hospitals, and other workplaces to encourage stress relief and well-being.
- Include meditation, laughter therapy, storytelling, and team-building activities.
- Address work stress and financial struggles caused by rapid lifestyle changes.

7. Happiness Promotion at Tourist Destinations:

- Install hoardings, banners, and flyers at popular tourist destinations promoting happiness.
- Offer happiness-themed tours and activities for visitors.
- Promote Kerala as a wellness and happiness tourism destination.
- Collaborate with local tourism boards to introduce happiness retreats, yoga, and wellness camps.
- Organize cultural festivals celebrating happiness and well-being, attracting tourists worldwide.
- Develop eco-friendly resorts and mindfulness centers to encourage relaxation and mental peace.



8. Government Support & Policies:

- Work with government bodies to introduce policies that enhance happiness levels across different states.
- Advocate for the integration of happiness as a key parameter in governance and policy-making.
- Encourage policies to reduce substance abuse and mental health crises among youth.

9. Making Kerala the No. 1 Happiness State in the World:

- Position Kerala as a global leader in happiness initiatives.
- Implement innovative happiness-driven projects in Kerala and set benchmarks for other states.
- Address social issues like increasing drug use, rising suicide rates, and ragging in schools to create a safer and happier community.
- Leverage Kerala's natural beauty and cultural richness to promote happiness tourism.
- Develop international collaborations to establish Kerala as a global hub for happiness research and initiatives.

10. Happy Clubs for Women Empowerment:

- Establish "Happy Clubs" to empower women through skill development, mental well-being programs, and community support.
- Provide training on self-care, financial independence, and leadership to promote happiness and confidence.
- Create safe spaces for women to share their experiences and foster a positive mindset.

11. Happiness Transformation Training for Prisoners:

- Conduct happiness and mindfulness programs in prisons to help inmates reintegrate into society with a positive mindset.
- Offer emotional resilience training, vocational education, and stress management workshops.
- Collaborate with rehabilitation experts to promote personal transformation and reduce crime recurrence.

12. Happiness Projects for Disaster Management:

- Implement psychological first-aid and happiness-driven relief programs for disaster-affected communities.
- Conduct counselling and emotional well-being sessions for disaster survivors.
- Introduce community bonding activities to help rebuild hope and resilience after crises.



13. Happiness with Nature:

- Encourage people to spend more time in nature to enhance their happiness and mental well-being.
- Organize nature walks, tree-planting events, and outdoor meditation sessions.
- Promote eco-friendly lifestyles to create a harmonious balance between humans and the environment.

14. Happiness with Birds and Animals:

- Promote pet therapy programs to help individuals experience emotional healing and happiness.
 - Set up bird-watching zones, animal shelters, and nature-friendly parks to encourage interactions with animals.
 - Collaborate with wildlife and environmental organizations to spread awareness about the mental health benefits of connecting with animals.
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Expected Outcomes:

- Increased awareness and prioritization of happiness in personal and professional life.
- Enhanced mental and physical well-being among individuals.
- Strengthened community bonding and social harmony.
- Reduction in suicide rates, drug addiction, and other mental health crises.
- Positive impact on India's happiness index and global well-being rankings.
- Growth of Kerala's tourism industry through happiness-centric travel experiences.

This initiative, through its multi-faceted approach, aims to create a sustainable and long-lasting impact on India's happiness quotient and contribute to a healthier and more joyful society.

With warm regards,

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