

CHAMPIONS OF CHANGE



Champions of Change





Impact Report 2020

Who We Are

The Aditya Birla Education Trust marks the **I** 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 four units:



Aditya Birla World Academy

zzzzAt Aditya Birla World Academy in Mumbai, the endeavor is to provide world class education to our students by training them under the CAIE (Cambridge Assessment International Examinations) from pre- primary to Grade X, and under the IBDP (International Baccalaureate Diploma Program) and A Levels for Grade XI and Mpower proactively champions mental health XII. ABWA strongly focuses on the socio-emotional development of every child to ensure that each and every child feels safe, supported and motivated.



The Aditya Birla Integrated School

The Aditya Birla Integrated School is for children with special needs. TABIS commits to provide a state- of-the-art holistic and personalized environment so as to inspire potential in each and every child.



Aditya Birla Education Academy

Aditya Birla Education Academy engages educators in the new-age global processes of education, and empowers them to evolve into the best knowledgegivers they can be. It equips them to nurture young minds that will contribute towards shaping the future.



Mpower

causes, creates awareness, advocates prevention and provides services for mental health care through a holistic and multi-disciplinary approach. It aims to end stigma and encourage dialogue around mental health.



power 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 to facilitate recovery without facing discrimination or shame, whilst simultaneously affecting change in policy and public life.

ur 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 Service





From the **Chairperson's Desk**

ptimism 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 actively on 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 Our vision to sound ecosystem #StampOutStigma for mental health in India – so that gathers impetus from our we can become firm belief that, 'It is okay stigmaа not to be okay, but it is not free society okay not to seek help'. where mental healthcare and well-being is a

priority for everyone.

Let us **#StampOutStigma together.**

Neerja Birla

Leadership Team

M power has a full time multi-disciplinary clinical team consisting of 25+ professionals providing specialized service for children, adolescents and adults with severe mental health concerns.

Team Mpower is **71 people strong**, with 4 Psychiatrists, 32 Psychologists and Therapists, and 35 Members of the Management Team. The core members of the team are specialized professionals, consisting of Child, Adolescent & Adult Psychiatrists & Psychotherapists, Clinical Psychologists, Educational Psychologists, Occupational Therapists, Speech and Language Therapists, Special Educators, Art, Music and Drama Therapists, as well as Social workers and Community Healthcare Workers.

Management Team



Dr. Aparna Methil Vice President perations

Mpower - The Centre



Dr. Zirak Marker M.B.B.S., D.P.M., D.N.B. Advisor & Senior Psychiatrist (Child & Adult)

Mpower - The Foundation



Dr. .Ambrish Dharmadhikari M.B.B.S., D.P.M, D.N.B Head Mpower – The Foundation, Psychiatrist

The Mpower Cell



Dr. Sapna Bangar M.B.B.S., M.D, M.R.C PSYCH Head: Mpower- The Centre, Mumbai Child & Adolescent Psychiatrist



Mayuri Sangharajka M.A., P.G.D Guidance and Counselling Head - Cell Management Psychologist

Outreach & Collaborations



Dr. Vinod Kumar M.B.B.S., M.D. M.R.C PSYCH Head: Mpower- The Centre, Bengaluru Child & Adolescent Psychiatrist



Parveen Shaikh M.A. PGD. Counselling Psychology Head – Outreach & Collaborations

Mental Healthcare Why the Need?



India is the 7th Largest country in the world area-wise and 2nd largest in terms of population. Geographically diverse, the India hosts 1.3 billion people of the world.

With an effort to overcome the existing language, cultural and geographical barriers in sight, approximately 55% population still resides in Rural India. *Depressive disorder* is the leading cause of years lived with disability and anxiety.

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



That is more than combined population of Mumbai, Delhi, Bangalore, Kolkata, Pune and Ahmedabad.

.33 LAKH Suicides recorded in India in 2015[°].

Number of 15 to 24 year olds; age bracket with the highest tendency for suicide. Million

1 in 20 people in India suffer from

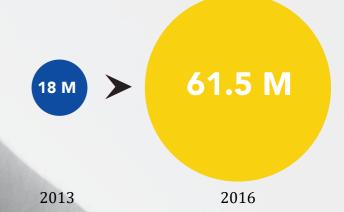
depression.

Despite the large burden of mental illnesses, only 10% of Indians with mental health problems receive evidence-based treatments. Treatment gaps greater than 70% exist due to insufficient funding of mental, neurological, and substance use disorders. India's spending on mental health care has consistently been inadequate. India has 1 Psychiatrist for every 3 lakh people and 1 psychologist for every 15,000 people.

The need of the hour, thus, is to promote mental wellness, by providing mental health care solutions to one and all.

2.5 million people have schizophrenia, 8.8 million have bipolar affective disorder, 36.8 million have anxiety disorders **13.4 million** have alcohol dependence.

Out of 61.5 Million Indians with Mental Health Disorders



There is a rise of 30% people suffering from mental health illnesses in just 3 years. (18 million in 2013 suffering from mental illness to 61.5 Mil in 2016).



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

Mpower - The Foundation

The Mpower Cell

- BITS Pilani, Goa
- BITS Pilani, Pilani



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- School Workshops
- College Workshops
- Employee Workshops

Youth Mental Health First Aid Workshops with NGOs



The Mpower Hub

- Project Mpower ECHO
- The Mpower Conclave



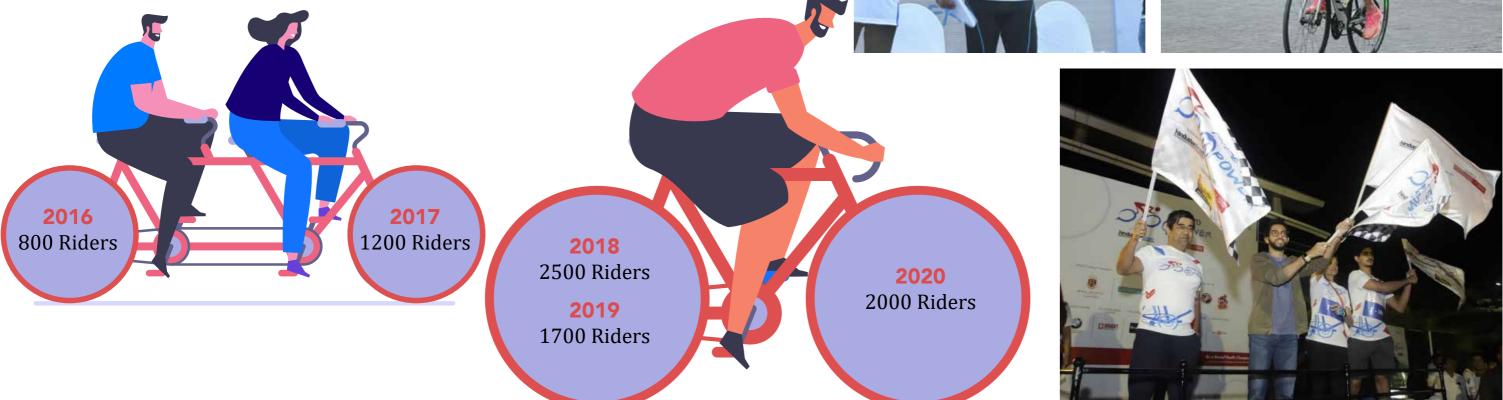
Mpower 1 on 1 A helpline in collaboration with the BMC and State Government of Maharashtra. Through The Movement, we strive to bring about a cultural shift and a change in the mind-set of people by addressing misconceptions, fostering positive attitudes, disseminating correct information, and alleviating stigma related to mental illnesses.



Events

Ride to Mpower

An annual cycle ride aimed at spreading awareness and challenging stigma experienced by people with mental health concerns - over 4500 participants in last 4 years, who pledged their support to the cause.



The Mpower Fest

A music concert to raise awareness about mental health headlining Arijith Singh and featuring artistes such as Vishal-Shekhar, Armaan-Amaal Malik and Shalmali Kholgade, where over 20,000 Mumbaikars pledged their support for a Mental Health positive society in 2017 and 2018.

Art Express

A community led initiative where people come together and paint the city walls in Mumbai to break taboos and bring the conversation about mental health out into the open where it cannot be ignored.









200+ Volunteers for Art Express, Bengaluru (September 2019)

380+ Volunteers for Art Express, Mumbai (January 2019, January 2020)



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.



Everyday Heroes

With the Everyday Heroes Event and Campaign, headlined by actor Hrithik Roshan, Mpower encouraged and celebrated people who overcome challenges, seek help, speak up, and who are an inspiration to others who suffer from mental health concerns.



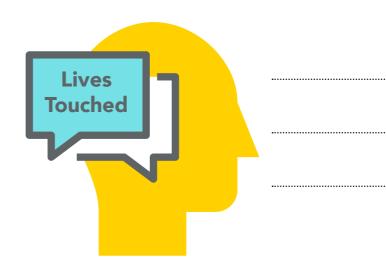
Campaigns

#StampOutStigma

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

World Suicide Prevention Day

Cross platform digital campaigns leading up to World Suicide prevention day, aimed at spreading awareness, sensitizing the masses and stamping out stigma around mental health concerns.



World Mental Health Day

Social media campaigns and activities to raise awareness and encourage dialogue around mental health, in collaboration with influencers and art and culture platforms.



 # EarForYou (2017) 2 Million
 # SayItRight (2018) 1.97 Million
 # <i>SunoDekhoKaho (2019)</i> 7.7 Million

 World Mental Health Day with Terribly Tiny Tales (2017) 1 Million
 #SunoDekhoKaho with Unerase Poetry (2018) 0.53 Million

Conferences

#SpeakUp with Mpower

Leadership forum organized in partnership with FICCI and Aditya Birla CSR Centre for Excellence, to facilitate a National Mental Health Movement for policy level discussions by government bodies, NGOs, large scale associations and corporates.



#BeTheChange - A Mental Health Conference for Stakeholders of Education

Be the Change is a conference that delved into an interactive dialogue on the need for mental health awareness in the Indian education system to equip schools and colleges with meaningful knowledge to affect change.

300+ Attendees from Schools, Colleges, CSR Organizations







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.



A t 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 Foundation, Mumbai



Launch of the Mpower Cell at BITS, Goa



Mpower - The Centre, Bengaluru

Launch of the Mpower Cell at BITS, Pilani

Services Offered

Psychiatric Consultation Individual Counselling Couple Counselling Family Counselling Behaviour Modification Occupational Therapy Speech Therapy **Remedial Therapy** Parenting Consult Sports Performance Therapy Animal Assisted Therapy Expressive Art Therapy Music Therapy Nutrimentor Session Support Group Psycho-Educational Assessment **Personality Testing** IQ Testing



Highlights May 2016 - August 2020

Mpower has successfully completed 36,000+ clinical sessions till January 2020, through its presence in Mumbai (Centre, Foundation & Cells), Bangalore (Centre), BITS Goa (Cell) and BITS Pilani (Cell).

19,591

2,597 The Mpower Cell, NGOs May 2016

3,104 Mpower-The Centre, Bengaluru

2,027 The Mpower Cell, BITS Pilani, Goa *August 2018 - August 2020*

May 2016 - August 2020



Psychiatry Sessions from May 2016 - August 2020

15,173 Counselling Sessions from May 2016 - August 2020



66 *It's Okay not to be Okay,* but it's not Okay not to seek help.

699 The Mpower Cell, BITS Pilani, Pilani-September 2019 - August 2020



39,911 3,309

Total Number of Sessions at Mpower since May 2016

Total Number of Lives Touched at Mpower since May 2016



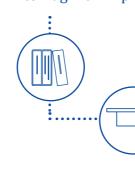
Occupational Therapy & Special Education Sessions from May 2016 - August 2020



Highlights May 2016 - August 2020

The Outreach arm provides awareness workshops & seminars to schools, colleges and corporates to provide information about mental health conditions. Mpower has completed 1100+ workshops with National organizations, Government schools and colleges, NGOs and Trust bodies to facilitate various on-ground engagement programs.

877 School Workshops April '17 to Aug '20



1,436 Total No. of Workshops and YMHFA Trainings

56,353

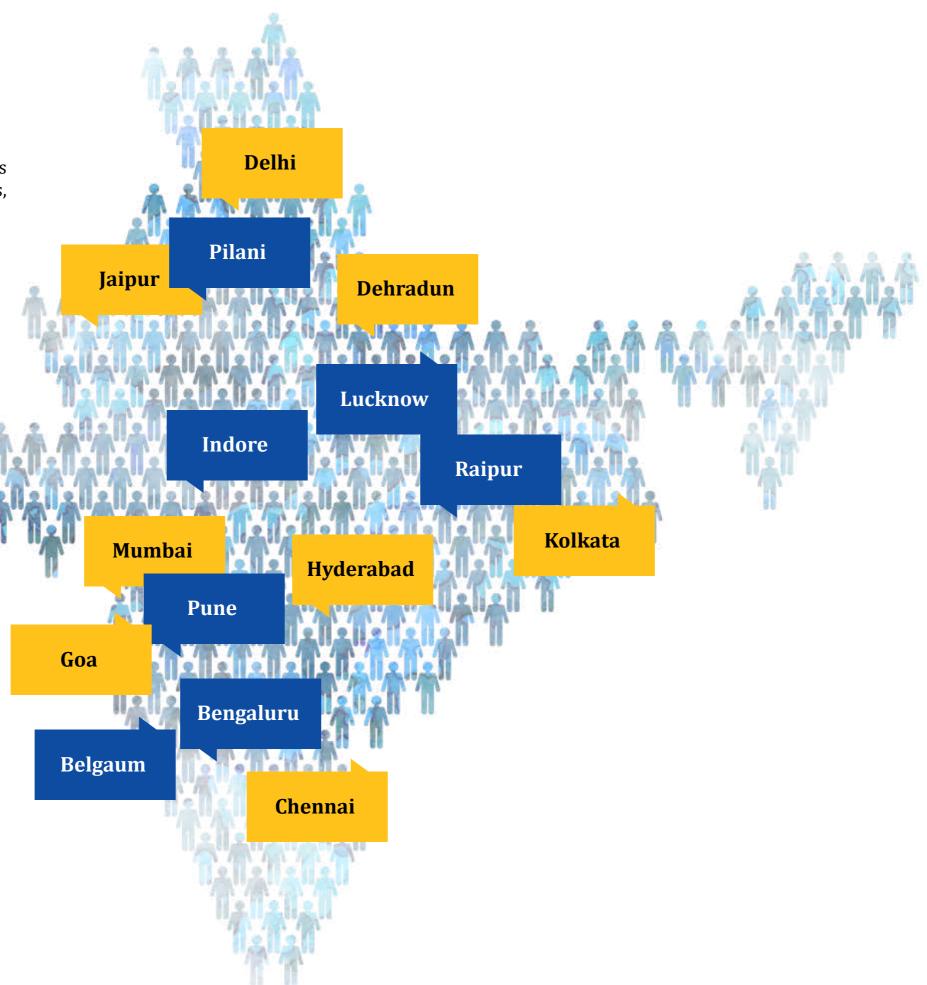


Our Outreach arm provides awarenessdrivenworkshops&trainingprogrammes to schools, colleges and corporates to provide information about mental health concerns in an attempt to foster education and advocate prevention.

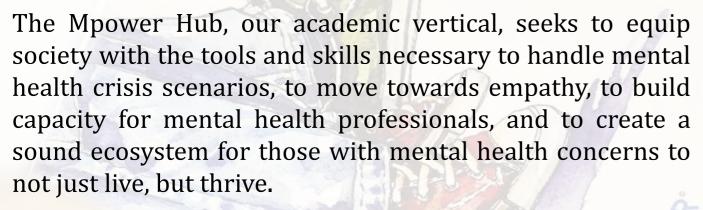


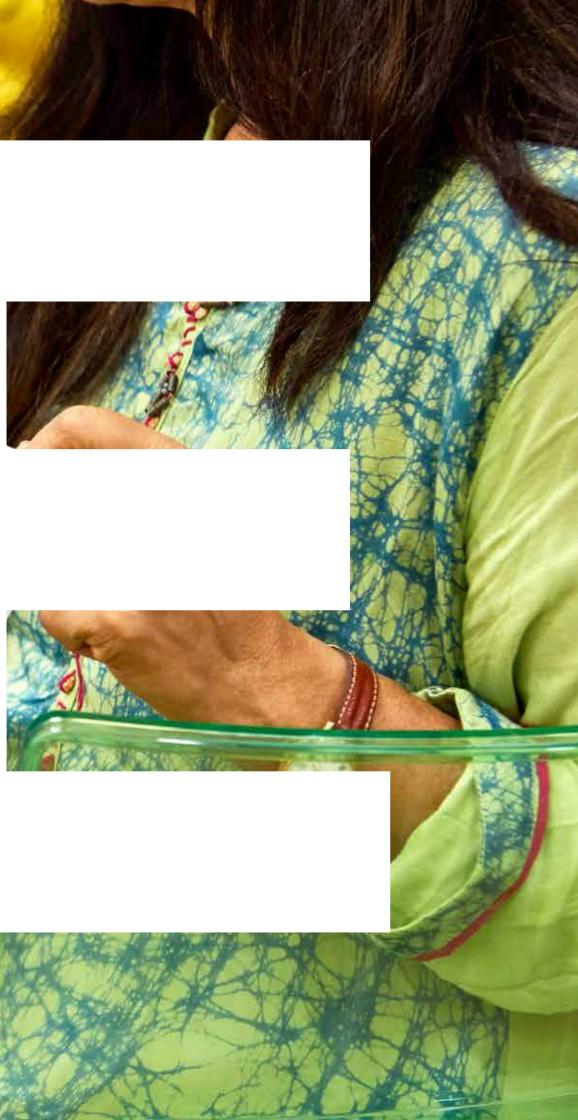
Our Presence *Geographic Reach*

Mpower's geographical presence across India through its Centre, Foundation, Cells, Movement & Workshop initiatives .











The Mpower Hub Project Mpower Echo

In order to share scientific knowledge, impart clinical skills, and enhance best practices related to capacity building of mental health professionals, Mpower has partnered with ECHO Trust, India to deliver academic trainings 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.

Number of Project Mpower Echo Sessions conducted till date

> **11** Sept '19 to Mar '20

Number of Mpower Webinar Sessions conducted till date

33 Mar '20 to August '20 Number of Total Participants at Sessions conducted till date

15 Sept '19 to Mar '20

Number of Mpower Webinar Participants till date

> **496** Mar '20 to August '20

The Mpower Conclave

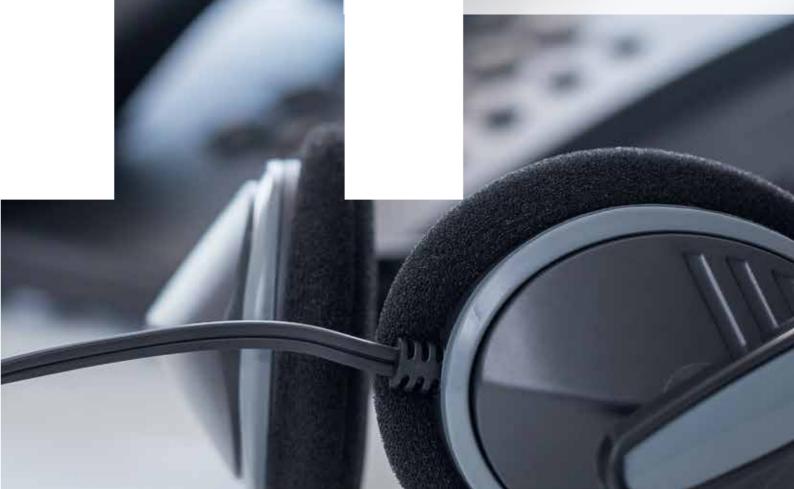
Keeping with the spirit of Mpower and the aim to provide a high quality of care, the Mpower Conclave is a specialized collaboration meet, designed for professionals to share ideas, develop skills, and network.

Number of Mpower Conclaves held

4 Sept '18 to Nov '19 Total Number of Attendees

147 Sept '18 to Nov '19





In order to deal with the mental health concerns arising out of the pandemic and subsequent lockdown, the BMC and Mpower 1 on 1, along with the Government of Maharashtra have started a toll-free, 24*7 helpline, that helps individuals sail through the lockdown by addressing their concerns.

Mpower 1 on 1 A helpline for Mental Health concerns arising out of the pandemic

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.

Launched on the 3rd of April, 2020, the helpline has been able to support *more than* **40,000** callers through troubled times. Over the months of April and May 2020, Mpower has seen a rise in new cases of mental health concerns like anxiety, stress, depression, paranoia during the COVID-19 pandemic.



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.

Sustaining Conversations Year on Year

Sept '17 to Dec '17

Ian '18 to Dec '18

2368







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The Times of India - Bangalore

Can companies stand up for Mental Health?

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FIT & Moower: Why We Need Sate Spaces to **Falk About Mental Health**





IN CONVERSATION WITH MPOWER

ET NOW-Leaders of Tomorrow



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5 ways for new young mothers to cope with stress

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Withdrawing from social interactions; extreme mood swings can be hidden suicidal signs; here are warnings to look out for

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The Economic Times

Five steps to go from 'mental illness' to 'mental wellness' at work

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Linked To How You Look In A Selfie Or In The Mirror?

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Counselling can help in understanding and resolving family conflicts

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The Indian Express-**Express Parenting**



How to develop stick-to-itiveness

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Mumbai Mirror

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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 pic.twitter.com/0ARpTygQk5



Karan Johar 🤣 Follow @karanioha On World Suicide Prevention Day, make a pledge to LISTEN, and save a life. youtu.be/5br57zunMEk @NeerjaBirla #EarForYou Movement - Pledge to LISTEN This World Suicide Prevention Day, let us make a pledge to LISTEN. It can save a life. Join the #EarForYou Movement. Issued in public interest by Mpowerminds... 2:15 PM - 9 Sep 2017 il 💮 🛞 🔔 🕼 🔔 👘 🕘 80 Retweets 586 Likes



.@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.



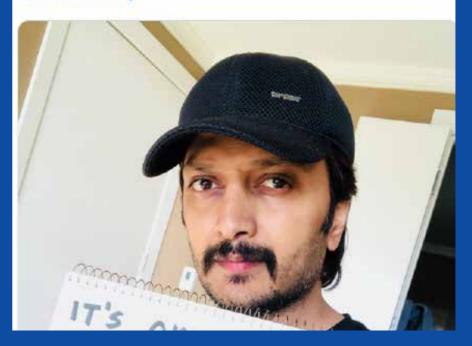


India has swept mental health under the rug for too long. Let's #SpeakUpWithMpower to let people with mental health concerns know they are not alone! @mpowerminds





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 & @AUThackeray to raise their voice





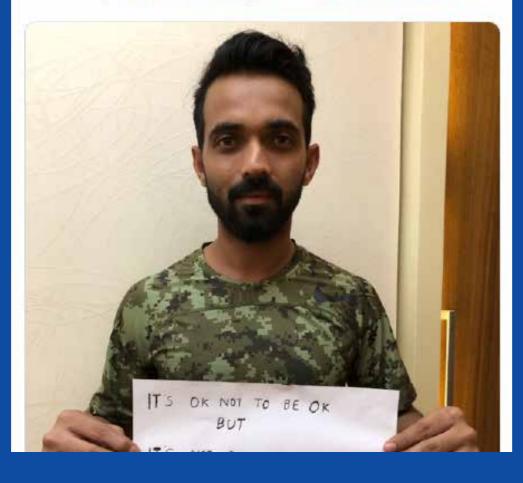


Ajinkya Rahane 🥝 @ajinkyarahane88

Here you go @Riteishd 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 ur friends to do the same.

4

I challenge @vikramsathaye and @NileshMKulkarni







Mrs. Neerja Birla with RJ Rani



Mrs. Neerja Birla with Ariana Huffington



Mrs. Neerja Birla with RJ Annie



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

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 @AUThackeray @mybmc pic.twitter.com/KZDEU50huM

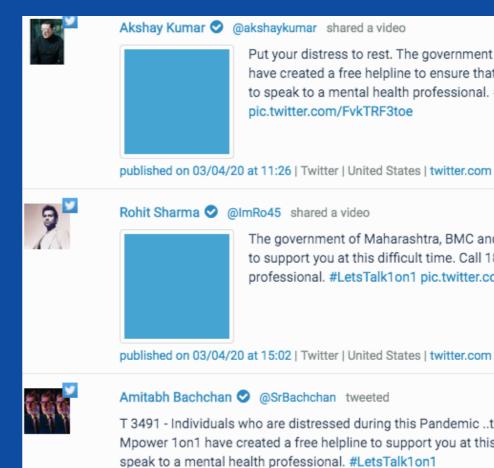
published on 03/04/20 at 11:56 | Twitter | United States | twitter.com



Twinkle Khanna 📀 @mrsfunnybones 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 pic.twitter.com/JUfWYFRyVN

published on 03/04/20 at 13:41 | Twitter | India | twitter.com



published on 03/04/20 at 16:16 | Twitter | India | twitter.com

Put your distress to rest. The government of Maharashtra, BMC and Mpower 1on1 have created a free helpline to ensure that you don't feel alone. Call 1800-120-820-050 to speak to a mental health professional. #LetsTalk1on1 @mybmc

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/m2KJYOtSKE

T 3491 - Individuals who are distressed during this Pandemic ...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



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

ala 🛞

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/jq2v0wBlye



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

EL,

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/AuIIHeyUuI

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Making Waves Awards and Accolades

Campaign Asia recognition as theQuality Excellence Award forBest Mental Health Campaign inConsumer Protection (Patientthe Asia Pacific RegionSafety) in the Healthcare Sector,#EarForYou 2017at the Global Awards

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

World Health and Wellness Congress recognition for **Outstanding Contribution in Mental Health Services** *Feb, 2019* CSR Health Impact Award won for the **Best Mental Health Initiative** *Art Express, 2019*

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

Empowered

Voices

The music therapy workshop for children helped me learn so much about how my child feels & behaves. - 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

Over the past 10 sessions that I have attended, I can feel the change in my activities and I feel good about seeking help at Mpower - Mpower Client







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