

# HAPPINESS INDIA PROJECT

INITIATIVE TO MAKE INDIA HAPPIER

## INTERNATIONAL HAPPINESS CLUB

The ultimate aspiration of every human being is happiness, but how many truly attain it? A glance around reveals that for many, happiness is fleeting, an occasional visitor rather than a constant companion. Ideally, we should experience joy across all facets of life: personal, familial, professional, and social. To bridge this gap, *Happiness Clubs* are being launched under the leadership of the *Margadarshan Happiness Research Institute*, with a mission to make sustainable happiness accessible to all. In the initial phase, the initiative will roll out across Kerala, before expanding to other states. The first milestone includes the establishment of 1,000 clubs, with an ambitious target of 5,000 clubs over the next three years. Each club offers members over 33 curated services, grouped into three holistic categories: Health, Wealth, and Happiness. Simultaneously, efforts are underway to take these initiatives global, because happiness knows no boundaries.

Health
1. Multi Gym
2. Sports club
3. Turf
4. Zumba Dance
5. Martial Arts
6. Yoga and Meditation
7. Monthly Health Check-up
8. Tea with Doctor
9. Insurance Services

Wealth
1. Green Kerala Agri Project
2. Godhan Project
3. Financial Literacy Project
4. Entrepreneurship Program
5. Career Guidance
6. Financial Management
7. Sales Desk

Happiness
1. Happiness Trip
2. Entertainment Day
3. Theater Arts
4. Smile Club
5. Happiness Area
6. Personal Counselling
7. Library + Reading Room
8. Monthly Get-together
9. Gaming Console
10. Meet the Leader
11. Recognition
12. Help Desk
13. Labour Bank
14. Legal Services
15. Time Management
16. Relationship Management
17. Family Mastery
18. Homentrepreneurship

## PHASE 1: BUSINESS CLUB

Health, wealth, and happiness are interconnected. Since the club emphasises these three areas, it is necessary to create the appropriate physical conditions for it. Strong leadership is essential to form and oversee Happiness Clubs. The future of our country depends on the youth. They are the ones who should be the first to take leadership of the Happiness Club. The first step in supporting the activities of the Happiness Club is the Business Club. The activities of the Business Club are designed to help fulfil the wishes and dreams of the youth.

As in the initial phase of forming Happiness Clubs, the Margadarshan Research Institute is launching 10,000 Business Clubs in partnership with Margadarshan's Training Marketing Division. Each club will have up to 40 members and will serve as a training marketing team for the company. A Business Club will include one Assistant General Manager (Marketing), three Senior Relationship Managers, and nine Relationship Managers.

### How to form a business club

- First step is to become part of an already existing club, which will be considered as your mother club in the future.
- Participate in any of the two training programs promoted by Margadarshan Happiness Research Institute by paying the fee.
  1. Diploma in Entrepreneurship and Leadership Management.
  2. Happiness Mastery (Mind mastery).
- In the second step, find three associates, and with the help of the Mother Club, make them Senior Relationship Managers. Your business club and your life will be set. Your success is essential to the Mother Club.
- When you find three members who are direct associates, you will become a Relationship Manager.
- When all three of your associates become relationship managers, you will advance to Senior Relationship Manager.
- When your three associates become Senior Relationship Managers, you will become an Assistant General Manager (Marketing).
- The maximum time to complete the club is 90 days.

### Business Club Completion Benefits

(When your 3 associates become SRM)

	CRITERIA	Benefit
Relationship Manager	3 Associates	Rs. 6000
Senior Relationship Manager	3 RM	Rs. 9000
Assistant General Manager	3 SRM	Rs. 13000 + Four days International Trip + Two-wheeler fund
General Manager	3 AGM	I Phone

## CLUB BENEFITS

RM Club	
<b>1</b>	<b>Rs. 100000.</b>
<b>2</b>	<b>Star-Night program (concert).</b>
<b>3</b>	<b>One day happiness Tour.</b>
<b>4</b>	<b>IHC Membership.</b>
<b>5</b>	<b>Personal Insurance (25 lakh).</b>

SRM Club	
<b>1.</b>	<b>Rs. 200000.</b>
<b>2.</b>	<b>One day happiness Tour.</b>
<b>3.</b>	<b>Three-day Goa Tour.</b>
<b>4.</b>	<b>MacBook.</b>
<b>5.</b>	<b>Surprise Gift</b>

AGM Club	
<b>1</b>	<b>Rs. 700000.</b>
<b>2</b>	<b>One day happiness Tour.</b>
<b>3</b>	<b>Four-day Delhi-Manali Tour.</b>
<b>4</b>	<b>DSLR Camera + Lense.</b>

GM Club	
<b>1.</b>	<b>Rs. 1500000</b>
<b>2.</b>	<b>One day happiness Tour</b>
<b>3.</b>	<b>4 Day International Family Tour</b>
<b>4.</b>	<b>Car Fund.</b>

Royalty Club	
<b>1.</b>	<b>25 Lakh</b>
<b>2.</b>	<b>World Tour</b>

The incentives and bonuses for each position are determined by considering the overall business performance of the Business Clubs and the profit share from the Margadarshan Happiness Research Institute. Business Club members can personally market any programs promoted by the Margadarshan Happiness Research Institute. When they do, they will earn a special commission for their efforts.

## PHASE 2: ENTREPRENEURSHIP PROGRAMS

Entrepreneurship in the modern world is a dynamic force reshaping industry, communities, and the way we live and work. With the rise of digital technologies, global connectivity, and access to diverse markets, individuals can transform bold ideas into impactful ventures faster than ever before. Today’s entrepreneurs aren’t limited to traditional business models. From solopreneurs leveraging AI to streamline productivity to startups disrupting centuries-old industries, the possibilities are boundless. The modern entrepreneur is not just a businessperson but a problem-solver, culture-shaper, and catalyst for change in a rapidly evolving world.

Building on this momentum, over 10,000 business clubs are nurturing a new wave of 100,000 entrepreneurs, positively impacting more than 300,000 beneficiaries. The initiative’s second phase will catalyze 1,000 new start-ups and foster community investments in diverse ventures, from Multi Gyms, Godhan Project, Green Kerala Agri Project and Farmer Producer Companies, etc., Each designed to champion local innovation and sustainable growth.

## **Own Fund Start-up (1000)**

Business clubs are being launched with a bold vision, to ensure that financial constraints never stand in the way of innovation. These clubs are dedicated to empowering young minds by providing a supportive platform where money is no longer a hurdle but a launchpad. With opportunities for 1000 aspiring entrepreneurs to build their self-funded ventures, students and recent graduates will be equipped to bring their dream projects to life, without the burden of loans or repayment obligations. More than just funding, these clubs foster a vibrant ecosystem of mentorship, collaboration, and skill-building, enabling members to turn their passion into impactful enterprises. Whether you're still in college or stepping into the world beyond, this is your chance to ignite your ideas and shape the future you envision.

## **Community Entrepreneurship (1,00000)**

The Community Entrepreneurship Program aims to create one lakh entrepreneurs. The likelihood of ordinary people and the middle class starting and succeeding in a business in our country is quite low. There are many obstacles to raising funds and completing other procedures. When businesses they start on their own and go bankrupt, they are often unable to survive. Not only do they lose their entire wealth, but they also end up in massive debt, and in reality, what they lose is almost their very lives. This highlights the need for community entrepreneurship. Businesses that pose no risk of loss and have good profit potential should be chosen for community entrepreneurship. In the first phase, businesses like multi-gyms, turf, and dairy farms should be initiated.

## **Homentrepreneurship (10,00000)**

Home entrepreneurship aims to create one million entrepreneurs. It is a model that has been tested and proven successful in developed countries. In nations like China and Korea, spare parts and various large industry items are manufactured at home. This model can be applied not only in industry but also in the agricultural sector. Many projects, including rice cultivation initiatives like the Manjal Gramam project, Poovu Gramam project, Pullu Krishi project, and Arrow Roots Gramam project, can be completed successfully through combined efforts. We can cultivate gold on barren land and foster an agricultural revolution in Kerala. Home-based businesses will be supported and provided with the necessary mentorship to ensure their success. This initiative will also facilitate the local manufacturing of materials needed for industrial enterprises, transforming homes into workplaces.

### PHASE 3: PERMANENT EMPLOYMENT SYSTEM

After completing 10,000 Business Clubs, Further formation of Business Clubs will not be entertained, and a marketing team will be formed. Structural changes will be implemented to provide the marketing team with a stable income. Each position in the marketing team will have a monthly salary determined accordingly.

Designation	Number	Area	Monthly salary
State Co-Ordinator	1	State	300000
Dist. Co-Ordinator	14	District	150000
Zonal officer	20	Parliament	100000
General Manager	140	Assembly	70000
Assistant GM	1139	20 wards	40000
Senior RM	5216	Four wards	30000
RM	20864	One ward	20000



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