

CHAMPIONS OF CHANGE

2020

Champions of Change

Impact Report
2020



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 four units:



Aditya Birla World Academy

At 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 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 knowledge-givers they can be. It equips them to nurture young minds that will contribute towards shaping the future.



Mpower

Mpower proactively champions mental health 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.

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

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
Service

MISSION

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.

Our vision to
#StampOutStigma
gathers impetus from our firm belief that, *'It is okay not to be okay, but it is not okay not to seek help'.*

Let us
#StampOutStigma together.

Neerja Birla

Leadership Team

Mpover 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
Operations

Mpower - The Centre



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



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



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

Mpower - The Foundation



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

The Mpower Cell



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

Outreach & Collaborations



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.*



1.33 LAKH Suicides recorded in India in 2015*.

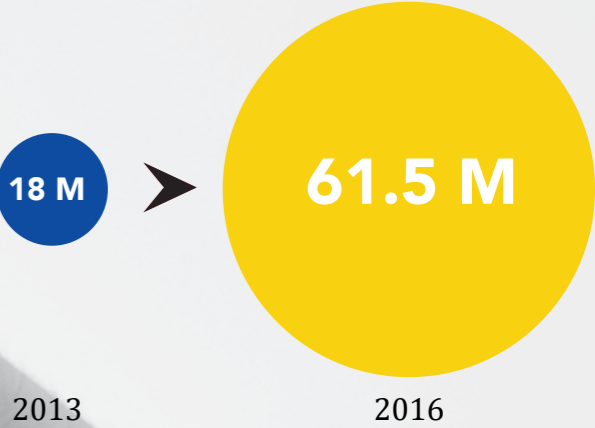


1 in 20 people in India suffer from depression.

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

Out of 61.5 Million Indians with Mental Health Disorders

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.



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).

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.

From a 12 state NIMHANS Survey report that has been reported but may or may not have receive any treatment.



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



IGNITE

- 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.



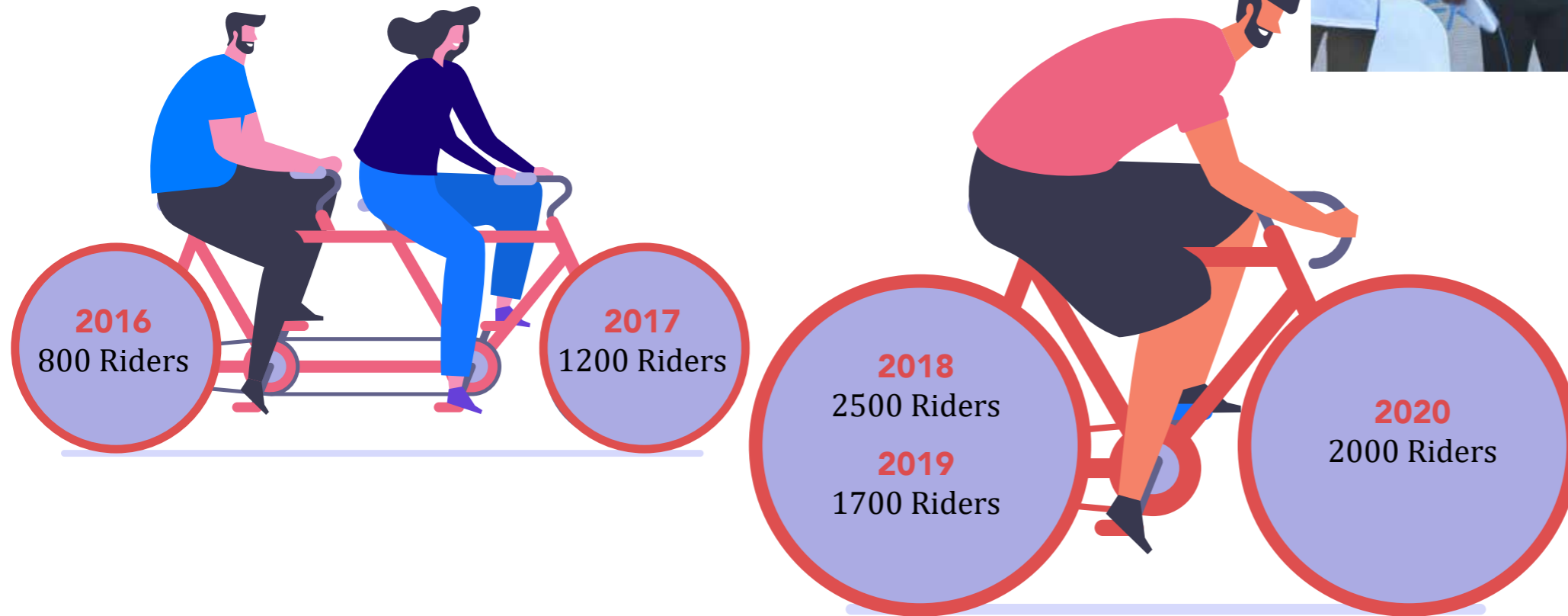
Through The Movement, we strive to bring about a cultural shift and a change in the mind-set of people by addressing misconceptions, fostering positive attitudes, disseminating correct information, and alleviating stigma related to mental illnesses.

POWER
KIND MATTERS

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.

25,000
Lives Touched

4,00,000 +
Digital Reach



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

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



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.

2017
180 Students

2018
213 Students

2019
152 Students



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.



100+ Media in Attendance



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.



#EarForYou (2017)
2 Million

#SayItRight (2018)
1.97 Million

#SunoDekhoKaho (2019)
7.7 Million

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.



**World Mental Health Day
with Terribly Tiny Tales (2017)**
1 Million

**#SunoDekhoKaho
with Unerase Poetry (2018)**
0.53 Million

#LettersOfHope

Suno Dekho Kaho

21628 downloads of the ebook



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.

240 Attendees

from Government bodies,
NGOs, and Corporates

#SpeakUpWithMpower
trended at #1 on Twitter



#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.



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 Foundation, Mumbai



Mpower - The Centre, Bengaluru



Launch of the Mpower Cell at BITS, Goa



Launch of the Mpower Cell at BITS, Pilani

Services Offered

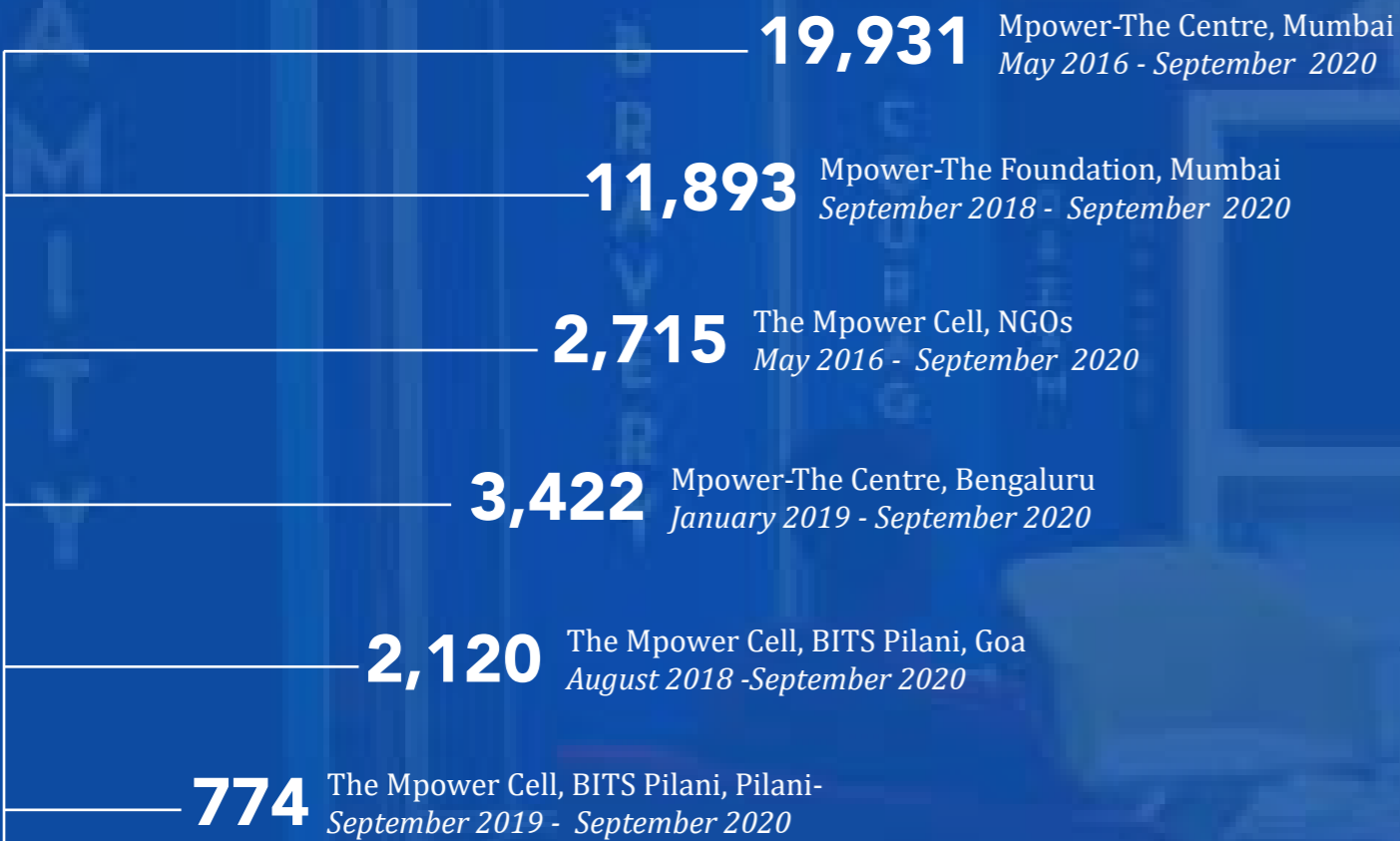
Psychiatric Consultation
Individual Counselling
Couple Counselling
Family Counselling
Behaviour Modification
Occupational Therapy
Speech Therapy
Remedial Therapy
Parenting Consult
Sports Performance Therapy
Animal Assisted Therapy
Expressive Art Therapy
Music Therapy
Nutrimentor Session
Support Group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



Highlights

May 2016 - September 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).



40,855

Total Number of Sessions at Mpower since May 2016

3,367

Total Number of Lives Touched at Mpower since May 2016



5,294

Psychiatry Sessions from May 2016 - September 2020



15,761

Counselling Sessions from May 2016 - September 2020



9,909

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

“It’s Okay not to be Okay,
but it’s not Okay not to seek help.”



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 - September 2020

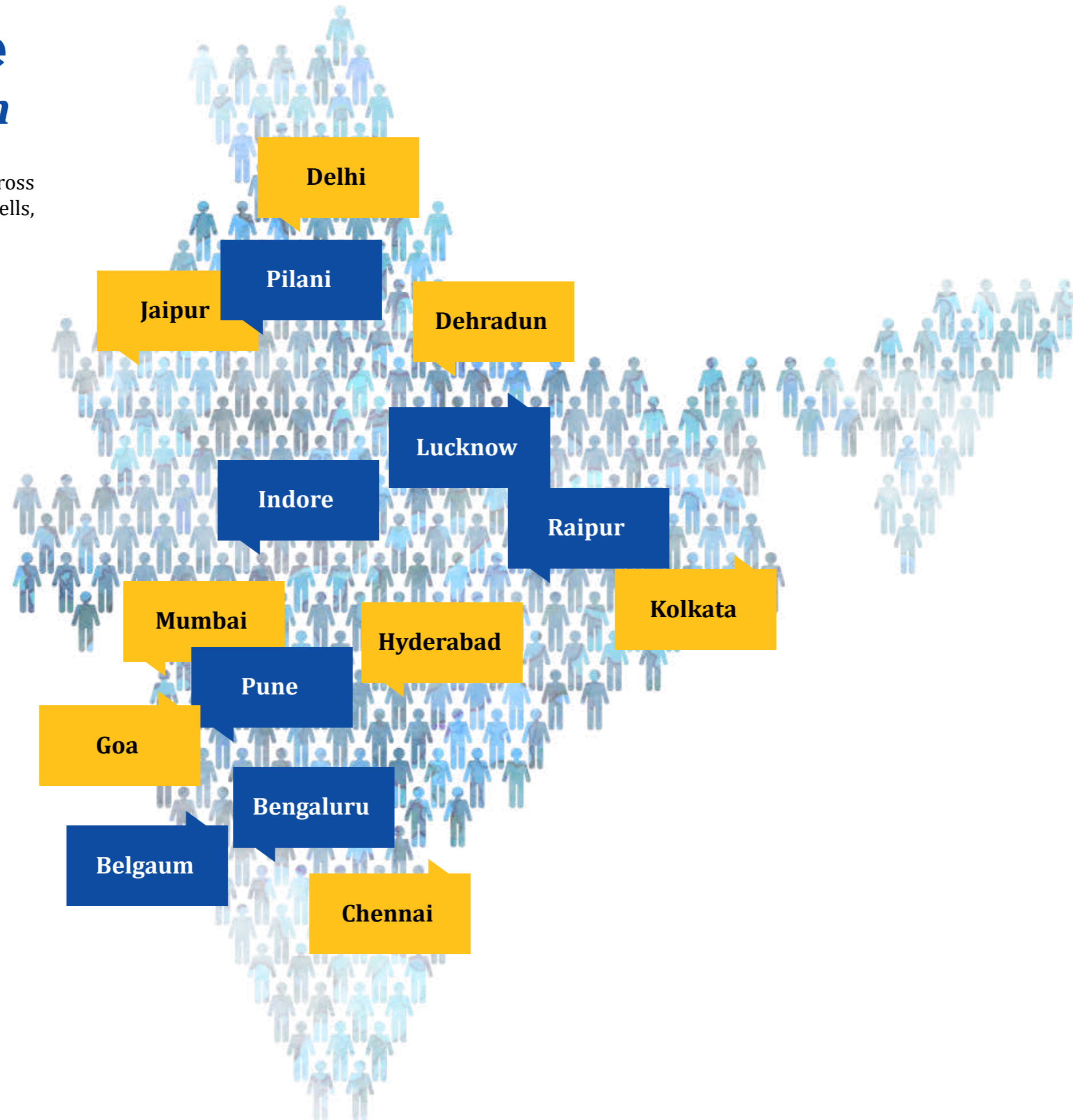
The Outreach arm provides awareness workshops & seminars to schools, colleges and corporates to provide information about mental health conditions. Mpower has completed 1100+ workshops with National organizations, Government schools and colleges, NGOs and Trust bodies to facilitate various on-ground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




Our Presence

Geographic Reach

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



A person with long dark hair, wearing a green and blue patterned top, is holding a book. The book's cover features a drawing of a pair of sneakers and the MPOWER logo. The logo consists of a stylized flower-like symbol with the text 'MPOWER' in blue, 'Youth Mental Health' in smaller blue text, and 'First Aid' in purple text. The background is a blurred outdoor setting with a person in a yellow shirt visible in the upper left.

The Mpower Hub, 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

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 Total Participants at
Sessions conducted till date

15

Sept '19 to Mar '20

Number of Mpower Webinar
Sessions conducted till date

36

Mar '20 to September '20

Number of Mpower Webinar
Participants till date

566

Mar '20 to September '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.



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 <https://www.mpower1on1.org/for-the-1800-120-820050> for the 1800-120-820050 and Privacy Policy

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



Making Waves

Mpower in the Media



Making Waves

Mpower in the Media



5 ways for new young mothers to cope with stress

More than ever, stress is a common part of life for new mothers. It's a natural reaction to the changes in your life, but it can be overwhelming. Here are five ways to cope with stress:



The Indian Express



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

For individuals at work, managing stress, maintaining well-being, and ensuring safety are key to their success.

By Dr. [Name]

Dr. [Name] is a [Title] at [Institution].



Forbes India

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

Seeing yourself in a mirror or in a selfie can be a source of stress. Here are some tips to help you feel better about your appearance.

By [Name]

[Name] is a [Title] at [Institution].



Outlook

Counselling can help in understanding and resolving family conflicts

A family therapist can help you understand and resolve family conflicts. Here are some tips to help you get started.



**The Indian Express-
Express Parenting**



How to develop stick-to-itiveness

There are many ways to develop stick-to-itiveness. Here are some tips to help you get started.

By [Name]

[Name] is a [Title] at [Institution].

[Name] is a [Title] at [Institution].

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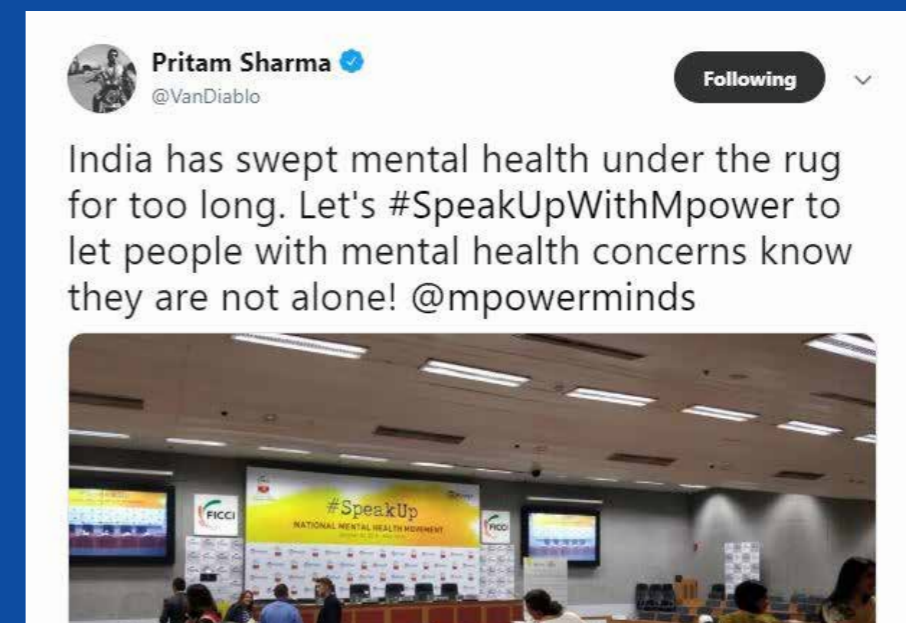
[Name] is a [Title] at [Institution].

[Name] is a [Title] at [Institution].

Mumbai Mirror

Making Waves

Mpower in the Media



Making Waves

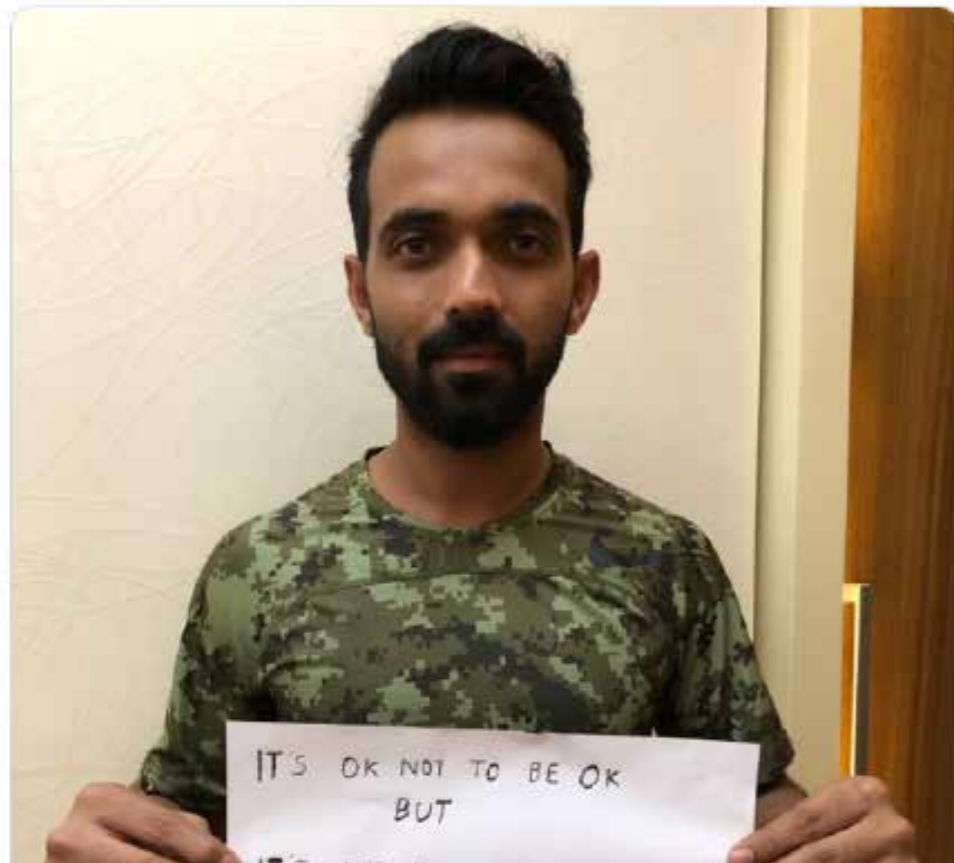
Mpower in the Media



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.

I challenge @vikramsathaye and @NileshMKulkarni



rahulbose7 • Following



I accept your challenge to #StampOutStigma @NeerjaBirla! 13.7% of India suffers from a Mental Illness, isn't it time to speak up? Challenge your friends to speak up, share a photo with a placard - 'It's ok to not be ok' Meanwhile I am asking three friends and sterling human beings to share this. Thanks @konkona @homster @kalkikanmani

96w



needmycuppatea agreed.

96w Reply



Liked by neel_v95 and 1,069 others

MARCH 5, 2018

Making Waves

Empower in the Media



Mrs. Neerja Birla with RJ Rani




Mrs. Neerja Birla with Ariana Huffington




Mrs. Neerja Birla with RJ Annie

Making Waves

Mpower in the Media




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/KZDEU5OhuM

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




Akshay Kumar ✓ @akshaykumar shared a video




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 pic.twitter.com/FvkTRF3toe

published on 03/04/20 at 11:26 | Twitter | United States | twitter.com




Rohit Sharma ✓ @ImRo45 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/m2KJY0tSKE

published on 03/04/20 at 15:02 | Twitter | United States | twitter.com



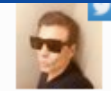
Amitabh Bachchan ✓ @SrBachchan tweeted

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 speak to a mental health professional. #LetsTalk1on1

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

Making Waves

Mpower in the Media



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 @AUTHackeraay 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/EHqG7YJQEO

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



Farhan Akhtar ✓ @FarOutAkhtar shared a video

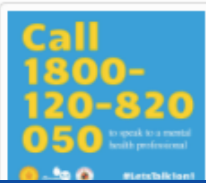


Lockdowns and isolation can create mental health issues. The Govt. of Maharashtra, BMC and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1800-120-820050 to speak to a mental health professional. #LetsTalk1on1 pic.twitter.com/SecvvBEA2c

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



Rajdeep Sardesai ✓ @sardesai Rajdeep 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 @AUTHackeraay @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 @AUTHackeraay 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/AuIHcyUul

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

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*





Empowered Voices

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.**

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**

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**

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**



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