

MPOWER
MIND MATTERS

ADITYA BIRLA EDUCATION TRUST

Championing Change

Mpower's Impact on Mental Health over the years

WHO WE ARE

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

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

ADITYA BIRLA WORLD ACADEMY
Learn | Achieve | Inspire

NALANDA
ADITYA BIRLA EDUCATION TRUST

ADITYA BIRLA INTEGRATED SCHOOL

ADITYA BIRLA
Education Academy
Engage. Evolve. Endeavour.

UJAAS
ENLIGHTENING LIVES
ADITYA BIRLA EDUCATION TRUST

M POWER
MIND MATTERS
ADITYA BIRLA EDUCATION TRUST

VISION

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

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

MISSION

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



Mpower - The Movement

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



Mpower - The Centre

- Mumbai
- Bengaluru
- Kolkata
- Pune
- New Delhi

Mpower - The Foundation

- Mumbai
- Virar

The Mpower Cell

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



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



The Mpower Hub

  - Project Mpower Echo
  - The Mpower Conclave
- Minds Matter



Mpower 1 on 1

- Helpline
- Live Chat

IMPACT

Our locations - Clinical

Clinical Care



We are present in 12 locations in India.

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

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

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

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

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

3,41,468+
sessions conducted at our centres, foundation & cells.

41,506+
clients have been seeking professional help.

1,66,024+
lives have been touched through our clinical interventions.

Helpline

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

2,36,029+
unique calls

15,841+
unique chats

Date from 2016 - September 2026

IMPACT

Outreach

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

Outreach

35,904+
Workshops & capacity-building programmes conducted.

17.09 lac+
individuals benefitted through school, college & corporate workshops & seminars.

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







COVID-19 & Mental Health

Mpower's impact during the global pandemic

Mental Health Awareness sessions

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

24x7 Mental health helpline

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

Minds Matter - Mental health curriculum for schools

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

Capacity-building programmes for various target audiences

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

Grief Support Groups

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

Mpower e-clinic

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

Support frontline - COVID Warriors

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

Community Projects (Public-Private Partnership)

MANN

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

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

75
Airports across India

325
Non-Airports locations

4,240+
Helpline calls (Inbound)

8,790+
Helpline calls (Outbound)

309
capacity-building sessions

3,617
individuals trained

4,144
awareness sessions

1,34,339
session participants

48,570+
individuals screened

7,185+
counselling sessions

3,252+
individuals counselled







Community Projects (Public-Private Partnership)

MPOWER MIND MATTERS
सक्षम

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

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

128
police stations covered in Mumbai & Thane

2,325+
individuals counselled

13,292+
counselling & Screening sessions conducted

7,790+
Individuals screened

1,076+
victims counselled

150+
perpetrators of crime counselled

1,1110+

273+
workshops conducted for police personnel

14,627+
police personnel participated in workshops

472+
PNS Screening

279+
ATS Screening

386+
NSG Screening







Community Projects (Public-Private Partnership)

MPOWER MIND MATTERS
Samvedna

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

Under this project, we are closely working with 40 Primary Health Centres (PHCs) to aid the District Mental Health Programme (DMHP).
Our main objective is to increase awareness and outreach to rural areas through various workshops, high-quality clinical services and other community engagement activities.

25,88,882+
individuals screened

2,306+
counselling sessions held

9,331+
psychiatry sessions

3.31%
Identified at risk through screening

18.32%
individuals identified at risk sought psychiatric help

57,417+
awareness sessions conducted

21,26,995+
participants in the awareness sessions







Community Projects (Public-Private Partnership)

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सुरक्षा

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

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

21+
Counselling & Screening sessions conducted

16+
Individuals Counselled

29+
Awareness sessions conducted

1,139+
participants in the awareness sessions







Community Projects (Public-Private Partnership)

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मासूम

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

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

5
Locations

20
Child Care Institutes (CCIs) across Maharashtra

13,518+
Counselling sessions in CCIs

4,836+
children counselled







Community Projects (Public-Private Partnership)

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टेलि मानस

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

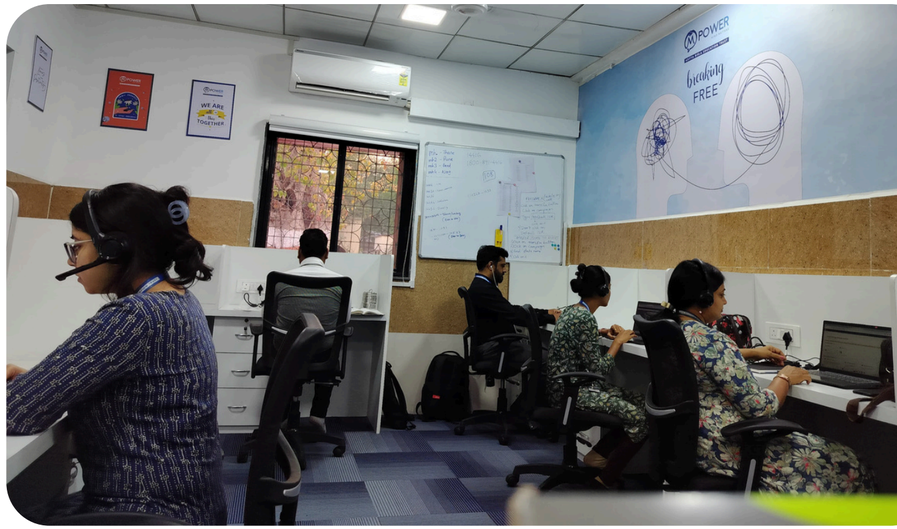
This collaboration will NIMHANS (National Institute of Mental Health and Neuro-Sciences) towards expanding the implementation of Tele-MANAS mental health support services across India.

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

55,212+
Help Seeking Calls

31,577+
Unique Callers







Community Projects (Public-Private Partnership)

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साथी

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

Project Saathi is a mental health care strengthening project aimed at enhancing mental health services in Mental hospitals;
The intervention includes the following;

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

2	195+	7,778+	400+	1500
No. of Hospitals	Stake holders trained	Patients benefitted	Medical Equipment Provided	Self-care kits distributed



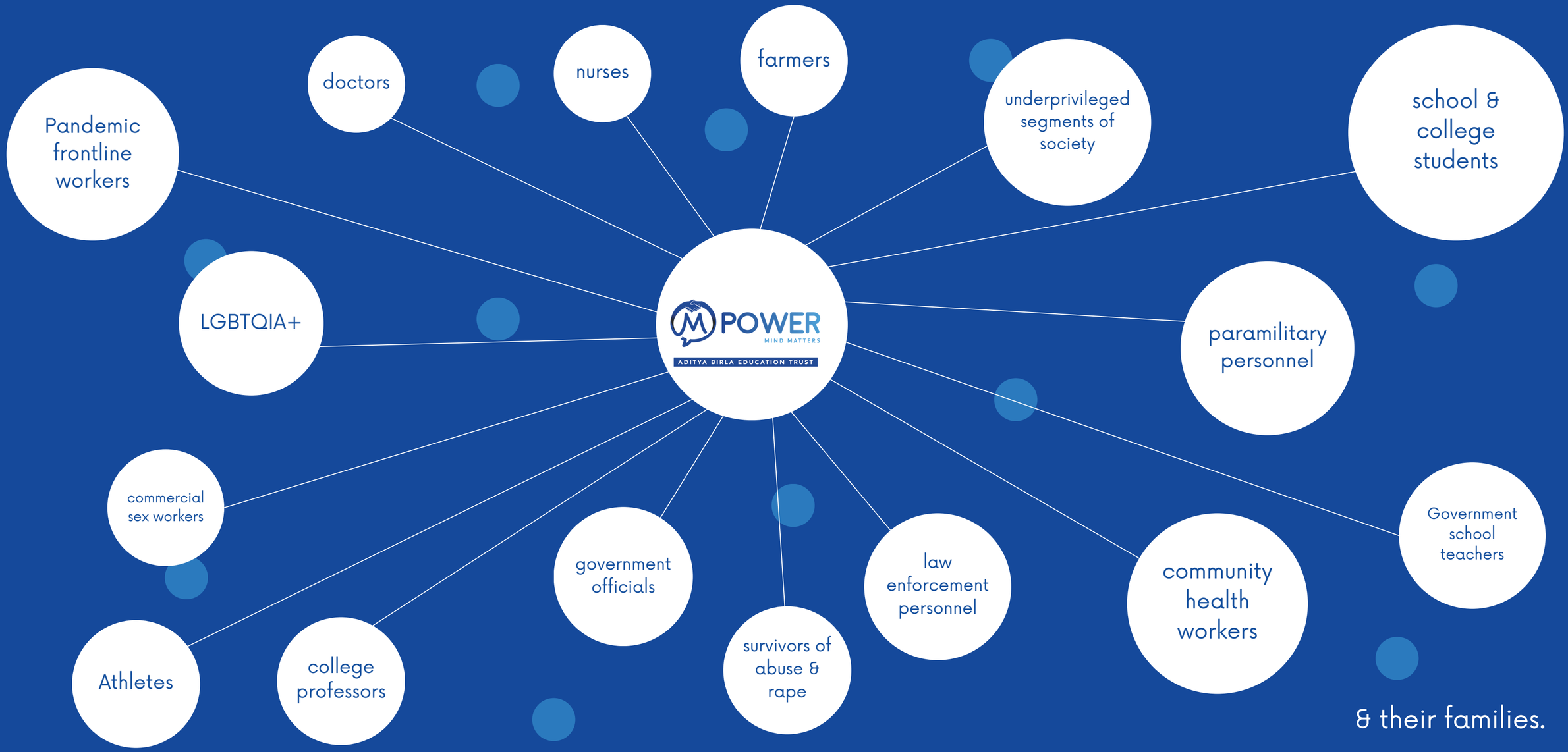




24,27,60,707+
lives touched

Our Target Groups

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



& their families.

24x7 Mental Health Helpline

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

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



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



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



Awareness Initiatives

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

Some of our offline & online initiatives are:

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













50K+

awareness participants

185.9Mn+

reach achieved across platforms

101+

organizations pledged for mental health

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.**

- N*eerja Birla*



Brands that have trusted us



POWER

MIND MATTERS

ADITYA BIRLA EDUCATION TRUST

Mumbai | Bengaluru | Kolkata | Pune | New Delhi | BITS Pilani | BITS Goa | BITS Hyderabad | Jaipur | Kalyan | Virar | Kota

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