



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.

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



Aditya Birla Education Trust

VISION

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

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.



1,90,779+
sessions conducted
at our centres,
foundation & cells.

15,453+
clients have been
seeking professional
help.

61,800+
lives have been
touched through our
clinical interventions.



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



1,19,772
unique calls



5,477
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.



7,800+

Workshops & capacity-building programmes conducted.

2.36 lac +

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

8.34 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 lac. students in collaboration with 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

8,000+
teachers
trained

1000+
capacity-building
and awareness
sessions conducted

For Students

53,500+
students
counselled

55,800+
counselling
sessions held

For Parents

2,600+
counselling sessions
for parents held

2,600+
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.

33

Airports
across India

2,700+

Helpline calls
(Inbound)

11,700+

Helpline calls
(Outbound)

22

capacity-
building sessions

1,200+

individuals
trained

460+

awareness
sessions

9,800+

session
participants

5,300+

individuals
screened

950+

counselling
sessions

490+

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

2000+

individuals
counselled

3900+

counselling sessions
conducted

1900+

Individuals screened

1300+

victims
counselled

500+

perpetrators of
crime counselled

1100+

Family members of victims/perpetrators
of crime counselled

35

workshops conducted
for police personnel

2200+

police personnel
participated in workshops

470+

PNS Screening

279+

ATS 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.

1,71,000+
individuals
screened

1,500+
counselling
sessions held

6800+
psychiatry
sessions

6.32%
Identified at risk
through screening

70.74%
individuals identified at risk
sought psychiatric help

35,800+
awareness sessions
conducted

1,95,500+
participants in the
awareness sessions



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

70+

organizations pledged for
mental health

121Mn+

reach achieved across
platforms



We pledge

Emotional Health Counselling services
for our employees
Employee counselling services &
chat based counselling for specific
segment of employees.

What's Your
#PledgeForMentalHealth ?

24x7 Toll Free Mental Health Helpline
1800 120 820050

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.

Dr. Neerja Birla



Brands that have trusted us



The M. K. Tata Trust



Goldman Sachs



Coca-Cola



TEACHFORINDIA





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Mumbai | Bengaluru | Kolkata | Pune | New Delhi | BITS Pilani | BITS Goa | BITS Hyderabad | Jaipur | Kalyan | Virar
mpowerminds.com