

**LIVE  
LOVE  
LAUGH®**  
Foundation

# INKING IMPACT

Annual Report  
2021-2022



# INKING IMPRESSIONS

Seasons pass, expressions change, feelings anchor yet wither away.

The seasons of life – its ebb and flow are a reminder that through the thunderstorms, the freshly fallen leaves, the winter frost, we shall find a glimmer of hope. The symphony of nature teaches us that every cloud has a silver lining just like the flowers blooming in spring, the sun rising at dawn, or the ocean kissing the shore.

As The LiveLoveLaugh Foundation (LLL) enters its 7<sup>th</sup> year, we chose 'Inking Impact' as this year's theme to reflect the changes we have effected.

Just like the indelibility of ink, LLL's work makes a marked difference in the lives of the people we impact. LLL has stood as a pillar of support - nurturing individuals, providing hope, and embracing everyone with empathy, comfort, and love. Our partnerships have brought convergence, collaboration, and togetherness – just like two colours of ink merge into each other organically. We continue to build awareness, offer support, and enhance access to mental healthcare in India. What we do today is inked in history, changing lives forever.

## CONTENTS

Founder's Note	4
Chairman's Note	5
Milestones	6
School Program	8
Rural Program	12
Doctors Program	16
Counselling Assist	18
Digital Outreach	20
Lecture Series 2021	26
How India Perceives Mental Health 2021	28
Media Outreach	30
Audit Report	32
Board of Trustees	34
Team	36
List of Donors	38



# FOUNDER'S NOTE



Access to quality mental health care is a basic human right. Not only does good mental care allow individuals to thrive, but the impact of people's well-being on the collective is also immeasurable.

I am grateful for the position we at LLL are in to be able to positively impact the lives and minds of millions around us.

When I first started LLL, my mission was to help make a difference in at least one life. That goal today has multiplied a thousand-fold. But not without the unwavering support of the LLL team, our donors, as well as well-wishers like yourselves.

So, thank you. Thank you for riding with me on this journey and enabling my vision to come to life.

With that said, our journey isn't over yet. Even with six arduous years behind us, our journey oftentimes feels like it has only just begun. But with you by our side, we trust we have what it takes to forever change the landscape of mental health, not only in India but around the world.

With Gratitude,

**DEEPIKA PADUKONE**

# CHAIRPERSON'S NOTE



The unprecedented global pandemic of the last two years has certainly reshaped and affected the world and posed several challenges, not least in the area of mental health.

During this time, LLL demonstrated incredible resilience to continue to positively impact the lives and livelihoods of PWMLs (Persons with Mental Illness) and their caregivers. We transformed current programs and developed new initiatives: along with new initiatives such as Counselling Assist (earlier called Frontline Assist), we also restarted face-to-face healthcare delivery in rural communities. Alongside the expansion of these rural programs, we have developed and are set to introduce in-person sessions for our school-based adolescent mental health program.

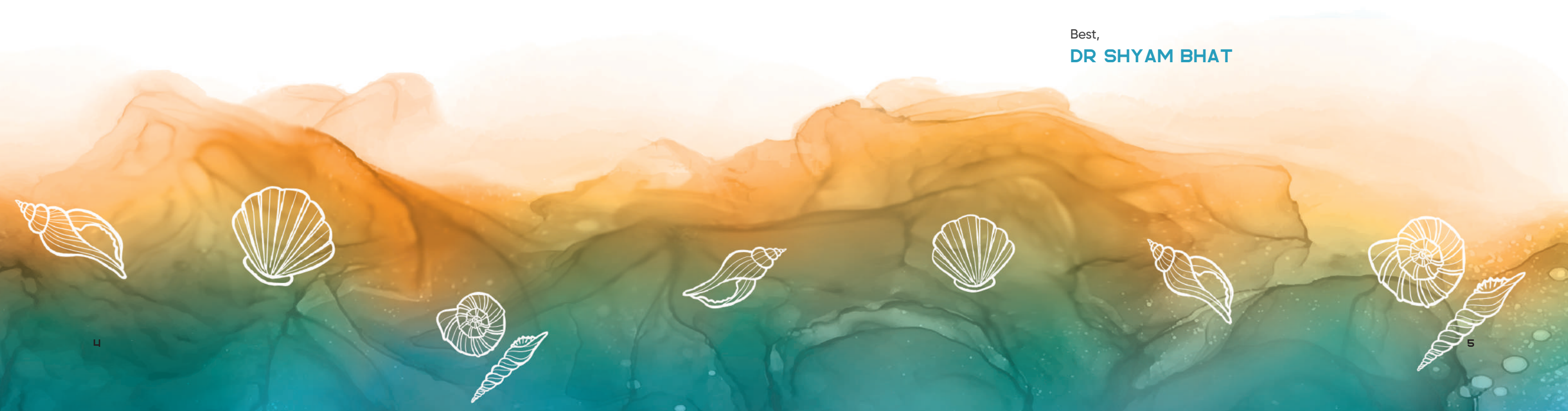
Our collaboration with the mental health ecosystem now integrates digital delivery across all our core programs - rural mental health, adolescent care, and capacity building. Through the pandemic, our digital channels, media outreach, and platforms like the Lecture Series helped us inform and inspire people in a way that moves them and their attitudes towards mental health.

This reshaping of perspectives was evident from the results of our 2021 survey, and it is rewarding to see the results of years of hard work taking shape as mental health conversations become central to mainstream discourse.

With the toughest part of the pandemic seemingly behind us, I'm thankful for the support of our team, donors, partners, and community, that has kept us going, driven us to do more, do it better, and do it with love.

Best,

**DR SHYAM BHAT**





# MILESTONES 2021-22

## May 2021

Op-ed published in Forbes India authored by LLL CEO, Anisha Padukone.

## August 2021

In partnership with Unacademy, integration of a free online program with 'You Are Not Alone', LLL's existing adolescent mental health program.

## October 2021

Lecture Series 2021 edition released on October 10th (World Mental Health Day) featuring Olympic gold medallist Abhinav Bindra. This was followed by a special feature on the Indian news channel NDTV.

## July 2021

Launch of a free counselling program for all, in partnership with mental health NGO Sangath.

## September 2021

LLL and its impact featured on the primetime television show 'Kaun Banega Crorepati'.

LLL is listed as a national mental health resource on Twitter India and Facebook India as part of World Suicide Prevention Day 2021 and World Mental Health Day 2021.

## December 2021

Release of nationwide mental health survey - 'How India Perceives Mental Health: 2021 study by LLL'.

## January 2022

LLL was selected for the GROW Fund grant by EdelGive Foundation. The GROW Fund aims to strengthen 100 high-impact grassroots organisations over 24 months through capacity-building, and support of key organisational functions.

## February 2022

Op-ed published in World Economic Forum authored by LLL CEO, Anisha Padukone.

London-headquartered philanthropy magazine Alliance featured LLL alongside other prominent global organizations in the magazine's special edition on mental health.

## March 2022

LLL founder Deepika Padukone was honoured with the 'TIME 100 Impact Award' for her work as a mental health advocate and actor. The award recognises global leaders who have gone above and beyond to move their industries and the world forward.

Indian news channel CNBC TV-18 partnered with LLL to launch a multi-part series on mental health titled Mind Matters - an Invitation to Well-being.



# SCHOOL PROGRAM

## YOU ARE NOT ALONE

Adolescents face a range of challenges such as exams, planning for the future and finding their identity. Combine this with the lack of clarity about the future, and it is

easy to see how the current circumstances caused by the pandemic may leave a lasting impact on these impressionable young minds.

### You Are Not Alone (YANA) was initiated in 2016 with a three-fold purpose

- To create awareness about mental health amongst adolescents, teachers and parents
- To normalise conversations
- To build resilience

## ONLINE APPROACH

This past year, LLL engaged in a first-of-its-kind partnership with Unacademy, one of India's largest education technology platforms.

Through this pioneering initiative, adolescents are able to understand the various factors affecting mental health and equip themselves with tools and resilience-building techniques for better well-being.

The Program caters to the mental health requirements of students from classes 6<sup>th</sup> to 12<sup>th</sup> via live classes. Apart from mental health education through the designated curriculum, LLL also conducts special classes on user-generated topics pertaining to mental health.

### Some topics we have covered so far are:



Peer pressure



Effectively managing exam stress



Bullying and cyberbullying



Practising self-care

## IMPACT CREATED



9121+

Total number of learners/total views



116

No of sessions completed



6464

No of Enrollments



### TOP 10 STATES WITH THE HIGHEST NUMBER OF UNIQUE USERS

- Uttar Pradesh
- Bihar
- Delhi
- Maharashtra
- Rajasthan
- Madhya Pradesh
- Haryana
- West Bengal
- Jharkhand
- Punjab



HYBRID APPROACH

The reopening of schools began with a hybrid model of functioning including in-person as well as online classes. The immediate need for our Program also was to

adopt a hybrid model and cater to the requirements of schools. Therefore a pilot exercise was conducted to deliver the Program to students and teachers who were present

in schools and also to those who opted to learn from home. A total of **8251 students** and **1366 teachers** in Bangalore were impacted through this pilot project.

TESTIMONIALS

"Thanks for always taking care of us and reassuring us that all of us were doing okay; you are the world's best teacher! Thank you for everything!"

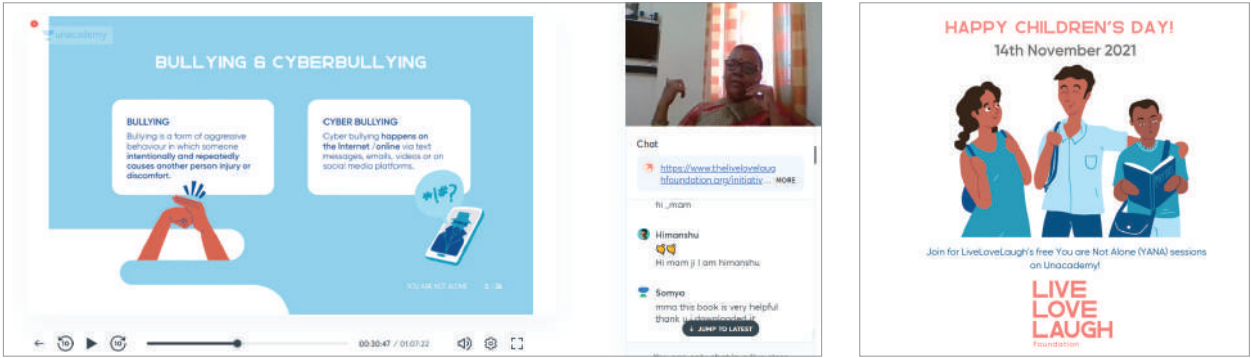
"You expected me to succeed, and this motivated me to keep trying. I learned more than I thought. You taught me that I am smarter than I thought. Thank you for believing in me."

"Very good teaching... I love it."

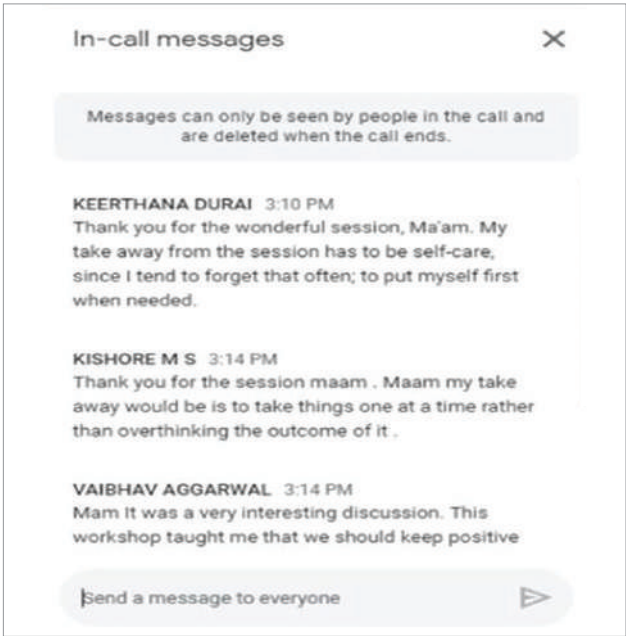
"Thanks for understanding me."

"It's extremely inspiring."

"This foundation helped me a lot still helping me and I have improved myself a lot and in future also I hope it will heal me."



YANA sessions on Unacademy



Testimonials from learners on YANA sessions on the Unacademy platform



These sessions have also impacted learners from Bhatgaon in Chhattisgarh.

# RURAL PROGRAM

While the world grappled through another year of the pandemic, our partners ensured that psychiatric medication and treatment services continued to be delivered to the beneficiaries and their caregivers, along with providing livelihood support and enabling

access to government-aided schemes. Once the restrictions were lifted, a hybrid approach was adopted, offering teleservices and face-to-face services, to allow smooth delivery of services owing to the uncertainty.

## IMPACT 2021-22



**1496** beneficiaries and their carers

Received free psychiatric medication and treatment through face-to-face services and teleconsultation in **Davangere, Gulbarga and Lakshmipur.**



More than **800** carers and people with mental illness

Received psycho-social education and were trained in supporting PWMIs and coping skills.



Over **400** beneficiaries

Provided with unique disability identity cards.



**144%** Dip in 'out-of-pocket expenditure' for mental illness in Davangere

Reduced from ₹ 15327 per patient per year to ₹ 838 per patient per year.

## KEY ACTIVITIES IN 2021-22

### 1 Treatment

Treatment of beneficiaries included regular follow-ups with psychiatrists and doorstep delivery of medication.

### 2 Rehabilitation

Psycho-social rehabilitation of persons with mental illness and their carers through regular counselling, formation of support groups, connections to livelihood resources, provided desired vocational support and enabled access to government employment avenues.

### 3 Strengthening Systems

Capacity building of community health workers (ASHA workers) to further sensitise them towards the needs of persons with mental illness.

### 4 Awareness Building

Information, Education and Communication (IEC) materials were distributed in the community for awareness and multiple trainings were conducted.

### 6 Sustainability

To ensure a sustainable model of support in Davangere, parent and caregiver champions were identified and trained throughout the year thereby enabling them to take ownership and run a community-led Program that is self-reliant.

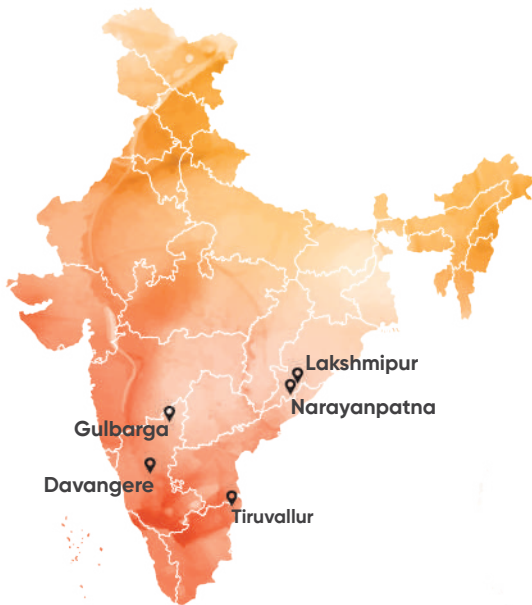
### 5 Advocacy

Advocacy by federation groups to bring services to the community.



# EXPANSION TO NEWER GEOGRAPHIES

This sustainable Program model has proven to be successful over the last 6 years of intervention. This has encouraged new donors to support the Program and has allowed LLL to expand to Narayanpatna (Odisha) and Tiruvallur (Tamil Nadu) in FY 2021-22.



Capacity building meeting with ASHA workers on mental health awareness



Follow ups with the PWMI beneficiaries by the health professionals



Cluster and Block level carers meeting on mental health awareness



Beneficiary receiving self employment loan

## CHANDANNA'S STORY OF HOPE



**Family Background:**  
Chandanna is 23 years old and hails from a lower middle-class family of 4 members.

**History of Mental illness:**  
His struggle with mental illness began 6 years ago. He would often get into fights, have difficulty concentrating on his work, have disturbed sleeping patterns and experience auditory hallucinations.

**LLL Intervention:**  
Chandanna's mental illness took a toll on his family. His treatment would cost up to INR 3000 a month, which was a huge financial burden on them. Unfortunately, the nature of the situation caused his mother to experience depression and suicidal ideation.

They were both identified under LLL's program after which they started receiving free medication and treatment. The family was also given counselling and vocational training to support employment-related needs. Their complete rehabilitation and recovery were ensured free of cost through this program.

It has brought about a positive change to his family's situation. Chandanna's mother now works as a community volunteer for the program.



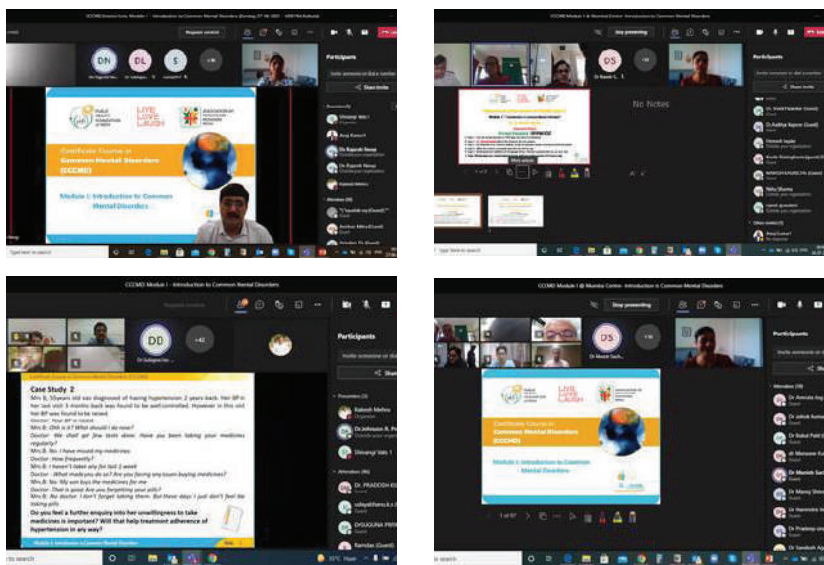
# DOCTORS PROGRAM

According to a Lancet Psychiatry report, India had 197.3 million people with mental disorders in 2017 with only about 8,000 psychiatrists. The enormous need gap can be addressed with the help of additional trained resources. Primary care physicians are usually the first point of contact when one feels unwell and hence, they can play an important role in the detection, diagnosis, and treatment of common mental disorders.

LLL's Doctors' Program aims to enhance the knowledge, skills and core competencies of Primary Care Physicians in the identification, management and treatment of common mental disorders.

The Certificate Course in Common Mental Disorders (CCCMD) was launched in 2020 as a collaborative partnership between The Live Love Laugh Foundation: Knowledge and Grant Partner; Association of Healthcare Providers (India) (AHPi): Strategic Partner and Public Health Foundation of India (PHFI): Implementing Partner.

After the successful completion of Cycle 1, the second cycle of the CCCMD Program was launched in June 2021 and completed in December 2021.



CCCMD Cycle 2 sessions were conducted online for the participants

## HIGHLIGHTS FROM THE PROGRAM

Primary care Physicians



140

Registered for the second cycle of the online course

Participants



80%

Male



20%

Female

Passed Certification



127

Participants

Practice



27%

Govt.



73%

Private

## IMPACT ASSESSMENT

After conducting a baseline and endline survey of the participants, the following results were seen:

Average knowledge score improved from **81%** in Baseline to **85%** in Endline.

**85%** participants are confident in sharing new knowledge and skill post-training.

**55%** participants witnessed increase in patients suffering from common mental disorders in their daily clinical practice

## TESTIMONIALS FROM THE PARTICIPANTS

"My knowledge about common mental disorders was not up to the mark but after undergoing this training I feel confident to treat these common mental disorders. As I'm a senior consultant physician dealing with common mental disorders regularly, therefore, I cannot specify a single mental disorder that was managed well after undergoing this training. Basically, I feel more competent in dealing with these disorders now."

- Participating doctor

"Now I can treat patients with depression, anxiety, and suicidal attempts without hesitation and with full confidence. Some patients with alcohol withdrawal came to me with hand tremors, anxiety, insomnia and now I treat them with injections of thiamine, diazepam, and chlordiazepoxide. Now I know the doses of these medicines and how to use them."

- Participating doctor



# COUNSELLING ASSIST

India's frontline workers were at the forefront of managing the pandemic, with their efforts being nothing short of heroic. However, the reality of working through harsh conditions has had a significant impact on not

just their physical health but also on their mental health. To address the need for mental health support of frontline workers and the general public, LLL launched 'Counselling Assist', a free counselling

program, in July 2021. Sale proceeds from The Deepika Padukone Closet were used to support mental health NGO Sangath's dedicated COVID-19 Well-being Center.

Through this program, a range of free well-being services is being offered to frontline workers and the general public which include:



## Mental Health Self-Care Resources:

A curated range of helpful resources alongside practical and evidence-based tips and strategies to support mental well-being.

Noting the need for better access to mental health support LLL expanded the scope of the Program beyond its earlier focus on frontline workers, to include the general public as well.



## Free Tele-Counseling:

Free counselling support offered through a helpline number in English, Hindi, Konkani and Marathi.

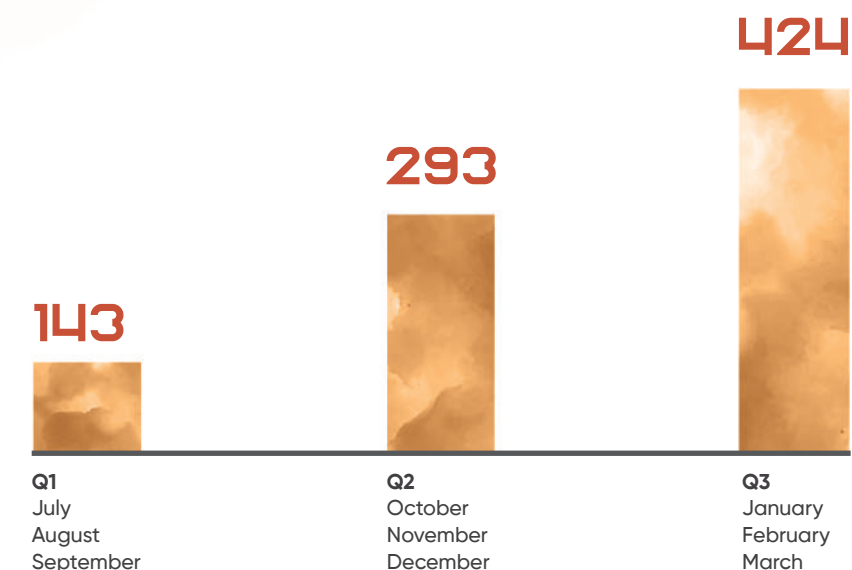


## Community Support Via Listening Circles:

Online support group sessions for up to 10 people at a time, moderated by a trained facilitator.

## IMPACT 2021-22

Number of free counselling sessions conducted



**Anxiety and depression** were the most commonly noted reasons for seeking counselling.

**860+** counselling sessions conducted

**94.5%** increase in Q3  
Average number of callers who availed counselling sessions

There has been a steady increase in calls across all three quarters, where there was an **increase in calls by 49.4%** between Q1 and Q2 and an **increase in calls by 25.7%** between Q2 and Q3.

This could be attributed to the communications strategy developed by LLL and Sangath which included increasing the number of social media posts keeping in mind current affairs and trending topics.

## Location-wise distribution of callers:

The highest number of calls came in from Maharashtra, followed by Delhi, and Uttar Pradesh.

## TESTIMONIALS

### Tele-Counseling Service

"The counsellor was very humble, and I felt heard. I asked the counsellor what the charges are, and she mentioned that you are an NGO that is working during the COVID-19 pandemic, and mental health services are very expensive these days. So, working free of cost is very beneficial."

"Session kaafi acha tha, jo sawaal the uske jawab mile. Counsellor kaafi friendly tha"

"Helped me relate to others, feel validated and heard."

"It helped me feel validated."

### Listening Circles



# DIGITAL OUTREACH

In the past year, LLL's digital impact was visible in three key areas – mental health education, providing access to resources, and partner collaborations.

Owing to the pandemic-induced effect on the mental health of individuals, our digital efforts were pivoted towards

providing access to resources, and timely information on mental health and COVID-19. This included sharing information of fifteen helpline numbers and access to a listing of verified mental health professionals.

Our digital outreach activities not only helped people

cope with the gloom and overwhelming situation but also supported those in need of help. Conversations led by a micro-community of people around mental well-being and self-care gained further prominence across our social media platforms.

## KEY HIGHLIGHTS FOR 2021-22

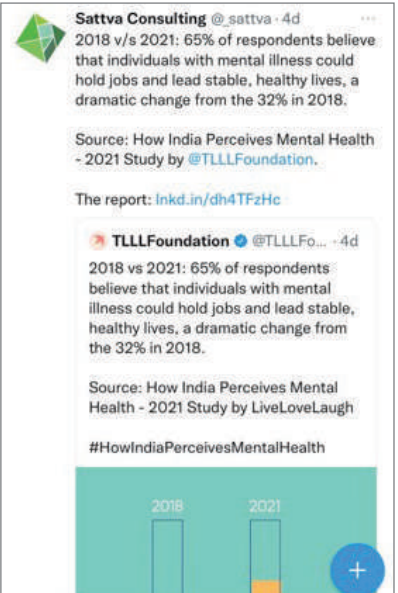
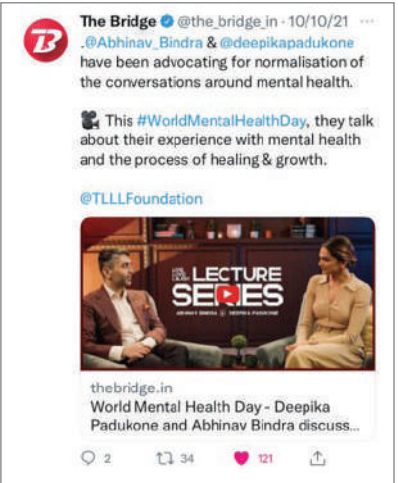
Collaborations and partnerships with credible organisations helped LLL reach larger audiences to drive awareness and create a micro-community for mental health. In addition, fifteen uniquely positioned campaigns were scaled across the digital universe to create an impact on our audiences.

**LLL was listed as a National Mental Health resource on Twitter India and Facebook India as part of World Suicide Prevention Day 2021 and World Mental Health Day 2021.**

# COLLABORATIONS



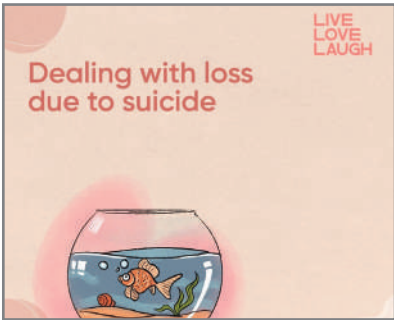
# MICRO-COMMUNITY CONVERSATIONS



Conversations around mental health have expanded significantly across digital mediums. Organizations and individuals, both Indian and global, have encouraged, supported and applauded our efforts toward making mental health literacy a priority.



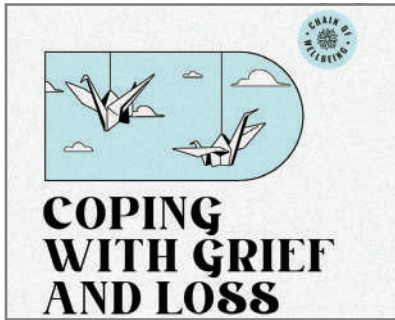
OUR NOTEWORTHY CAMPAIGNS



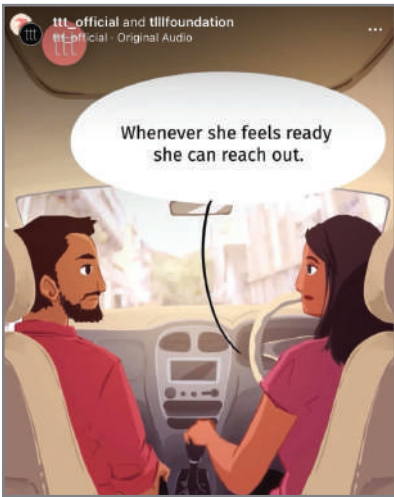
Creating Hope Through Action, the campaign for **World Suicide Prevention Day** was centred around hope with informative posts on stigma, suicide prevention, and helpline resources.



**The A-Z of Self Care campaign** aimed at raising awareness about self-care for individuals going through difficult times during the pandemic.



**Chain of Well-being**, an Instagram guide brought together voices from the mental health community to help people cope with the gloom of the pandemic.



**LLL and Terribly Tiny Tales** Based on HOPE, this collaboration featured relatable anecdotes to help individuals find solace in difficult times.

**Impact Achieved:**  
• Post reached over **300,000+** accounts  
• Saved by **1750** accounts



**The Adolescent Mental Health Campaign** provided resources to support students, parents, and teachers during COVID-19, to help them adjust to new ways of living and online schooling.



**LLL and The Better India** Coping techniques to deal with pandemic stress and anxiety benefited our audiences immensely and increased engagement due to content shared by our subject matter experts.

**The Artiste Corner**, our latest campaign brings together artists who create and contribute their work towards mental health awareness.

FIND HELP | MENTAL HEALTH PROFESSIONALS DATABASE

Our Find Help page lists **fifteen mental health support and suicide prevention helplines** and more than **224 verified mental health professionals** on the website. During difficult times, our efforts have created an impact by providing relevant and timely information to those in need.

TESTIMONIAL

"We would like to share an experience that we recently had when we received a level 4 distress call from a person who attempted to die by suicide. This caller decided to seek help by using the helpline service listed on the LLL Foundation website.

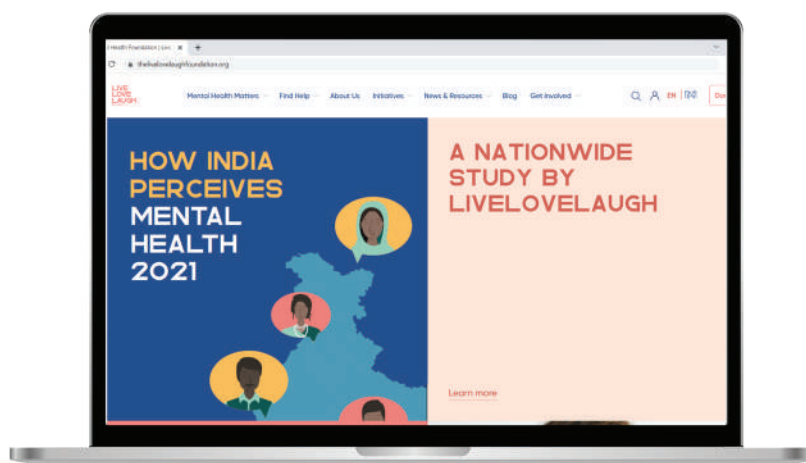
After listening to the caller's situation and understanding the consequences of the attempt made, we promptly got in touch with another partner organization from the caller's city, who helped in providing immediate support. The caller gave us permission to get in touch with her friends and after addressing the situation with them, timely medical intervention was provided.

Thank you to LLL for all the promotion about mental health that you do at your end. People in distress are seeking and accepting help once they access your website. Together we can help people in distress and those that feel suicidal"

From a Helpline Partner



# WEBSITE IMPACT



Website visitors  
**700,000+**  
over the last 6 years

**7.2%**  
Increase in engagement  
since revised website launch

Increase in sessions by  
**540%**  
since last year

Increase in users by  
**533%**  
since last year

**244**  
Mental Health Professionals  
listed on the website till date

## Most Visited Pages:

Therapists Page      About Us  
Helplines Page      Stories of Hope

Increase in views by  
**762%**  
since last year

**1400%**  
Increased views  
on Helpline pages since 2021

## WEBSITE ENGAGEMENT

LLL's English and Hindi websites saw a significant increase in website traffic, users, and overall engagement during the year. The website continues to be a credible touchpoint for those seeking information and

resources on stress, anxiety and depression.

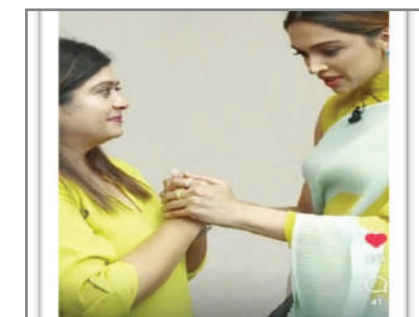
The most visited section was '**Find Help**', where users searched for Helpline information and details of

mental health professionals. This can be attributed to an increase in the help-seeking behaviour of users - both new and existing.

## LLL IMPACT THROUGH STORIES OF HOPE

Our efforts to draw attention to those with lived experiences of mental illness continue to attract stories of incredible courage and resilience. **More than 100 people have shared**

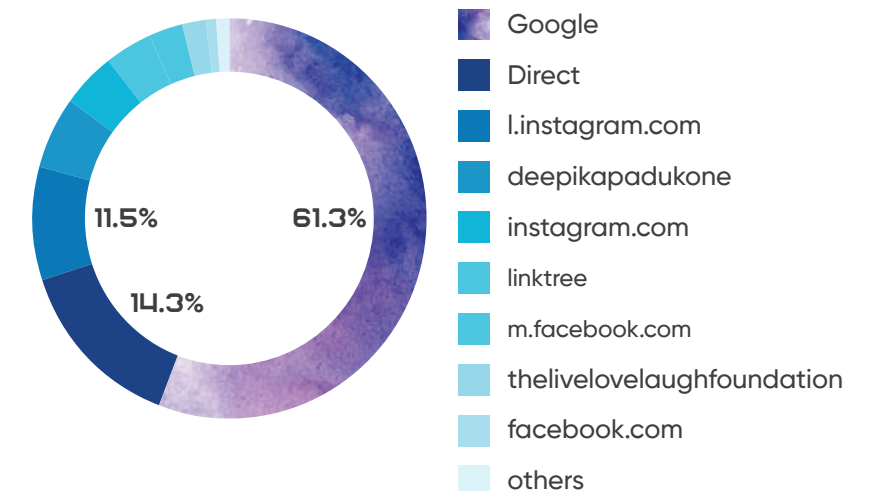
**their narratives through our ongoing 'Stories of Hope' campaign on our website, a significant increase from previous years.**



## THOUGHT LEADERSHIP

LLL has been established as a thought leader and prominent mental health organization in India.

The keywords 'Mental Health Helpline India' lists the LLL website as a top organic search result on Google.



## WHAT'S NEXT

We are looking forward to making a greater impact in the coming year by adopting newer ways to scale digital outreach to as many people as possible.

Our biggest testimony comes from those who have benefitted from the work we do every day - be it a new post, campaign or story of hope.



# LECTURE SERIES 2021

The LLL Lecture Series features the world's foremost thinkers and influencers presenting ideas that are shaping the global mental health narrative. The 2021 edition of the lecture was launched on October 10th, 2021, World Mental Health Day, and was delivered by Abhinav Bindra, the first Indian to win an individual Olympic Gold.

In this year's edition, Abhinav Bindra focused on the importance of mental health for athletes, urging authorities, society, and individuals to prioritize mental health. His lecture offered a passionate account of his mental health struggle at the height of success and how it may be the story of many athletes suffering in

silence. The lecture was followed by an interaction between Abhinav Bindra and LLL founder Deepika Padukone, where they discussed their respective journeys of success and experience with mental illness.



In the conversation, he urged those who may be struggling to seek assistance and avoid suffering in silence, saying, "Prioritise your well-being – physical, emotional, and mental – to give yourself the best chance of realising your true potential. Reaching out for support is a sign of great courage and strength. I encourage anybody who is not feeling their best to go out and seek help."

## Launched on our Digital platforms, the Lecture Series achieved the following impact:

- Increased awareness and expanded the conversation on mental health
- Addressed stigma surrounding mental illness
- Engaged key stakeholders to widen the circle of impact

## QUOTES FROM THE LECTURE SERIES

"Make well-being your gold medal"

Abhinav Bindra

"Balancing the pursuit of success with caring for one's well-being is critical for everyone, including athletes. Abhinav is leading the conversation on athlete mental health, and we are proud to have had him deliver this year's lecture. I am sure his work will continue to inspire change in how our society views mental health,"

Deepika Padukone, Founder, LLL

## IMPACT ON OUR DIGITAL PLATFORMS



Instagram  
**5 MILLION**  
Accounts Reached

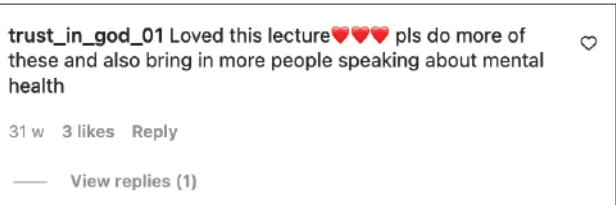
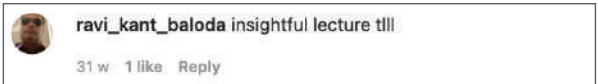
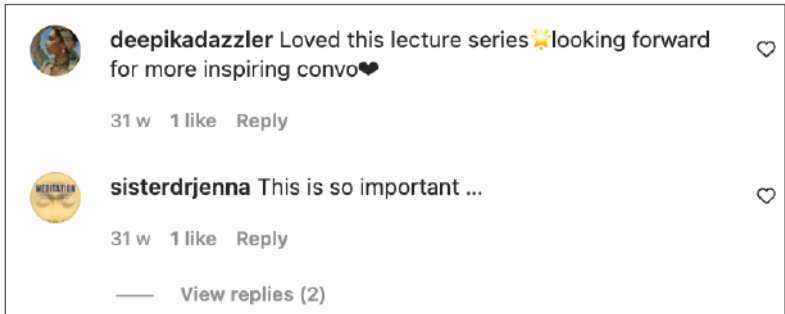
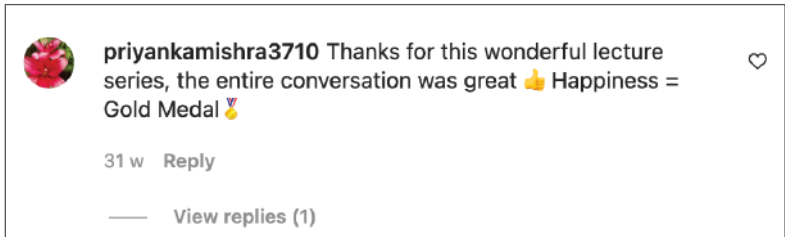


YouTube  
**102,000**  
Unique Views



Twitter  
**3.7 MILLION**  
Impressions

## AUDIENCE SENTIMENTS





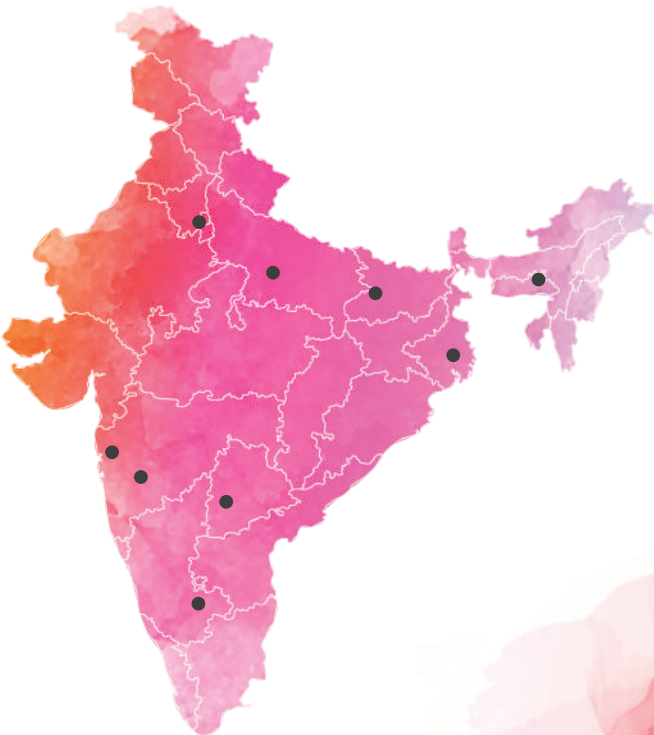
# HOW INDIA PERCEIVES MENTAL HEALTH 2021

In 2018, LLL conducted a survey to gauge public perceptions and attitudes towards mental health in India. As a follow-up to the 2018 study, LLL commissioned Sattva Consulting to conduct the

second nationwide mental health survey titled How India Perceives Mental Health 2021.

The key objectives of the study were to understand status changes regarding the

knowledge, attitudes, and practices (KAPs) towards mental health since LLL's study in 2018.

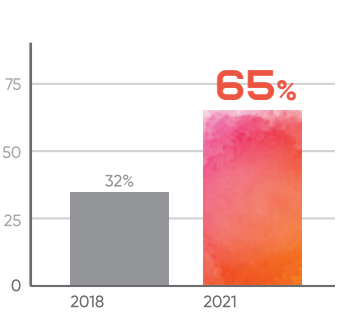


A total of **3,497** respondents across nine Indian cities (Bengaluru, Delhi, Guwahati, Hyderabad, Kanpur, Kolkata, Mumbai, Patna, and Pune) were surveyed.

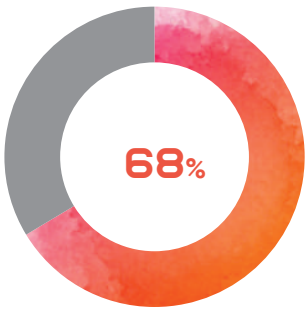


## FINDINGS FROM THE RESEARCH

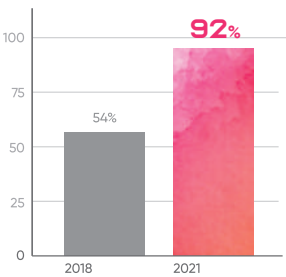
The 2021 nationwide study points to significant shifts in India's perception of mental health. Including awareness, attitudes and help-seeking behaviour among Indians, which could be a likely side-effect of COVID-19.



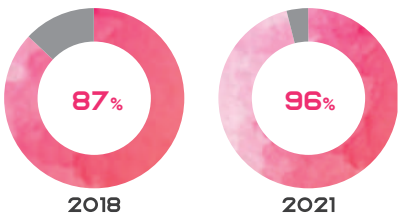
The study also revealed a dramatic shift in the perception of people with mental illness with 65%, more than double the 32% in 2018, believing that individuals with mental illness could hold jobs and lead stable, healthy lives.



68% of respondents believed that people with mental illness could form meaningful relationships with friends, family, and companions.



The results signified a boost in the perception of mental health interventions- 92% of those surveyed, a significant jump from the 54% of respondents in 2018, said they would seek treatment and support a person seeking treatment for mental illness.



The results also signified a boost in mental health awareness about mental health disorders. 96% of those surveyed, from the 87% of respondents in 2018, knew about at least one mental illness. This increase in awareness can be attributed to the prevalence of distress experienced by individuals and conversations brought upon by altered routine of life and unanticipated changes due to COVID-19.





# MEDIA OUTREACH



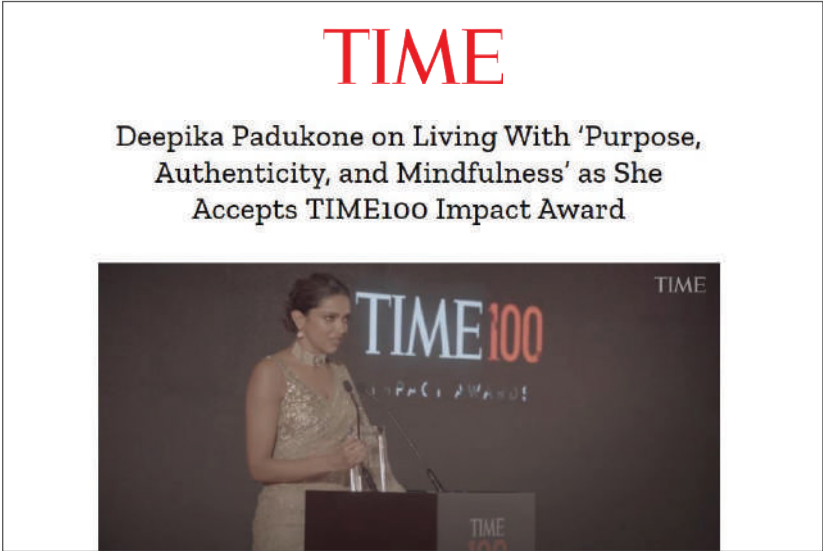
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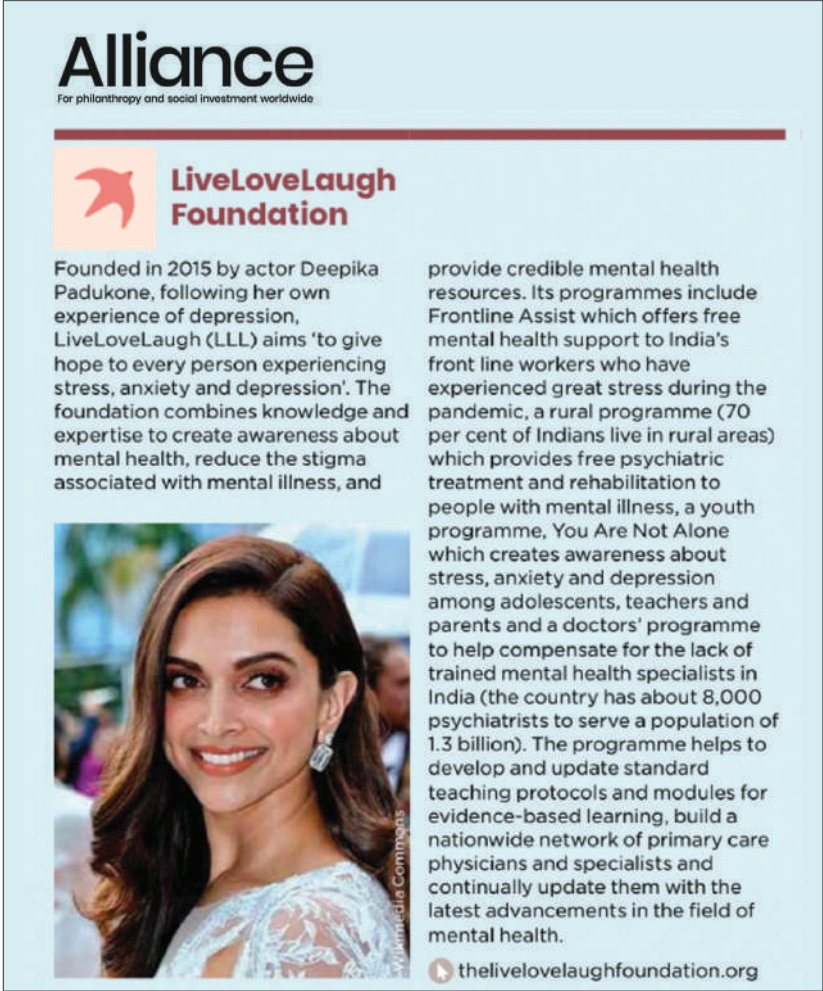
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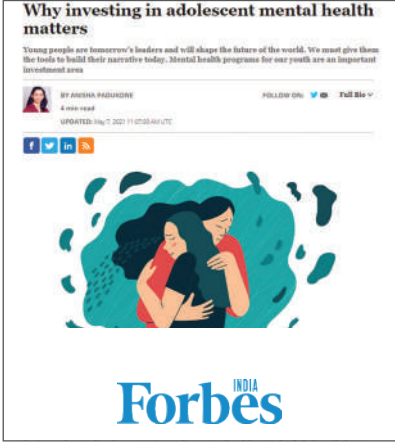
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TOI



# AUDIT REPORT

1. We have examined the Balance Sheet of The Live Love Laugh Foundation, Bangalore as on 31st March, 2022, and the annexed Income and Expenditure account and Receipts and Payment account for the year ended on that date. These financial statements are the responsibility of the management. Our responsibility is to express an opinion on these financial statements based on our audit.
2. We have conducted the audit in accordance with auditing standards generally accepted in India. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. Our audit included examining on a test basis, evidence supporting amounts, and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.
3. We further report that:
  - a. We have obtained all the information and explanations, which to the best of our knowledge and belief, were necessary for the purpose of our audit
  - b. In our opinion, proper books as required by law have been kept by the Trust so far as appears from the examination of those books
  - c. The Balance Sheet, Income and Expenditure account, and Receipts and Payment account dealt with by this report are in agreement with the books of accounts
  - d. In our opinion and to the best of our information and according to the explanations given to us during our audit, the said accounts give a true and fair view of the state of affairs of the Trust as on 31st March, 2022

Yadu & Co  
Chartered Accountants  
Firm registration number: 004795S

Sd/- VN Yadunath  
Proprietor  
Membership Number: 021170 Bangalore

## BALANCE SHEET 2021-2022

Capital / Corpus Fund	76,857,416
Sundry Creditors / Provisions	5,174,374
<b>TOTAL</b>	<b>82,031,789</b>

Fixed Assets	473,915
Advances and Deposits	1,442,372
Sundry Debtors	500,000
Investments	55,069,602
Cash and Bank Balances	24,545,900
<b>TOTAL</b>	<b>82,031,789</b>

## INCOME AND EXPENDITURE

Donations Received	29,018,161
Other Income	6,189,280
<b>TOTAL</b>	<b>35,207,442</b>

Educational Awareness Program	11,515,425
Frontline Assist Program	1,418,819
Development Expenses	15,257,016
Administrative Expenses	5,439,023
Depreciation	115,671
Excess of Income Over Expenditure	1,461,487
<b>TOTAL</b>	<b>35,207,442</b>



# BOARD OF TRUSTEES



**Dr Shyam Bhat (Chairman, Board of Trustees)**

Dr Shyam is a psychiatrist and physician, with postgraduate training and board certifications in Psychiatry, Internal Medicine, and Psychosomatic Medicine. Combined with these qualifications, he has over 20 years of experience and a deep understanding of eastern philosophy and healing practices and is regarded as a pioneer of Integrative Medicine and holistic psychiatry in India.



**Anna Chandy**

Anna Chandy has been involved in the mental health domain in India for nearly three decades. Her body of work includes counselling individuals and family systems, psychoeducation, training and mentoring counsellors, and other community-level interventions.



**Kiran Mazumdar-Shaw**

Kiran Mazumdar-Shaw is the Executive Chairperson at Biocon. She is a pioneering biotech entrepreneur and a recipient of the Padma Bhushan (2005) and the Padma Shri (1989). She is committed to providing affordable access to healthcare with several global recognitions to her credit. She is the second Indian to sign the 'Giving Pledge' of the Gates Foundation.



**Dr Murali Doraiswamy**

Dr Doraiswamy is a professor of psychiatry and medicine at Duke University School of Medicine (USA) where he is also a member of the Duke Institute for Brain Sciences. He has been an advisor to leading government agencies, businesses, advocacy groups and serves as the co-chair of the World Economic Forum's Global Future Council on Mental Health. He is a leading advocate for increasing funding for brain and behavioural research to help address great looming challenges in society posed by modern developments in the 21<sup>st</sup> century.



**Ananth Narayanan**

Ananth Narayanan is an investor and an entrepreneur in the consumer internet space in India. He is the founder of Mensa Brands that looks to invest into and work with founders of digital-first brands and scale them globally. Most recently he was the Co-Founder and CEO of Medlife, one of the largest e-health companies in India that merged with Pharmeasy creating a billion plus dollar business. Prior to this he served as the CEO of Myntra and Jabong, the country's largest platform for fashion and lifestyle products. Prior to joining Myntra, Ananth was a Director at McKinsey & Company for 15 years.





# TEAM



**Anisha Padukone**  
CEO



**Brian Carvalho**  
Head of PR and Communications



**Kaainaat Khan**  
Head of Programs



**Lekha Gondhkar**  
Digital Head



**Ankita Mathews**  
Program Assistant



**Himanshi Singh**  
Donor Engagement Manager



**Rashi**  
Digital Executive



**Arul Benedict**  
Administration Manager



**Annebelle G Correa**  
Executive Assistant to CEO



**Raja Kannan**  
Office Assistant



**Kala N**  
Housekeeping In-charge



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