



**MPOWER**

MIND MATTERS



why is it

ACCEPTABLE FOR YOUR BODY TO  
BE UNWELL, BUT **NOT** YOUR MIND?

A woman with long dark hair is shown from the chest up, covering her mouth with her right hand. She has a serious expression and is looking directly at the camera. The background is a soft gradient of purple and pink. The text is overlaid on the image.

why is it

THAT WE DON'T TALK *OPENLY*  
ABOUT MENTAL HEALTH?



why is it

THAT WE'RE ***AFRAID*** TO SEEK  
HELP FOR MENTAL ILLNESSES?



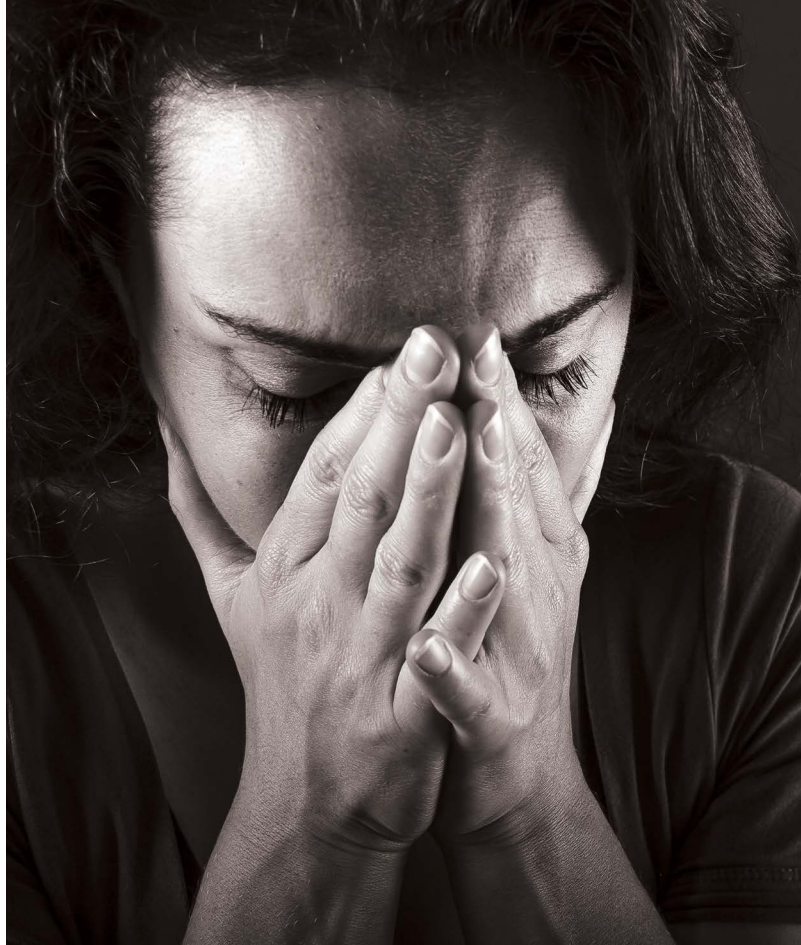
## ABOUT MPOWER

Mpower endeavours to be the movement to affect change. The movement will proactively champion mental health causes, create awareness, advocate prevention and provide services with a professional, holistic and multi-disciplinary approach. We aim to create a rich network of individuals, professionals and organisations to empower people living with mental health concerns and psycho-social disabilities.

# #STAMPOUTSTIGMA

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The initiative of the movement is to shed the stigma that leads to the discrimination of the patient and family by society. It also urges opinion givers, media and medical professionals, community leaders, educational institutes and policy makers to encourage dialogue and exert compassion and responsibility towards people afflicted with mental health problems/illnesses.



# THE IMPACT OF THE MOVEMENT

The movement that launched on 2<sup>nd</sup> February, 2016, has garnered huge public support, bringing together people who wish to make a difference and stamp out stigma around mental illness.



Views

123,167



Followers

1,946



Reach

380k



Likes

44,297



Reach

472,320

# OUR GOALS AND OBJECTIVES

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1

To challenge the stigma faced by people who recognise that they may have a mental health problem, but shy away from seeking professional help.

4

To create awareness campaigns - 'Stamp Out Stigma' and outreach programs for the community, educational institutes, corporates and schools, through conferences, seminars and workshops.

2

To harness advocacy and government attention, to bring about constructive changes and have mental health included in the country's primary healthcare mandate.

5

To bring together people facing similar issues or major life changes, and generate solutions for the same.

3

To give the patients a sense of empowerment and control.

6

To be a world-class mental health provider to citizens from all walks of life.





## OUR VISION

We hope to help create a society free of stigma, where persons with mental health concerns and their care givers are empowered to live a life of fulfillment, with support, acceptance and care. Mpower envisions a future where everyone receives the mental health care they need to facilitate recovery and rehabilitation, without facing discrimination or shame, whilst simultaneously bringing change to policy and public life.



# OUR MISSION

To empower individuals and their families having mental health concerns by creating awareness to alleviate stigma; advocating prevention, fostering education, and providing a world-class holistic service so that they may have meaningful and productive lives with respect and dignity.



TO CREATE  
AWARENESS



TO ADVOCATE  
PREVENTION



TO FOSTER  
EDUCATION



TO PROVIDE  
SERVICE

# THE TEAM

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## NEERJA BIRLA

FOUNDER AND CHAIRPERSON

The Founder and Chairperson of the Mpower movement, Neerja Birla has a Bachelor of Science Honours degree in Psychology from the University of Derby. Mpower, her brainchild, is determined to bring about a positive change in attitude towards mental health. She is very passionate about children, education and mental health, and is actively engaged as the Chairperson of The Aditya Birla World Academy and The Aditya Birla Integrated School.



## ANANYA BIRLA

CO-FOUNDER AND VICE CHAIRPERSON



A successful entrepreneur, Ananya Birla studied Economics and Management and is an alumni of the University of Oxford. She is the Co-founder and Vice Chairperson of the Mpower movement. She is spearheading the awareness campaigns for the brand and is adamant on breaking the stigma surrounding mental health. She is also the chairperson and Managing Director of a successful startup, Svatantra Microfin Pvt. Ltd.

# THE TEAM

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## SUKANYA A. SHAH

HEAD - BRANDING & MEDIA

Sukanya is the Editor, Special Projects at Condé Nast India, in addition to heading the creative division at the newly launched commercial vertical, Condé Nast Factory. Armed with a Masters in Psychology, she has trained under Dr. Sachin Patkar and has taken up various voluntary mental health causes with women and adults.



## DR. ZIRAK MARKER

MEDICAL DIRECTOR (M.B.B.S., D.P.M., D.N.B.)



Dr. Zirak Marker is a renowned child and adult psychiatrist and psychotherapist with clinical training from the Westchester Medical Centre, New York University. He has over fifteen years of experience in Educational Psychology, and is currently the CEO of the Aditya Birla Integrated School for children with learning disabilities and psychological/emotional problems.



## THE CENTRE

The centre will offer diagnostics, medical evaluations and treatments, therapeutic assessments and interventions, counselling and guidance to assist through the following verticals:

**MIND-REACH | MIND-CARE | MIND-TEACH | MIND-SPACE**

## MIND-REACH

School mental health services dealing with issues such as examination stress, bullying and ragging, sex education, peer pressure, among others.

Educational psychology that will deal with issues such as learning disabilities, slow learners, pervasive developmental disorders such as aspergers, autism, ADHD and complete psycho-educational evaluations.



## MIND-CARE

Psychiatric and psychological services dealing with issues such as mood disorders, depression and suicide prevention, bipolar disorder, schizophrenia, anxiety disorders, OCD, fears and phobias, post-traumatic stress, dealing with abuse, sleep disorders, substance abuse and addictions, personality disorders, eating disorders, teenage related issues, amongst others.

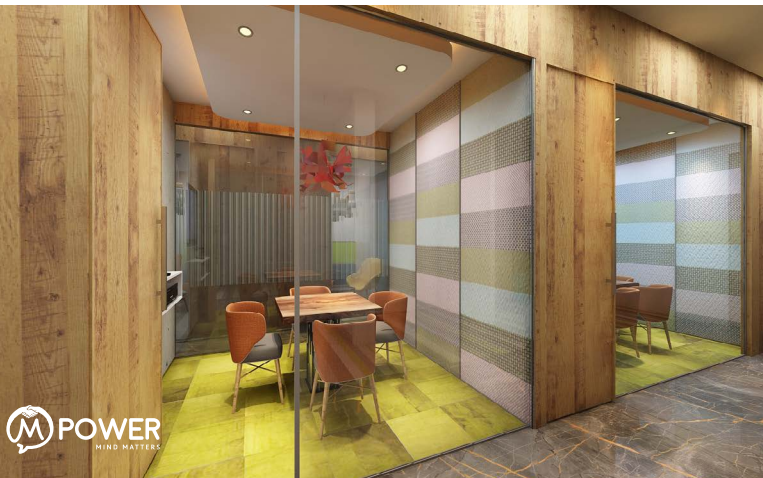
## MIND-TEACH

Through this vertical, the Centre will offer training, teaching and learning to spread awareness and negate the stigma around mental health. It will also include community initiatives to aid prevention, through workshops, seminars or certified courses and training programmes. It will also facilitate support groups for clients and caregivers, and will have doctors, consultants, counsellors, and experts all connected to this specialised field.



## MIND-SPACE

The Centre will also offer allied services and therapies such as music therapy, EQ practitioners, yoga, animal-assisted pet therapist, art-based therapy, amongst others.





## THE FOUNDATION

The Mpower Foundation strives to blur barriers of economics and opportunity, making mental health care services accessible and available to members of marginalised groups.

The Foundation aims to promote positive mental health by providing quality psychological services and not letting lack of financial resources dissuade lower socioeconomic population from seeking mental health services.





## THE FOUNDATION

The services at the centre will range from individual counselling to remedial education catering to children with learning disabilities and other developmental difficulties. The foundation will also offer assessments and group testing for vocational and career guidance.



## THE FOUNDATION

The Foundation will also facilitate support groups for caregivers, enrichment programmes for gifted children, family therapy, and teaching programmes that help children and adolescents with psychological disturbances to adjust and achieve their full potential in mainstream institutions.

# JOIN THE MOVEMENT

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You can help make a difference. Here are some things you can do on our website  
[www.mpowerminds.com](http://www.mpowerminds.com)



## Talk About Mpower

Help us spread awareness by talking about #StampOutStigma on your social media channels.



## Watch Our Film

Watch and share our short film which sheds light on the stigma that is faced by people with mental health issues in our country.



## Make a Pledge

Visit our website, and make a pledge to #StampOutStigma. You can also share your pledge with your social circles online to raise awareness and to inspire others to join the movement.



## Make a Donation

If you would like to contribute to the Mpower movement, please write to us at [info@mpowerminds.com](mailto:info@mpowerminds.com)



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

## CONTACT US

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