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 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.

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.

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.

Mpower

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
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 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.

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.

1 in 20 people in India suffer from depression.

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.

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.

1.33 LAKH Suicides recorded in India in 2015*

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

*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.
**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.

- **2016**: 800 Riders
- **2017**: 1200 Riders
- **2018**: 2500 Riders
- **2019**: 1700 Riders
- **2020**: 2000 Riders

**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.

- **25,000** Lives Touched
- **4,00,000 +** Digital Reach

**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.

- **380+** Volunteers for Art Express, Mumbai (January 2019, January 2020)
- **200+** Volunteers for Art Express, Bengaluru (January 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.

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.

2017
180 Students

2018
213 Students

2019
152 Students

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.

#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.
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
Mpower has successfully completed 36,000+ clinical sessions till January 2021, through its presence in Mumbai (Centre, Foundation & Cells), Bangalore (Centre), BITS Goa (Cell) and BITS Pilani (Cell).

- **Mpower-The Centre, Mumbai**
  - Psychiatry Sessions: 21,296 (May 2016 - January 2021)
  - Counselling Sessions: 13,934 (January 2018 - January 2021)
  - Occupational Therapy & Special Education Sessions: 4,210 (January 2019 - January 2021)

- **Mpower-The Foundation, Mumbai**
  - Counselling Sessions: 3,358 (May 2016 - January 2021)

- **Mpower-The Centre, Bengaluru**
  - Total Number of Sessions: 4,210 (January 2019 - January 2021)

- **The Mpower Cell, NGOs**
  - Total Number of Sessions: 3,358 (May 2016 - January 2021)

- **The Mpower Cell, BITS Pilani, Goa**
  - Total Number of Sessions: 2,613 (August 2018 - January 2021)

- **The Mpower Cell, BITS Pilani, Pilani**
  - Total Number of Sessions: 1,066 (January 2019 - January 2021)

Total Number of Sessions at Mpower since May 2016: 46,447

Total Number of Lives Touched at Mpower since May 2016: 3,533

“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 - January 2021**

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.

- **920** School Workshops April ‘17 to Jan ‘21
- **58** College Workshops April ‘17 to Jan ‘21
- **251** Adult Workshops April ‘17 to Jan ‘21
- **812** NGO Workshops April ‘17 to Jan ‘21
- **31** YMHFA Trainings April ‘17 to Jan ‘21
- **2,041** Total No. of Workshops and YMHFA Trainings April ‘17 to Jan ‘21
- **81,011** Number of Lives Touched
Mpower's geographical presence across India through its Centre, Foundation, Cells, Movement & Workshop initiatives.
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

<table>
<thead>
<tr>
<th>Sessions conducted till date</th>
<th>Number of Total Participants at Sessions conducted till date</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 Jan ‘19 to Mar ‘20</td>
<td>15 Jan ‘19 to Mar ‘20</td>
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</tbody>
</table>

### Number of Mpower Webinar Sessions conducted till date

<table>
<thead>
<tr>
<th>Sessions conducted till date</th>
<th>Number of Mpower Webinar Participants till date</th>
</tr>
</thead>
<tbody>
<tr>
<td>43 Mar ‘20 to January ‘21</td>
<td>1181 Mar ‘20 to January ‘21</td>
</tr>
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</table>

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.

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

<table>
<thead>
<tr>
<th>Number of Mpower Conclaves held</th>
<th>Total Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Jan ‘18 to Jan ‘19</td>
<td>147 Jan ‘18 to Jan ‘19</td>
</tr>
</tbody>
</table>
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

Sustaining Conversations Year on Year

<table>
<thead>
<tr>
<th></th>
<th>Jan '17 to Jan '17</th>
<th>Jan '18 to Jan '18</th>
<th>Jan '19 to Jan '19</th>
<th>Jan '20 to Jan '20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mpower in the Media</td>
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</table>

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

5 ways for new young mothers to cope with stress

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

Counselling can help in understanding and resolving family conflicts

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

How to develop stick-to-itness

The Economic Times
The Indian Express
Deccan Chronicle
Outlook
The Indian Express-Express Parenting
Mumbai Mirror

Dealing with stress: Comparing your journey to that of othersomen women experience a sense of isolation and invalidation. It creates a sense of invisibility that makes it difficult for them to identify the problem. Realising that motherhood is not a competition.

Withdrawn from social interactions, extreme mood swings can be hidden suicidal signs; here are warnings to look out for.
Making Waves
Mpower in the Media

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

Karan Johar
On World Suicide Prevention Day, make a pledge to LISTEN, and save a life.
youtu.be/5br57zunMEk @NeerjaBirla

Pritam Sharma
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

Farhan Akhtar
Please join this important initiative taken by @mpowerminds and maybe you could help save a life.

Saravanan Hari
@CinSuperfan
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.

Riteish Deshmukh
#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
Making Waves
Mpower in the Media

Ajinkya Rahane
@ajinkyarahane82

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
Making Waves
Mpower 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. Mpower 1on1 and Mpower have created a free helpline to support you at this difficult time. Call 1860-120-8200 to speak to a mental health professional. #LetsTalk1on1 #IndiaFightsCorona pic.twitter.com/AgmVTV0K1a
published on 03/04/20 at 10:42 | Twitter | India | twitter.com

Hrithik Roshan @Hrithik shared a video
The government of Maharashtra, BMC and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1860-120-8200 to speak to a mental health professional. #LetsTalk1on1 @NeeralJalilra @AUTFackeray @mybmc pic.twitter.com/KGDEU56hUM
published on 03/04/20 at 11:56 | Twitter | United States | twitter.com

Twinkle Khanna @itsfunnybones shared a video
The government of Maharashtra, BMC and Mpower 1on1 have created a free helpline to support you at this difficult time. Call 1860-120-8200 to speak to a mental health professional. #LetsTalk1on1 pic.twitter.com/JUVWFFyYN
published on 03/04/20 at 13:41 | Twitter | India | twitter.com

Akhay Kumar @akahaykumar 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 1860-120-8200 to speak to a mental health professional. #LetsTalk1on1 @mybmc pic.twitter.com/PvKTRF8t0e
published on 03/04/20 at 11:26 | Twitter | India | 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 1860-120-8200 to speak to a mental health professional. #LetsTalk1on1 pic.twitter.com/mNKJYrSKE
published on 03/04/20 at 15:02 | Twitter | United States | twitter.com

Amitabh Bachchan @SrBachchan tweeted
"#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 1860-120-8200 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 @AUTHackerray pic.twitter.com/0Da1Q6gfF4
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/BeowBEA2c
published on 03/04/20 at 11:25 | Twitter | India | twitter.com

Rajdeep Sardesai @sardesarajdeep 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/jP2v0wBIyE
published on 03/04/20 at 16:20 | Twitter | India | twitter.com

Anil Kapoor @AnilKapoor tweeted
Whatever you’re feeling, you’re not alone! #LetsTalk1on1 is here to help you through it! @CMOMaharashtra @OfficeOfFUT @AUTHackerray @myBMC @mpower1on1 #NaToCorona #AllInThisTogether #StayHomeStaySafe
published on 03/04/20 at 15:01 | Twitter | India | twitter.com

Esha Gupta @Ieshagupta2811 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/v3Q1SkaP
published on 03/04/20 at 11:53 | Twitter | United States | twitter.com

Salyam Kher @SalyamKher shared a video
So proud of the consistent good work @AUTHackerray is doing! The lives by the @CMOMaharashtra have been so reassuring & have not left us in the dark, and now this. Brilliant @mpower1on1 & @NeerjaBirla along with the @myBMC have created a free helpline for people! #LetsTalk1on1 pic.twitter.com/AuiHeyLuf
published on 03/04/20 at 11:58 | 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

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

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

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.**

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**

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.
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