A man in a white kurta and dhoti is meditating in a lotus position on a sandy beach. In the background, a man and a woman are sitting on the beach, looking out at the ocean. The beach is lined with palm trees, and there are fishing boats with nets in the water. The sky is blue with some clouds.

Welcome to
Mindfulness Journey
to *Kerala* -

The Cherai - The Happiness Destination

Happiness curriculum designed by
Anurudhan Devadas

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- A stylized illustration of a woman with brown hair, wearing a light green top and blue pants, sitting in a meditative lotus position. She has her eyes closed and a serene expression. The illustration is set against a circular background with green leaves and small white dots, and is positioned behind the list of contents.

A mindfulness journey through Kerala - “God's Own Country”

Placed along the southwestern coast of India is Kerala, the tropical state often admired for its tranquil stride of life, strong societal values, and deep connection with nature. Untouched by the impact of urbanization and industrialisation pollution an onlooker may find the life here a bit unhurried only to find that it is wrong notion. It is because Kerala follows a philosophy that values quality of life over unchecked polluting industrial expansion. With these values in focus, Kerala has already carved out a unique identity of its own.

The state is often admired for its peace, robust cultural values, and secularism. Over time, these qualities have earned Kerala an unusual comparison with Nordic European countries like Finland known for less industrialisation, peace, and tranquillity. Nature is another striking feature. Kerala is shaped by an elaborate grid of rivers, canals, and backwaters that define everyday life. Aquatic life and lush greenery are not just landscapes but part of its cultural identity. From the tropical forests to the majestic Western Ghats, reverence for the environment runs deep and influences how people live and nurture themselves.

Education is perceived as a fundamental right rather than a privilege. Sturdy schooling, well-trained teachers, and devotion to early childhood education form the pillar of the learning systems. The state boasts one of the highest literacy rates in the country and heads in life expectancy, showcasing how long-term investment of education can shape healthier societies. With these captivating topographies and features, this happiness curriculum is aptly attributed to Kerala in a drive towards making it “God's own country of Happiness.”

It is not just about scenic beauty but also about the social security and healthcare which parallel in making Kerala an abode of happiness.

The environment fostered which is devoid of the influence of industrialisation can create societies that balances nature and humanity.

The true mindfulness journey for happiness begins here!

Cherai, the Happiness Destination

Often referred to as Kerala's gemstone of coastal serenity, Cherai Beach is a tranquil beach located in the state of Kerala, along the Arabian Sea coast. It is situated in the Cherai village, which is part of the Vypin Island, one among many islands forming the city of Kochi (Cochin). This is one of the few places where one can perceive the view of a lagoon and a sea separated only by a few meters. The Cherai village offers a perfect blend of natural beauty, leisure activities, and cultural experiences. This makes it a popular destination for travellers seeking a tranquil escape amidst Kerala's coastal haven.

Spending time in Cherai is a real time experience for someone who wants to spend some quality time with their family and loved ones. Hence, Cherai tourism pledges an awe-inspiring holiday experience by providing a peaceful retreat from the bustle of urban life. On this International Happiness Day 20th March 2026 Cherai is the chosen destination for the unveiling of the happiness curriculum. The objective of happiness curriculum is to showcase the fact that the final aim of human life is not the clamour of urban life but a tranquil life filled with glee and contentment .



Project Name : Happiness to All

Objectives:

In the rapidly sprouting world which is enslaved by digital transformation, the necessity for happiness has become more pivotal than ever.

The objective of this proposal is to elevate mindfulness about the importance of happiness for a healthy body and mind while nurturing an ethos of joy through all segments of society.

The true definition of happiness

- Happiness in a wider perspective can be defined as an elementary objective that serves to motivate concrete goals which is a vital ingredient to a meaningful life.
- Though happiness varies with age, culture, values, and stages of life the deeper purpose remains the same.
- Happiness shapes the ideals people implement and how they live their lives.

How this can be achieved?

This Happiness to all project intends to accomplish this milestone through the “Mindful for happy life” happiness curriculum Designed by Anurudhan Devadas , Founder & Mindfulness Mentor from Mindful For Happy Life Charitable Trust . This curriculum contributes to shedding light on the latent mechanisms that link mindfulness to happiness thereby making the world an abode of bliss and contentment.

The torchbearer

Like the hand that rocks the cradle, the driving force behind this venture is Anurudhan Devadas. A peace activist and an accredited mindfulness Meditation Mentor , he is passionate about helping people to encounter life's joys and challenges with empathy and resilience. For full profile of Anurudhan Devadas please visit the website <https://mindfulforhappy.com/about-us/>

What exactly is mindfulness?

Mindfulness is a mental state attained by focussing one's perception completely on the present moment, while simultaneously recognizing his/her own frame of mind and sensations.

Mindfulness is related to constructive upshots increasing the chances of esteemed activities.

How mindfulness is related to happiness?

Mindfulness is related to behavioural stimulations in humans. These stimulations enhance happiness and reduce anxiety if managed in an appropriate way.

Research has proved that these interceding variables enhance happiness.

Can mindfulness bring happiness?

The answer is affirmative.

- Scientific studies have proved that one of the major reasons for happiness is being devoted on what a person is doing. Erstwhile a mind that wanders is allied with a low level of happiness. It is at this point that mindfulness does the magic. More mindfulness paves way for more happiness.
- Research has proven that individuals practising mindfulness are able to control and regulate mental stress which is important for happiness.
- With high level of dispositional mindfulness, one can achieve an optimistic and happy state of emotion.

Key Initiatives (Proposed)

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 mounting issues such as drug abuse among youth, bullying in schools and the cumulative suicide cases among children and young adults.

2. Integrated Happiness Curriculum for Schools & Educational Institutions:

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

3. Happiness Documentaries & Short Films:

- Production and screening of documentaries and short films that accentuate happiness and emotional well-being.
- Collaborate with filmmakers, social media influencers, and psychologists to create appealing content.
- Feature real-life success stories of individuals confronting mental health issues.

4. Happiness and Mindfulness Awareness Advertisements:

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

5. Science of Happiness:

- Conduct sessions and workshops with psychiatrists, psychologists, and wellness experts.
- Introduce scientific approaches to happiness and emotional Intelligence courses .
- Educate parents about the impact of inefficient parenting, excessive pressure, and lack of emotional support on children and their psychological well-being.

6. Happiness Hours:

- Implement dedicated happiness hours in schools, offices, hospitals, and other workplaces to encourage stress relief and good welfare.
- 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, mindfulness meditation and wellness camps.
- Organize cultural festivals celebrating happiness and well-being, attracting tourists worldwide.
- Develop eco-friendly resorts and mindfulness centres to encourage relaxation and mental harmony.

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 crisis among youth.

9. Making Kerala the top ranked “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, intensifying 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:

- Launch 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 crisis.

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.

Anticipated and 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 crisis.
- Positive impact on India's happiness index and global well-being rankings.
- Growth of Kerala's tourism industry through happiness-centric travel experiences.

This enterprise, through its multi-faceted approach, aims to create a sustainable and long-lasting impact on happiness quotient of our country and contribute to a healthier and more joyful society.

Together, let us make the world a happy abode.

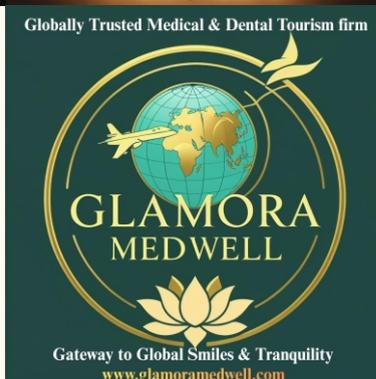
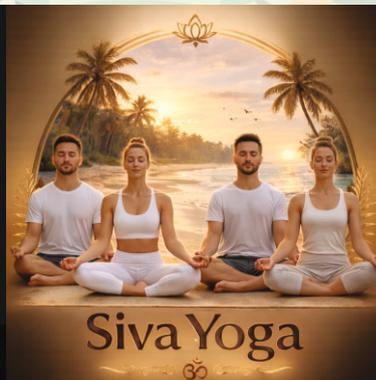
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