



# CHAMPIONS OF CHANGE 2022

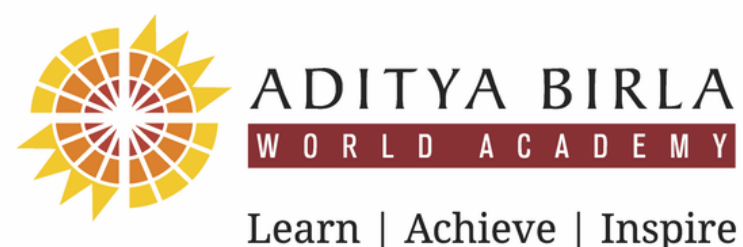
March 2022



# 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.

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



---

Aditya Birla Education Trust

---



# VISION

**Mpower** was born with the aim to **#StampOutStigma** and encourage open dialogue around Mental Health, so that individuals could have the right to a fulfilled life, sans any bias, discrimination, or shame - regardless of socioeconomic boundaries.

Mpower hopes to bring about a change in the public perception regarding people coping with mental health concerns and facilitate recovery without facing discrimination or shame, while simultaneously affecting policy and public life change.

---

# MISSION

Our mission is to empower individuals and their families with mental health concerns by creating awareness and alleviating stigma; advocating prevention, fostering education, and providing world-class holistic services so that they may lead meaningful and productive lives with respect and dignity. We achieve this by



Creating Awareness



Fostering Education




Advocating Prevention



Providing Services



# 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***



# Leadership Team

Mpower has a **full time multi-disciplinary clinical team** consisting of professionals providing specialized service for children, adolescents and adults with severe mental health concerns.



**Dr. Aparna Methil**  
Vice President  
Operations



**Dr Ambrish Dharmadhikari**  
Head (Psychiatrist)  
Mpower The Foundation



**Anita Lobo**  
AVP - Mpower Events &  
PR for Founder and Chairperson



**Dilshad Khurana**  
Head Counsellor  
Helpline



**Mayuri Sanghrajka**  
Psychologist and Head  
Cell Management



**Parveen Shaikh**  
AVP Outreach, Strategy  
& Collaborations



**Dr Preeti Parakh**  
Psychiatrist and Head  
Kolkata



**Dr Sapna Bangar**  
Psychiatrist and Head  
Mumbai



**Dr Vinod Kumar**  
Psychiatrist and Head  
Bengaluru



**Dr Zirak Marker**  
Senior Psychiatrist &  
Advisor



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



**Awareness**

**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



**Clinical Care**

**Mpower - The Centre**

- Mumbai
- Bengaluru
- Kolkata

**Mpower - The Foundation**

- Mumbai

**The Mpower Cell**

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



**Outreach**

**• IGNITE**

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



**Academia**

**The Mpower Hub**

- Project Mpower Echo
- The Mpower Conclave
- Minds Matter




**Helpline**

**Mpower 1 on 1**

- Helpline
- Live Chat





Through **The Movement**, 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.



# Mental Health in India



It is estimated that just over 1 in 10 people in India have a mental health issue.

0.8% Indians have a common and severe mental health disorder.



1 in 20 people in India suffer from depression.

1 in 10 people makes it  
**130 MILLION**  
people with mental health concerns.

## Impact of COVID-19

With the world being engulfed in a pandemic, mental health emerged as the pandemic within the pandemic, with individuals the world over, seeing exacerbation of existing concerns as well as new mental health concerns coming to the forefront. Mpower emerged as a forerunner and frontliner with its timely response through various initiatives.

Healthcare workers and Covid 19 patients have faced some Psychological impact

**50%**

**40%**

reported  
poor sleep

**34%**

reported  
stress

**34%**

reported  
psychological distress



# Covid 19 and Mental Health

## *Our Awareness initiatives*

### #SunoDekhoKaho

*A Conversation on Mental Health with Amitabh Bachchan and Mrs. Neerja Birla*

Bollywood Superstar Shri Amitabh Bachchan and Mrs Neerja Birla came together for a fireside chat in an endeavour to spread mental health awareness on a national scale.



**34 Mn+**  
Video Views



**2.6 Mn**  
Interactions

Divya Deshnehere 8 months ago

That's a great initiative by Mpower minds .. Mrs.Birla xplained the issues regarding stigma and awareness of mental health in a very simple language which shows her compassion towards mental health. Thank you mam for enlightening on this topic!

Shri Kant Yadav 9 months ago

Wow!! Very informative and explained the things in very lucid and fantastic way. No words for Amitabh Bachchan Sir! He is always ready for social causes of the country. Mrs. Neerja Birla is expert in the Mental health. Very expressive, explained in fabulous way. Deadly combination, it will creat impact on the society.

Dinesh Choudhary 9 months ago

It's a great, eye opener & impactful conversation!! Kudos to both of u for enlightening the world like never before!! Ma'am u have revolutionised mental health issue. More power to u. 🙌🙌🙏🙏

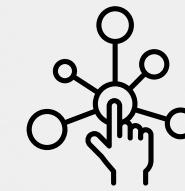


# Covid 19 and Mental Health

## *Our Awareness initiatives*

### #MoveForTheMind

*A digital campaign for driving awareness about mental & physical wellbeing during the pandemic. This campaign urged individuals to embrace the notion "healthy mind lives in a healthy body". All proceeds from the sale of passes donated towards Mpower-The Foundation*

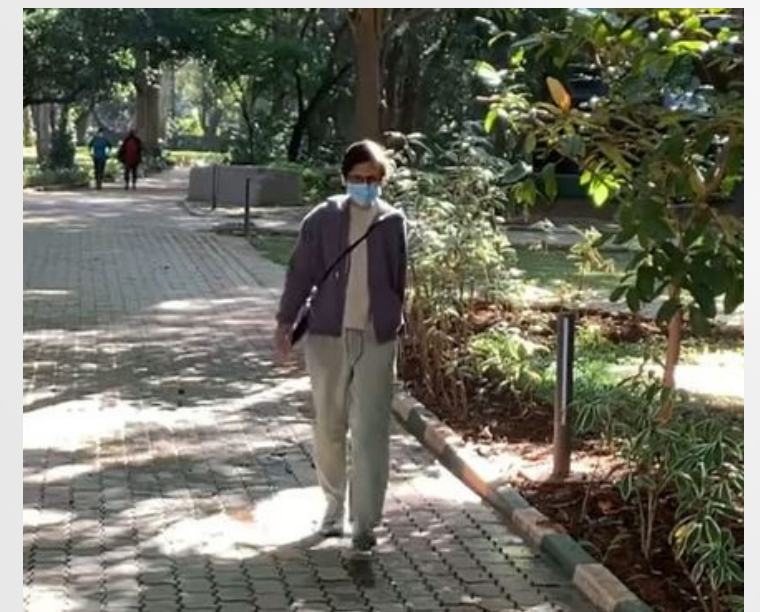


**20k+**

Interactions

**200+**

Participants





# #ZindagiKoHi5

## *World Suicide Prevention Day 2021*

With the world being engulfed in a pandemic, mental health emerged as the pandemic within the pandemic, with individuals the world over, seeing exacerbation of existing concerns as well as new mental health concerns coming to the forefront. Our #ZindagiKoHi5 campaign was inspired by the survivors around us, while focusing on the fact that suicide is preventable.

*The impact of just 30 days:*

**32Mn**

Total Reach

**4.8Mn**

Total plays  
(All platforms\*)

**1.1Mn**

Youtube views

\*Platforms include YouTube, Facebook, Twitter, Instagram





# #PledgeForMentalHealth

## *World Mental Health Day 2021*

On World Mental Health Day, Mpower announced a call to action for Corporates based in India, urging them to take the **#PledgeForMentalHealth**. This was primarily to drive awareness among corporate enterprises around the mental wellbeing of their internal customers i.e. employees. Diverse Corporates came forward to show solidarity towards the cause and pledged to dedicate efforts to ensure mental wellbeing of their respective employees on a priority. 19 leading organisations ranging from start-ups to social enterprises, education institutions to large corporates such as Aditya Birla Group (ABG), Pantaloons, Group M, Schbang, Asian Venture Philanthropy Network (AVPN) Asia took the pledge for mental health.

**19**

brands  
participated

**1Mn+**

Total Reach

**4Lacs**

Views on the  
Mpower Impact Film



We pledge

"No Questions Asked"

Mental Health Leaves

---

What's Your  
#PledgeForMentalHealth ?

24x7 Toll Free Mental Health Helpline  
1800 120 820050



# Covid 19 and Mental Health

## *Launched 24x7 Mental Health Helpline*

### #LetsTalk1on1

In order to promote the 24 x 7 Mental Health Helpline that was launched during the pandemic, Mpower created a large scale awareness campaign around the signs and symptoms of mental health concerns and reasons to call the helpline. The campaign garnered heavy social media traction and celebrity support.

**40k+**

Impressions

**100+**

Celebrity  
Mentions

## LAUNCH DAY

# LET'S TALK

about how you're coping with COVID-19

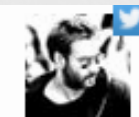
Call 1800-120-820050

#LetsTalk1on1

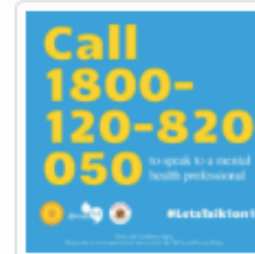
to speak to a mental health professional



Terms and Conditions Apply. Please refer to <http://mpowerminds1on1.com> for the T&Cs and Privacy Policy.



Ajay Devgn [@ajaydevgn](#) shared an image



Staying mentally happy is as important as staying physically fit. @mybmc and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1800-120-820050 to speak to a mental health professional. #LetsTalk1on1 #IndiaFightsCorona [pic.twitter.com/AqmVTvDKta](https://pic.twitter.com/AqmVTvDKta)

published on 03/04/20 at 10:42 | Twitter | India | [twitter.com](#)

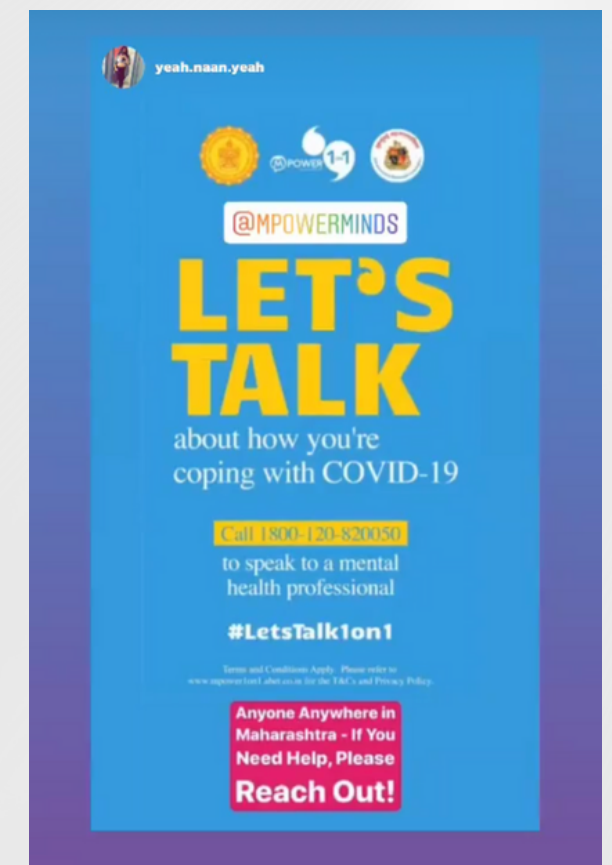


Hrithik Roshan [@iHrithik](#) shared a video



The government of Maharashtra, BMC and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1800-120-820050 to speak to a mental health professional. #LetsTalk1on1 @NeerjaBirla @AUPhackeray @mybmc [pic.twitter.com/KZDEU50huM](https://pic.twitter.com/KZDEU50huM)

published on 03/04/20 at 11:56 | Twitter | United States | [twitter.com](#)





# Mpower 1 on 1

## *A Helpline for Mental Health Concerns*

To assist in mental health concerns of citizens owing to the coronavirus pandemic, Mpower has tied up with **the Government of Maharashtra and Brihanmumbai Municipal Corporation (BMC)** to launch a toll-free helpline number 1800-120-820050. The helpline is available 24 x 7.



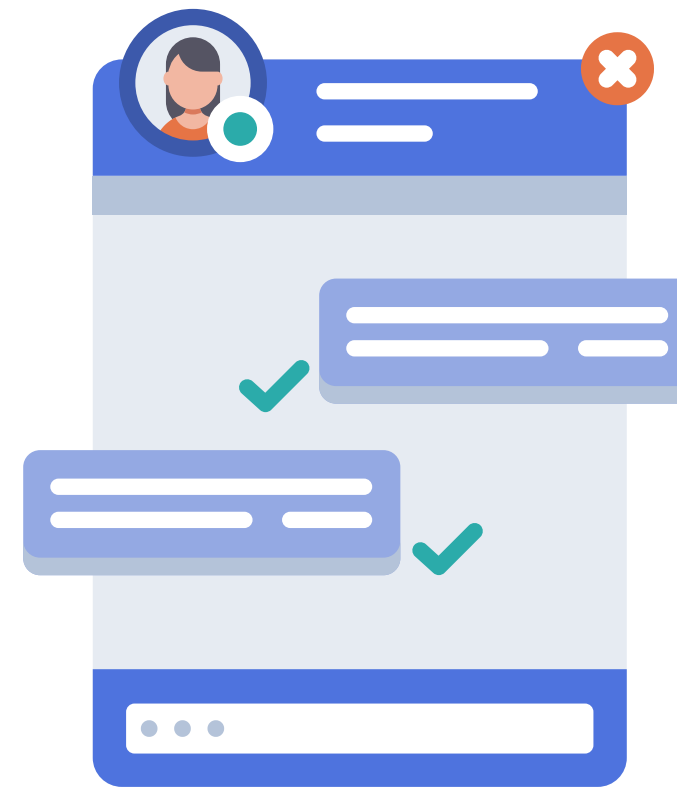
# 90,141

Incoming Calls  
April '20 - March '22

# Let's Chat 1 on 1

## *24 x 7 Live Chat*

After a year of successfully running the Mpower1on1 Helpline, it was evident that there was a need for an even more private and accessible resource for seeking help. Mpower, therefore, launched a chat service to be available 24 x 7 for those who cannot find the privacy or courage to talk, or who prefer to type rather than talk.



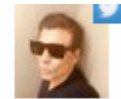
# 2,302

Unique chat sessions  
April '21 - March '22



# Helpline Launch-Day Activation

## 100+ Celebrity Shout-Outs



Karan Johar ✓ @karanjohar shared a video

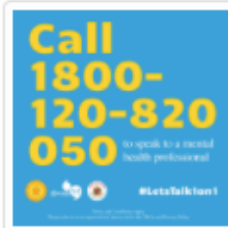


This is an extremely essential and much required initiative... The government of Maharashtra, BMC and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1800-120-820050 to speak to a mental health professional. [#LetsTalk1on1](#) [@AUThackeray](#) [pic.twitter.com/QDa1Q6gfdH](#)

published on 03/04/20 at 10:44 | Twitter | India | [twitter.com](#)



Abhishek Bachchan ✓ @juniorbachchan shared an image



The government of Maharashtra, BMC and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1800-120-820050 to speak to a mental health professional. [#LetsTalk1on1](#) [pic.twitter.com/EHqG7YJQE0](#)

published on 03/04/20 at 13:57 | Twitter | India | [twitter.com](#)



Farhan Akhtar ✓ @FarOutAkhtar shared a video



Lockdowns and isolation can create mental health issues. The Govt. of Maharashtra, BMC and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1800-120-820050 to speak to a mental health professional. [#LetsTalk1on1](#) [pic.twitter.com/SecvvBEA2c](#)

published on 03/04/20 at 11:25 | Twitter | India | [twitter.com](#)



Rajdeep Sardesai ✓ @sardesairajdeep shared an image



Mental well being also a challenge in corona times: here is another good initiative friends. Maharashtra govt, BMC and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1800-120-820050 to speak to a mental health professional. [#LetsTalk1on1](#) [pic.twitter.com/jq2v0wBIye](#)



Anil Kapoor ✓ @AnilKapoor tweeted

Whatever you're feeling you're not alone! [#LetsTalk1on1](#) is here to help you through it! [@CMOMaharashtra](#) [@OfficeofUT](#) [@AUThackeray](#) [@mybmc](#) [@mpowerminds](#) [#NaToCorona](#) [#AllInThisTogether](#) [#StayHomeStaySafe](#)

published on 03/04/20 at 15:01 | Twitter | India | [twitter.com](#)



Esha Gupta ✓ @eshagupta2811 shared an image



It's ok to say you are not ok. [@mybmc](#) and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1800-120-820050 to speak to a mental health professional. [#LetsTalk1on1](#) [#IndiaFightsCorona](#) [pic.twitter.com/v35Ci1SkaP](#)

published on 03/04/20 at 11:53 | Twitter | United States | [twitter.com](#)



Saiyami Kher ✓ @SaiyamiKher shared a video



So proud of the consistent good work [@AUThackeray](#) is doing! The lives by the [@CMOMaharashtra](#) have been so reassuring & have not left us in the dark, and now this. Brilliant! [@mpowerminds](#) & [@NeerjaBirla](#) along with the [@mybmc](#) have created a free helpline for people! [#LetsTalk1on1](#) [pic.twitter.com/AuIHUyUul](#)

published on 03/04/20 at 11:55 | Twitter | India | [twitter.com](#)

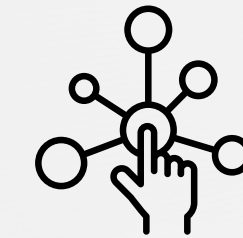


# Covid 19 and Mental Health

*How we helped*

## Virtual Support Groups to deal with Grief and Bereavement

In an attempt to help countless individuals process grief in a cathartic manner, secure spaces in the form of Grief and Bereavement Support groups were set up by Mpower, in collaboration with the Ananya Birla Foundation, and with Faye Dsouza and Dr Harish Shetty. The groups are also available in regional languages.



**500+**  
Registrations



### Saathi.

Speak, share, and heal in a Free Virtual Support Group to deal with Grief and Bereavement

**Date:** 30 June 2021  
**Time:** 6.30 PM - 7.30 PM  
An **Online** session,  
facilitated by 2 Psychologists

**Register Now:** [www.mpowerminds.com](http://www.mpowerminds.com)

An Initiative by:

 **MPOWER** Faye Dsouza Dr. Harish Shetty



Support groups are a safe space that help you with coping strategies.

**A VIRTUAL SUPPORT GROUP TO DEAL WITH GRIEF AND BEREAVEMENT**

15th May, 2021 | 5.30 PM - 6.30 PM

[www.mpowerminds.com](http://www.mpowerminds.com)





# Mpower collaborates with Mumbai Police



Project Saksham is a joint initiative between the Mumbai Police and Mpower with the objective of providing 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.

- Project Saksham will also impart specialized training and enhance the skills of police personnel in being the crucial first point of contact in putting the victims at ease and dealing with them with utmost sensitivity.
- Project Saksham will cover all five regions of Mumbai. Trained professionals from Mpower will be deployed in each region at designated locations, six days a week.
- Forensic/criminal psychologists will provide services to the victims as well as to those identified by police as high-risk repeat offenders. Mpower will provide psychological rehabilitation and mental health services



## 545

*counselling sessions conducted  
till March 2022*





# Mpower collaborates with Government of Maharashtra

*Aim to benefit over **2.5 lac.** individuals in collaboration with 40 Primary Health Centres*



We launched of Project Samvedna with the Government of Maharashtra.

Under this project, we will be 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.

**298**

*psychiatric sessions  
till March 2022*

**3616**

*patients screened till  
March 2022*





# Mpower collaborates with Municipal Corporation of Greater Mumbai

Aim to train over 10,000 teachers in collaboration with 1,138 MCGM schools which will impact over 2 lac. students



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

- a. Creating Awareness around mental health concerns by training teachers on mental health literacy and mental health first aid.
- b. Providing clinical interventions by establishment of counselling cells in schools through our trained Psychologists.
- c. Building the capacity of the school teachers through our Mental Health e- curriculum Mindsmatter, enabling them to deliver this curriculum in a sustainable manner in the future to support and develop mental health awareness, prevention and management skills amongst students across grade I to X.



Sessions Conducted		No. of beneficiaries		No. of sessions
99 + 11		2330 + 198		1240
MHLP	YMHFA	MHLP	YMHFA	



# Mpower collaborates with Central Industrial Security Force

*Project MANN launched to increase mental health awareness, provide support to and to build capacity of the Central Industrial Security Force.*



Although the general perception of mental health has improved over the past decades, yet not all individuals with mental health concerns seek services as the stigma against mental illness is still powerful. 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.

**2039**

*participants  
for workshop*

**161**

*participants  
for training  
sessions*

**1416**

*calls received  
on Helpline*

**130**

*1-on-1  
counselling  
sessions*



*\*Till March 2022*



# Creating Awareness

*Growth in Digital Reach*



2017-18	28,00,000
2018-19	2,00,00,000
2019-20	3,20,00,000
2020-21	3,30,00,000
Total Reach	8,78,00,000

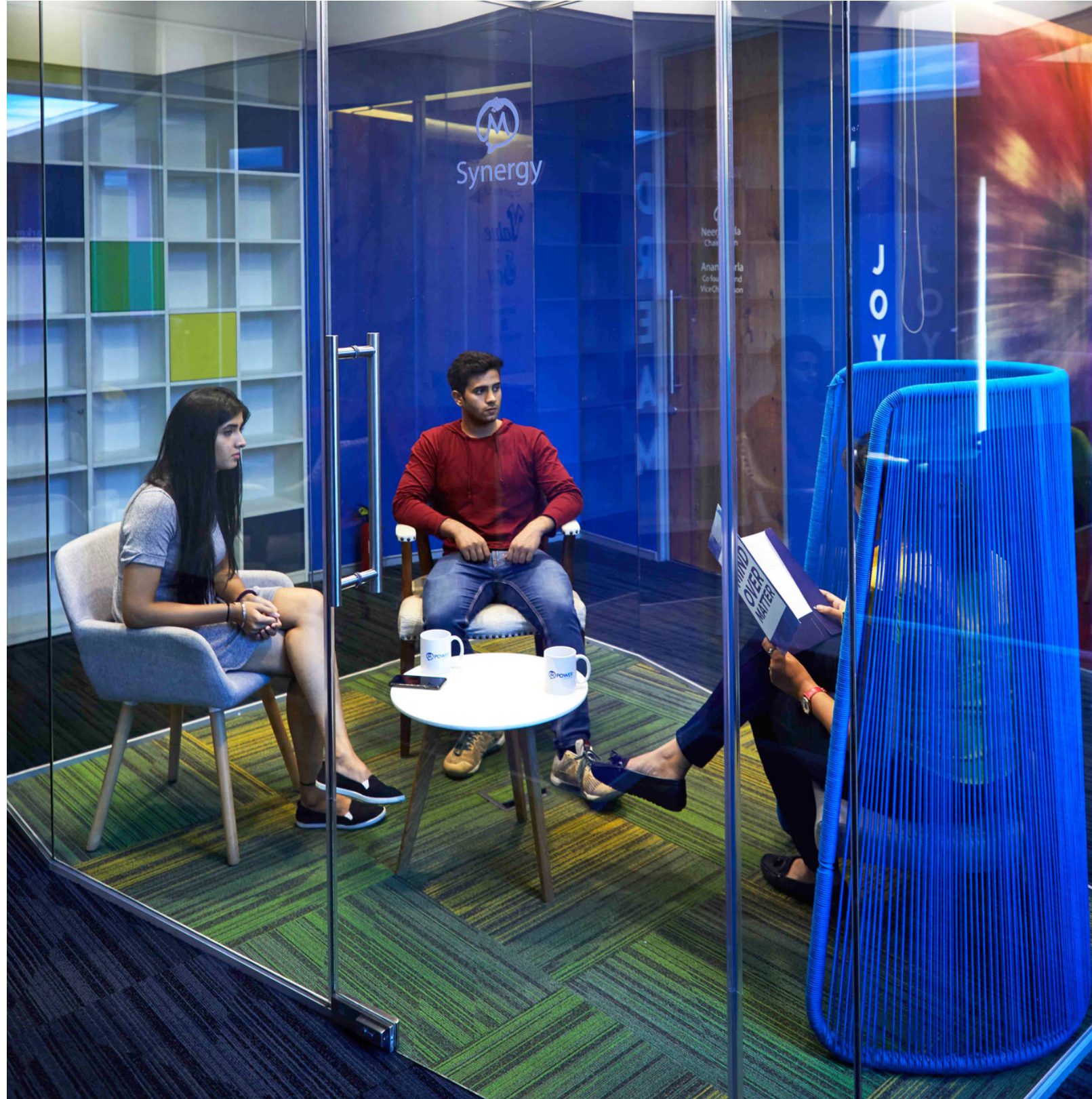




# **CLINICAL CARE**

Clinical care at Mpower is provided through world-class centres of excellence, by extremely skilled and qualified mental health professionals and can be broadly classified into the Centre, the Foundation, and the Cell.





At Mpower, we provide clinical services through the following units:

**Mpower – The Centre:** Offers holistic mental health care solutions to children, adolescents, young people and their families.

**Mpower – The Foundation:** Provides quality mental health care to all individuals, by empowering people living with psychosocial difficulties to lead meaningful lives, without social exclusion.

**The Mpower Cell:** Provides clinical interventions for specific target audiences.





Mpower - The Centre, Mumbai



Mpower - The Centre, Pune



Mpower - The Foundation, Mumbai



Mpower - The Centre, Bengaluru



Mpower -The Center, Kolkata





Launch of the Mpower Cell at BITS, Goa



Launch of the Mpower Cell at BITS, Hyderabad



Launch of the Mpower Cell at BITS, Pilani



Launch of the Mpower Cell at BK Birla College, Kalyan



# Highlights

*May 2016 - March 2022*

**28,189**

Mpower - The Centre, Mumbai  
May 2016 - March 2022

**21,432**

Mpower - The Foundation, Mumbai  
September 2018 - March 2022

**6,921**

The Mpower Cell  
May 2016 - March 2022

**10,949**

Mpower - The Centre, Bengaluru  
January 2019 - March 2022

**5,541**

The Mpower Cell, Goa  
August 2018 - March 2022

**2,634**

The Mpower Cell, Pilani  
September 2019 - March 2022

**2,121**

Mpower - The Centre, Kolkata  
April 2021 - March 2022

**463**

The Mpower Cell, Hyderabad  
August 2021 - March 2022

**1,276**

The Mpower Cell, BK Birla Kalyan  
February 2021 - March 2022

**79,526**

*Total No. of Sessions  
till March 2022*

**7,175**

*Total No. of Lives  
Touched since May 2016*



# Empowered Voices

## Client Testimonials

*The comfort and professional care that was given right from the start. The fact that everyone I interacted with at Mpower were extremely forthcoming in providing information and answering all the questions I had. And many more...*

*My therapist was very sweet and easy to talk to. She helped me work on my thoughts and create rational responses. She makes me think which I feel is good for me. And many more...*

*Great professional capability and great empathy from the therapist. The overall environment was kept vibrant and positive and many more...*

*The therapist listened to me and showed me things from the other person's perspective which is really helping me a lot in understanding and handling people. The fact that I can share anything and everything with the therapist without being judged is great and many more...*

*I feel that my situation was very accurately understood and gauged. And I felt supported. I feel that there is a direction that I am heading in with regards to my therapy now and overcoming each issue constructively. And many more...*

*The therapist understood the problem really well and made me understand the details. The staff at front office is also extremely warm and helpful. The therapist and psychologist are always there to hear our problems on everyday basis and help us to deal with it. Really appreciate it. And many more...*





# UTREACH

Our Outreach arm provides awareness-driven workshops & training programmes to schools, colleges and corporates to provide information about mental health concerns in an attempt to foster education and advocate prevention.



# Highlights

*May 2016 - March 2022*



The Outreach arm provides awareness workshops & seminars to schools, colleges and corporates to provide information about mental health conditions. Mpower has completed multiple workshops with National organizations, Government schools and colleges, NGOs and Trust bodies to facilitate various on-ground engagement programs.

**1228**

School Workshops  
April '17 -  
March '22

**66**

College Workshops  
April '17 -  
March '22

**472**

Adult Workshops  
April '17 -  
March '22

**2901**

NGO Workshops  
April '17 -  
March '22

**33**

YMHFA Trainings  
April '17 -  
March '22

**4,700**

Total No. of Workshops  
and YMHFA Trainings

**1,30,509**

Total No. of Lives Touched



# BRANDS THAT TRUST US





# Client Testimonials

With help of this training and support from Mpower, our teams will do their best to integrate mental health services in the SRH service delivery so that our clients receive comprehensive quality care in true sense. - **Dr. Shamala Dupte, FPAI.**

The YMHFA programme came as a blessing in disguise as it introduced me to the practical aspect of mental health & get rid of the myths involved.

- **Mpower Client**

On behalf of Family Planning Association of India, we want to express our appreciation to you for the two day YMHFA Training Workshop. It was extremely informative and useful for the participants in their routine work. As shared by the participants during and after workshop, the topic was made very simple and easy to understand by using case studies and giving examples.

- **Family Planning Association of India**





# CADEMIA

Our academic vertical, seeks to equip society with the tools and skills necessary to handle mental health crisis scenarios, to move towards empathy, to build capacity for mental health professionals, and to create a sound ecosystem for those with mental health concerns to not just live, but thrive.



# The Mpower Hub

## *Project Mpower Echo*



# samvad

Sustainable Approach to Mental health Via Actionable skill Development

In order to share scientific knowledge, impart clinical skills, and enhance best practices related to the capacity building of mental health professionals, Mpower has partnered with ECHO Trust, India to deliver academic training to remotely located mental health professionals. Mpower and ECHO are aligned in their aim to revolutionize mental health education and increase workforce capacity while reducing health disparities.

# 31

Sessions Conducted  
Sep '19 - October '21

# 146

Participants  
Sep '19 - October '21

## *The Mpower Conclave*

Keeping with the spirit of Mpower and the aim to provide a high quality of care, the Mpower Conclave is a specialized collaboration meet, designed for professionals to share ideas, develop skills, and network.

# 5

Conclaves Held  
Sep '18 - October '21

# 416

Participants  
Sep '18 - October '21



# Mental Health Curriculum

## *Minds Matter*



As an initiative to deal with growing mental health concerns in schools and provide resources for early prevention, identification and intervention; Mpower, has developed a comprehensive research-based mental health curriculum 'Minds Matter' for schools to create awareness, advocate prevention, foster education and provide service.

The curriculum is adapted during school hours and is progressively designed to be conducted across all levels of education from grades 1 through 12. The curriculum holistically looks at different aspects of a learner's life focusing on improving their social, emotional and psychological well-being. The Minds Matter curriculum is shaped on the Intervention Model provided by the World Health Organization (WHO) for mental health program in schools and is designed to provide adequate and appropriate interventions

**18**

Schools who have  
signed up for the  
curriculum

**7**

Schools who have  
signed up for the  
teacher curriculum



# Mental Health Curriculum

## *Minds Matter -Testimonials*



When our school introduced Minds Matter Health Curriculum to us, I was so excited to know more about this curriculum and its impact on me. I was very curious to know how my mind impacts my health. Through the sessions, I started understanding the importance of mental health and how I can take care of the mental health of mine and the people around me. Learnings from these sessions are so helpful for me in my personal and academic development. In many ways, learnings from these sessions are helping me. I came to know my strengths, know myself better, strengthen my coping mechanisms, become more aware about myself, able to take care of my physical and mental health on daily basis, explored my self-Identity, able to concentrate better, can keep myself motivated and so on. I feel more positive, calm, relaxed, and confident nowadays. Thank you everyone for such an insightful curriculum.

**Rudraa Vasava, Class 6/A**

I am a student of class 9/A, I thoroughly enjoy Minds matter health curriculum sessions conduct by Megha Ma'am in our regular counselling classes. I truly say the sessions are amazing, very interactive, interesting, and motivational. After participating in various activities under different topics I felt more confident, realised self-worth, started believing in myself and still gaining new learning on daily basis. This class is a mind developer class. I also thank ma'am for teaching us these interesting concepts using creative mediums. I personally have so many learnings through these sessions like how to strengthen myself to deal with daily challenges, develop a positive attitude, become persevere, be hopeful in each situation, keep self-motivated. I have noticed positive changes in me like I have improved my concentration, personal and academic growth, became aware of my own values, started focusing on self-care and started feeling more confident and calmer than before etc. I really like to attend these classes. I Feel very energized and good after these classes. I am very thankful to our respected Principal ma'am Ms. Shirley Vaz, Minds Matter Team & Counsellor ma'am for introducing this vital curriculum to us.

**Prachi Desai, Class 9/A**



# Making Waves

## *Mpower in the Media*

Mpower has consistently been a strong voice in industry conversations about Mental Health Awareness, Education, and Policy. The Movement has been championed in the media for stamping out stigma and creating awareness about an issue that requires immediate attention.

**577**

Sep'17 - Dec'17

**665**

Jan'19 - Dec'19

**968**

Jan'20 - Dec'20

**623**

Jan'21 - December'21

**80**

Jan'22 - Feb'22

**2,913**

Total No. of Press Coverages





# Making Waves

## *Mpower in the Media*

Health News / Latest Health News / Industry

### 'How medical professionals can manage their own mental health during this pandemic'

*Your first patient is you. If you constantly explore how you define your own health, you will be more present and successful in helping your patients do the same. And more importantly, you will be happier and fulfilled in your life's work.*

ETHealthWorld • July 02, 2021, 17:57 IST

by Dr. Vinod Kumar

Mark Twain once said, "The physician who knows only medicine, knows not even medicine." In order to be adept at the art of health and healing,

**healthysoch**  
Your health. Our concern.

Connect with India's Award-Winning Doctors from home

Learn More

HEALTH GOVT. HEALTH INITIATIVES ABOUT GALLERY NEWS SMT MANEKA SANJAY GANDHI D

**MPower**

আপনজন কে হারানোর দুঃখ এবং মৃত্যুর আপনার পাশে থাকার আমাদের এক ক্ষুদ্র প্রয়াস(ভার্চুয়াল এবং বিনামূল্যে), একটি সহায়তা সেমিনারের মাধ্যমে

Mpower - The Centre, Kolkata  
Saturdays | 3 PM - 4 PM  
Register via the link or call us on +9190735 35322  
STARTING JULY 24

General


### Mpower – The Centre, Kolkata initiates free virtual COVID grief support groups

Tuesday, 27 July 2021, 16:02 • admin • 0 Comments

Featured • PR and Media Releases

### Mpower – The Centre, Kolkata initiates free virtual COVID grief support groups to deal with bereavement

4 weeks ago • Add Comment • by The Optimist • 32 Views



Written by The Optimist

**THE URBAN DEBATE** **LET'S TALK MENTAL HEALTH**  
REPORT: SALES OF NEURO DRUGS UP 13%



**ADDRESS MENTAL HEALTH NOW**  
4 PEOPLE WITH MENTAL ILLNESS BADLY IMPACTED

Co-Powered by CoviSelf

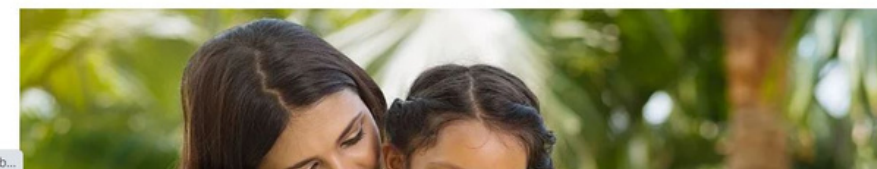
@mirrornow

Updated on: Friday, July 02, 2021, 09:57 PM IST

### Regional literature: Joys of reading books in your own language

Does your child's reading list include books in regional language or mother tongue? Are we giving importance to our mother tongue when we encourage kids to read? FPJ writer pores over experts' advice on inculcating little ones to read such books

Sapna Sarfare



**WB NEWS 24**  
Everytime With News

BREAKING NEWS

HOME WEST BENGAL NATIONAL INTERNATIONAL TECHNOLOGY ENTERTAINMENT SPORTS BU

BUSINESS

### Mpower – The Centre, Kolkata initiates free virtual COVID grief support groups to deal with bereavement

News 24 Desk — July 23, 2021 • comments off

advertisers.com

### Mpower – The Centre, Kolkata initiates free virtual COVID grief support groups to deal with bereavement

desk • 3 weeks ago



Hometodaynewsমৃত্যুশোক কাটিয়ে ওঠার জন্য ফ্রি ভার্চুয়াল কোভিড সহায়ক গোষ্ঠী গঠনের উদ্যোগ নিল Mpower – The Centre/

### মৃত্যুশোক কাটিয়ে ওঠার জন্য ফ্রি ভার্চুয়াল কোভিড সহায়ক গোষ্ঠী গঠনের উদ্যোগ নিল Mpower – The Centre



# Making Waves

## *Mpower in the Media*





# Making Waves

## *Mpower in the Media*

**Pritam Sharma** @VanDiablo  
Following

India has swept mental health under the rug for too long. Let's #SpeakUpWithMpower to let people with mental health concerns know they are not alone! @mpowerminds



**Karan Johar** @karanjohar  
Follow

On World Suicide Prevention Day, make a pledge to LISTEN, and save a life.  
[youtu.be/5br57zunMEk](https://youtu.be/5br57zunMEk) @NeerjaBirla



2:15 PM · 9 Sep 2017

80 Retweets 588 Likes

30 80 588

**Saravanan Hari** @CricSuperFan  
Following

.@mpowerminds People battling mental health issues must know that they are not alone. Too many lives have already been lost because they felt no one was listening. Let's #SpeakUpWithMpower and let people know that WE are listening.



10:05 AM · 30 Oct 2018

9 Retweets 27 Likes



Top mention earned 3,757 engagements

**Farhan Akhtar** @FarOutAkhtar · Sep 10  
Please join this important initiative taken by @mpowerminds and maybe you could help save a life.  
[mpowerminds.com](https://mpowerminds.com)  
[pic.twitter.com/0ARpTygQk5](https://pic.twitter.com/0ARpTygQk5)



14 171 682

**Ritesh Deshmukh** @Riteshd  
It's ok to not be ok but it's not ok to not seek help. Let's #StampOutStigma against Mental Health. Take a photo with a placard that says 'It's ok to not be ok' & challenge your friends to do the same.  
I challenge @hvgoenka @ajinkyarahane88 & @Aauthackeray to raise their voice



**Anil Kapoor** @AniKapoor  
Follow

Sometimes all it takes is a person who listens. This #WorldSuicidePreventionDay pledge to LISTEN and save a life.



5:20 PM · 9 Sep 2017

15 Retweets 121 Likes

8 15 121



# Events & Campaigns

## The Happy Place

A student-led mental health festival organised as a collaborative event between Mpower and the Aditya Birla World Academy to give students a platform to voice their opinions about mental health concerns.



## #StampOutStigma

Mpower was launched in 2017 with an eye-opening video which urged individuals to speak up, and not suffer in silence.





# Making Waves

## *Awards and Accolades*



Campaign Asia recognition as the  
Best Mental Health Campaign in  
the Asia Pacific Region  
*#EarForYou 2017*



Quality Excellence Award for  
Consumer Protection (Patient  
Safety) in the Healthcare Sector,  
at the Global Awards



CSR Health Impact Award won for  
the Best CSR Health Campaign  
*#EarForYou 2018*



CSR Health Impact Award won for  
the Best Mental Health Initiative  
Art Express, 2019



World Health and Wellness  
Congress recognition for  
Outstanding Contribution in  
*Mental Health Services Feb, 2019*





AN ADITYA BIRLA EDUCATION TRUST INITIATIVE

**Mumbai | Bengaluru | Kolkata | Pune | BITS Pilani | BITS Goa | BITS Hyderabad**

**[mpowerminds.com](http://mpowerminds.com)**