



ADITYA BIRLA EDUCATION TRUST



# Championing Change

*Mpower's Impact on Mental Health  
over the years*

# WHO WE ARE

The Aditya Birla Education Trust marks the foray of the organization into the field of education. Since its inception, it has always strived to nurture young minds. Aditya Birla Education Trust is a body registered under the Bombay Public Trusts Act 1950 at Mumbai.

**Neerja Birla** is the Founder and Chairperson of the Trust. The Trust consists of six units:



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Aditya Birla Education Trust

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# VISION

A stigma-free world where individuals with mental health concerns can lead meaningful & productive lives with respect & dignity.

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Mpower strives to change public perception by creating awareness, fostering education, advocating prevention & providing world-class holistic mental health services, regardless of age, gender, and socio-economic boundaries.

# MISSION

Our Mission to #StampOutStigma around Mental Health is achieved through the following five verticals:



#### **Mpower - The Movement**

- Ride to Mpower
- World Suicide Prevention Day
- World Mental Health Day
- The Happy Place
- GenM & The Mpower Fest
- #SpeakUp with Mpower
- Art Express
- Be the Change



#### **Mpower - The Centre**

- Mumbai
- Bengaluru
- Kolkata
- Pune
- New Delhi

#### **Mpower - The Foundation**

- Mumbai
- Virar

#### **The Mpower Cell**

- BITS Pilani, Goa
- BITS Pilani, Pilani
- BITS Pilani, Hyderabad
- BK Birla College, Kalyan
- Jaipur



#### **• IGNITE**

- School Workshops
- College Workshops
- Employee Workshops
- Youth Mental Health First Aid Training
- Mental Health Literacy Program
- Dishaa Training
- Workshops with NGOs



#### **The Mpower Hub**

- Project Mpower Echo
- The Mpower Conclave
- Minds Matter



#### **Mpower 1 on 1**

- Helpline
- Live Chat



# IMPACT

## Our locations - Clinical



We are present in 12 locations in India.

Our **Centres** are located in **Mumbai, Bengaluru, Kolkata, Pune and New Delhi.**

Our **Foundations** are located in **Mumbai and Virar**, where we offer **affordable mental health services** to those in need.

Our **Cells** are located in **Goa, Pilani, Hyderabad, Kalyan & Jaipur**, where we offer mental health services to the residents of the **college campuses.**

**We run mental health cells in various corporates, NGOs & government schools,** where we provide mental health counselling to those in need.



With the onset of the pandemic, our services\* are being offered online as well as offline for all our clinical beneficiaries.

**2,16,887+**  
sessions conducted  
at our centres,  
foundation & cells.

**26,265+**  
clients have been  
seeking professional  
help.

**1,05,+**  
lives have been  
touched through our  
clinical interventions.



**24x7 Mental Crisis Health Helpline** in collaboration with Brihanmumbai Municipal Corporation & the state government of Maharashtra.



**1,39,538**  
unique calls



**6,145**  
unique chats



# IMPACT

## Outreach

Apart from clinical services, we also offer clinical interventions to particular groups of individuals, along with government bodies and corporates groups. Our aim is to ensure mental health services are available & accessible by all.



**8,900+**

Workshops & capacity-building programmes conducted.

**2.83 lac +**

individuals benefitted through school, college & corporate workshops & seminars.

**11.32 lac +**

lives have been touched through our school, college & corporate workshops & seminars.



# COVID-19 & Mental Health

Mpower's impact during the global pandemic



## Mental Health Awareness sessions

1000+ online seminars conducted free-of-cost on mental health awareness across India

## 24x7 Mental health helpline

Received 65,000+ calls from different age groups all across the country.



## Minds Matter - Mental health curriculum for schools

25+ schools were offered to be trained free-of-cost to conduct the Minds Matter curriculum. 26,000+ students have benefitted from these sessions.

## Capacity-building programmes for various target audiences

80+ capacity building programmes conducted across various NGOs, schools, colleges in urban and rural locations during the pandemic.



## Grief Support Groups

Mpower organized 100+ grief support groups for those who were dealing with a hard time due to the pandemic & the loss of their loved ones.

## Mpower e-clinic

A one-stop multidisciplinary mental health solution was initiated to bridge the mental healthcare gap in tier-2 cities in India



## Support frontline - COVID Warriors

Mental health counselling and structured therapy to 200K+ frontline heroes.



# Community Projects (Public-Private Partnership)



Aim to train over 10,000 teachers in collaboration with 1,138 MCGM schools which will impact over 2.7 lac. students in collaboration with the Municipal Corporation of Greater Mumbai

Through Project Oorja, we ultimately aim to bring about an improvement in the mental well-being of school children. We shall accomplish this by:

- Creating Awareness around mental health concerns by training teachers on mental health literacy and mental health first aid
- Providing clinical interventions by establishment of counselling cells in schools through our trained Psychologists

## For Teachers

10,251+  
teachers  
trained

1000+  
capacity-building  
and awareness  
sessions conducted

## For Students

72,774+  
students  
counselled

72,783+  
counselling  
sessions held

## For Parents

3,075  
counselling sessions  
for parents held

2,719+  
awareness sessions  
for parents held





# Community Projects (Public-Private Partnership)



Aim to increase mental health awareness, provide support to and to build capacity of the Central Industrial Security Force.

With the current worldwide pandemic, our mental health has become most vulnerable and this is the time that we all talk openly about mental health and access the services without feeling any shame or fear of ridicule.

64 Airports across India	10 Non-Airports locations	3,301+ Helpline calls (Inbound)	8,790+ Helpline calls (Outbound)
30 capacity- building sessions	583+ individuals trained	834+ awareness sessions	21,511+ session participants
12,304+ individuals screened	1907+ counselling sessions	1037+ individuals counselled	





# Community Projects (Public-Private Partnership)



Aim to provide counselling services to victims of abuse & perpetrators of crime, in collaboration with Mumbai Police.

An objective to provide counselling and mental health support to women who are victims of violence, rape, molestation or any such offence. At the same time, it will attempt to curb recidivism by counselling the perpetrators/suspects as well.

128 police stations covered in Mumbai & Thane	1,379+ individuals counselled	6,840+ counselling & Screening sessions conducted	3,586+ Individuals screened
1,440+ victims counselled	213+ perpetrators of crime counselled	2,044+ Family members of victims/perpetrators of crime counselled	
100 workshops conducted for police personnel	5,472+ police personnel participated in workshops	472+ PNS Screening 279+ ATS Screening	124+ NSG Screening





# Community Projects (Public-Private Partnership)



Aim to benefit over 2.5 lac. individuals in collaboration with 40 Primary Health Centres in collaboration with Government of Maharashtra.

Under this project, we are closely working with 40 Primary Health Centres (PHCs) to aid the District Mental Health Programme (DMHP).

Our main objective is to increase awareness and outreach to rural areas through various workshops, high-quality clinical services and other community engagement activities.



**3,67,092+**  
individuals  
screened

**1,984**  
counselling  
sessions held

**7,021+**  
psychiatry  
sessions

**4.76%**  
Identified at risk  
through screening

**20.67%**  
individuals identified at risk  
sought psychiatric help

**12,210+**  
awareness sessions  
conducted

**4,04,706+**  
participants in the  
awareness sessions



# Community Projects (Public-Private Partnership)



Aims to provide mental health services to the Railway Protection Force (RPF).

This collaboration will help the Railway Protection Force personnel from the Mumbai Central Division, Western Railway, access 24x7 mental health services via a helpline, workshops, and counselling sessions for their mental health needs. The project is expected to benefit approx. 1200 RPF personnel.

**21+**  
Counselling &  
Screening sessions  
conducted

**17+**  
Individuals Counselling

**17+**  
Awareness sessions  
conducted

**857+**  
participants in the  
awareness sessions





# Community Projects (Public-Private Partnership)



Aims to provide mental health services to Children taking shelter in CCIs in Maharashtra.

This collaboration with the Government of Maharashtra, Women & Child Development Ministry will help the 500+ children taking shelter in CCIs across Maharashtra. The project will also help in the sensitization of the caregivers at these shelters.

5  
Locations

20  
Child Care Institutes (CCIs)  
across Maharashtra

4,682+  
Counselling sessions  
in CCIs

1,643+  
children counselled





# Community Projects (Public-Private Partnership)



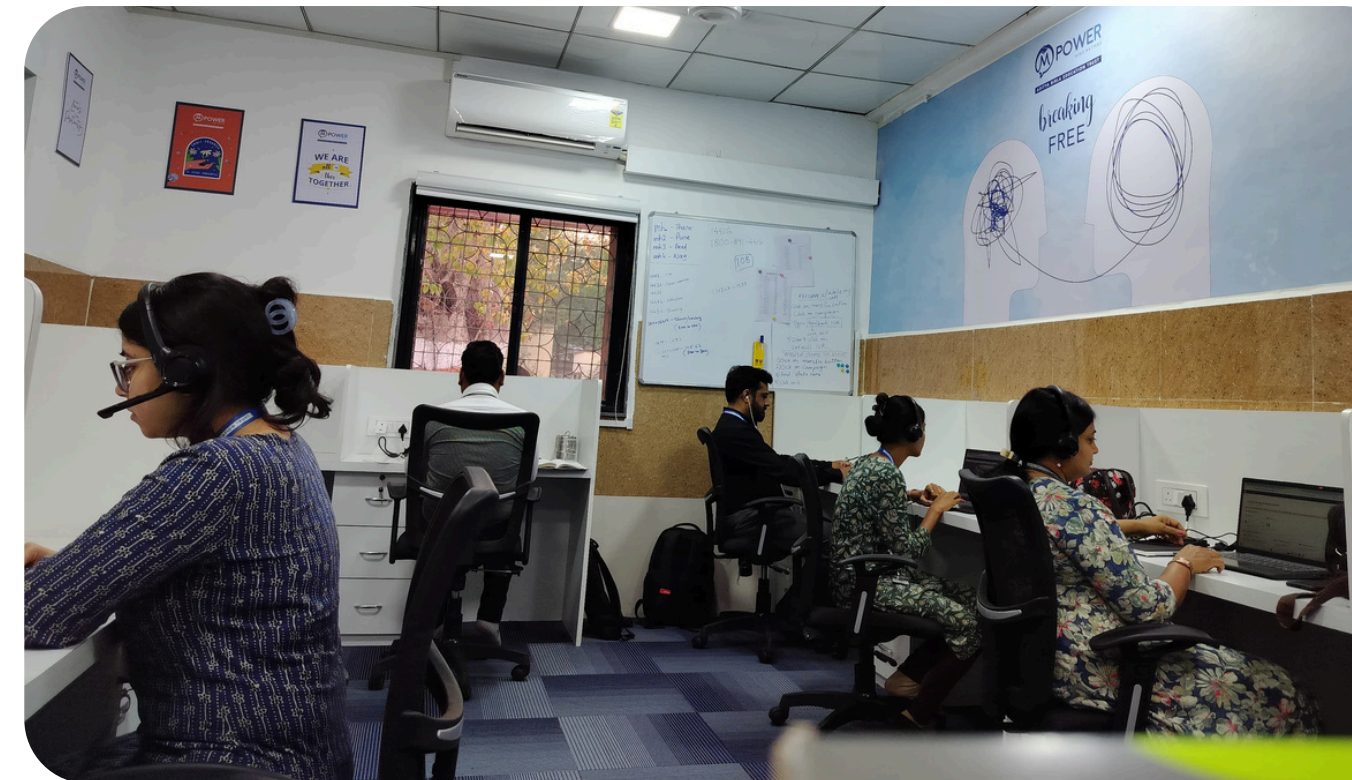
Aims to provide accessibility to Mental Health services through a 24x7 helpline.

This collaboration with NIMHANS (National Institute of Mental Health and Neuro-Sciences) towards expanding the implementation of Tele-MANAS mental health support services across India.

Tele-Mental Health Assistance and Networking Across States (Tele-MANAS) initiative was launched by the Ministry of Health & Family Welfare. It aims to provide free tele-mental health services all over the country round the clock, particularly catering to people in remote or under-served areas.

**1992+**  
Help Seeking Calls

**953+**  
Unique Callers





# Community Projects (Public-Private Partnership)



Aims to strengthen the mental health services and infra in Government Hospitals across India.

Project Saathi is a mental health care strengthening project aimed at enhancing mental health services in Mental hospitals;

The intervention includes the following;

- Enhancing the mental health infrastructure
- Capacity building of doctors, nurses, para-medical staff and support staff
- Group sessions with the IPD/OPD patients
- Psychoeducation for OPD patients and caregivers
- IEC material for creating awareness on Mental health & rights of Mentally-ill patients
- Self-care kits for the patients
- Recreation and skill-building activities for patients
- Peer support group for rehab/deaddiction patients and caregivers

1  
No of  
Hospitals

149+  
Stake holders  
trained

694+  
Patients  
benefited

40+  
Merical  
Equipment  
Provided

1000  
Self-care kits  
distributed

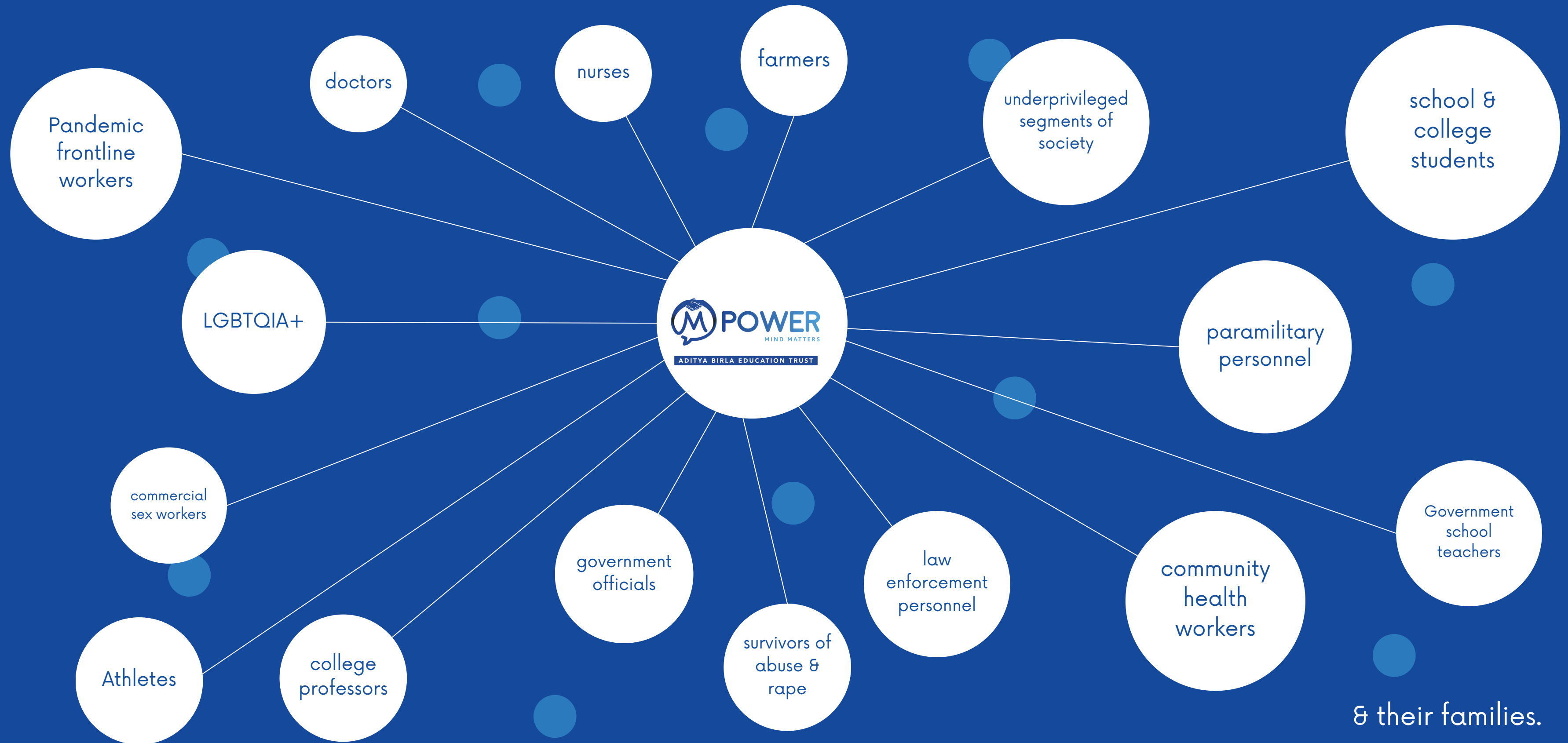




20,000,000+  
lives touched

## Our Target Groups

Our clinical interventions & capacity-building programmes  
have impacted the lives of many individuals





## 24x7 Mental Health Helpline

- On 3rd April 2020, **Mpower, along with the BMC and Government of Maharashtra**, launched a mental health helpline called 'BMC-Mpower 1on1' to assist callers facing mental health concerns due to the Covid 19 pandemic.
- A year later we also launched a 24 x 7 live chat facility to cater to those who wouldn't be able to find the privacy to make a call.

**Our team of 20 therapists works on a rotational basis to help callers with concerns like anxiety, relationship concerns, work stress, suicidal ideation.** For concerns that require long term therapy or psychiatric consultation, we liaise with our Centres to provide a smooth transition for the caller.



Apart from metros like Mumbai, Delhi and Bangalore, we also get calls from Tier 2 and Tier 3 cities like Pune, Lucknow, Jammu, Gulbarga, and Bhubhaneshwar.



Through Project Mann, we launched a dedicated helpline to provide emotional support to the CISF units of Mumbai and Delhi airports. Outbound calls were made to each personnel to proactively enquire about their emotional well-being and stress levels and assist them with coping skills for the same.





## Awareness Initiatives

Through Mpower – The Movement, our awareness vertical, we strive to bring about a cultural shift and a change in the mind-set of people by addressing misconceptions, fostering positive attitudes, disseminating correct information, and alleviating stigma related to mental illnesses.

Some of our offline & online initiatives are:

- Ride to Mpower – city-wide cycling event
- The Happy Place – inter-school mental health fest
- GenM & The Mpower Fest – music fest
- #SpeakUp with Mpower – spoken word performance for mental health awareness
- Art Express – volunteer-led wall painting
- Be the Change – conference on school mental health
- World Suicide Prevention Day – awareness activities
- World Mental Health Day – uniting brands

**50K+**

awareness  
participants

**101+**

organizations pledged for  
mental health

**160.4Mn+**

reach achieved across  
platforms





ADITYA BIRLA EDUCATION TRUST

We pledge

to empower our employees with  
mental health insurance coverage.

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What's your  
**#PledgeForMentalHealth?**

24x7 Free Mental Health Helpline  
1800 120 820 050

Please Refer and Terms and conditions apply. Visit [mpowerindia.com](#) for more details.



# From the Chairperson's Desk

Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence – Helen Keller

In the recent years, we've really seen a paradigm shift in the field of healthcare with an increased focus on health and fitness beyond just curing illness and instead on actively working towards a preventive, holistic lifestyle. A healthy body needs a healthy mind and finally, the spotlight is on mental health as well.

In India, the Mental Health Act was passed in 2018 and is in the final stages of implementation across 29 states. While these are great steps in the right direction, deep-rooted stigma, lack of awareness and lack of access to mental healthcare stand in the way of any true progress.

Mpower is an on-going endeavour to be the movement to affect that change and we are determined to keep chipping away at this resistance in our humble way.

Do join our mission so that together, we can work towards creating a sound ecosystem for mental health in India – so that we can become a stigma-free society where mental healthcare and well-being is a priority for everyone.

Let us  
**#StampOutStigma together.**

**-Neerja Birla**





# Brands that have trusted us



*The M. K. Tata Trust*



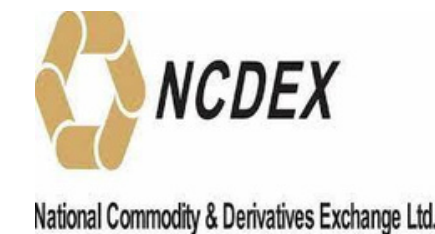
**Goldman Sachs**



*Coca-Cola*



**TEACHFORINDIA**







**ADITYA BIRLA EDUCATION TRUST**

**Mumbai | Bengaluru | Kolkata | Pune | New Delhi | BITS Pilani | BITS Goa | BITS Hyderabad | Jaipur | Kalyan | Virar**  
**[mpowerminds.com](http://mpowerminds.com)**