International Day of Happiness

March 23, 2020

United Nations observe 20th March of every is celebrated as International Happiness Day

The theme of 2020: Happiness for All, Together. The theme mainly focuses on what we have in common instead of focusing on the things that divide us. The campaign theme of International Day of Happiness 2020 is "Happiness For All, For Ever" that aims at focusing on what we have in common, rather than what divides us.

Why celebration?

Since 2013, the United Nations has celebrated the International Day of Happiness as a way to recognise the importance of happiness in the lives of people around the world. In 2015, the UN launched the 17 Sustainable Development Goals, which seek to end poverty, reduce inequality, and protect our planet — three key aspects that lead to well-being and happiness.

History

- The General Assembly of the United Nations in its **resolution 66/281 of 12 July 2012 proclaimed 20 March the International Day of Happiness, recognizing the relevance of happiness and well-being as universal goals** and aspirations in the lives of human beings around the world and the importance of their recognition in public policy objectives.
- It also recognized the need for a **more inclusive, equitable and balanced approach to economic growth** that

promotes sustainable development, poverty eradication, happiness and the well-being of all peoples.

- **The resolution was initiated by Bhutan, a country which recognized the value of national happiness over national income since the early 1970s** and famously adopted the goal of Gross National Happiness over Gross National Product.
- It also hosted a High-Level **Meeting on "Happiness and Well-Being**: Defining a New Economic Paradigm" during the sixty-sixth session of the General Assembly.