



Blooming beyond Boundaries

ANNUAL REPORT 2019-2020



Blooming Together

A lotus begins life underwater. Its roots are entrenched in the mud while its stems radiate through the murky depths, seeking the world beyond the surface. As the shoots catch the first glimpses of the light, the cloudy waters disperse to reveal the first signs of a bud waiting to bloom. Oddly-shaped leaves break through the water and with them, a solitary flower appears. Its fragrant, lusciously-coloured petals open up, announcing its arrival.

The life of a lotus, in many ways, is symbolic of The Live Love Laugh Foundation's journey — growing from tiny beginnings, rooted in determination, to new waters filled with promise. Each flowering petal reflects the Foundation's growing presence. Along the way, TLLLF has been carrying the message of hope. As it enters its fifth year, the organisation has steadily blossomed, enabling many more to reclaim the comfort they need as their life-story unfolds.

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A Message from the Founder



The past year has been extremely enriching for all of us at The Live Love Laugh Foundation (TLLLF).

Not only were we able to scale and improve the quality of our existing programmes, but we also had the opportunity to launch several landmark initiatives. One such initiative was the Annual Lecture Series whose first edition featured Pulitzer Prize-winner, Dr Siddhartha Mukherjee. We hope upcoming editions continue to be successful, attracting leading thinkers and achievers who in collaboration with TLLLF, will help shape the Mental Health narrative in India.

During the year, we also received two significant global accolades for our work: the Dr Guislain 'Breaking the Chains of Stigma' Award and the Crystal Award, which I was humbled and honoured to receive at the World Economic Forum in Davos earlier this year.

And while these recognitions are important, the deepest sense of gratitude and satisfaction we at the foundation feel is from the lives we are able to impact: The high school student from Bangalore who was able to identify what he was feeling and find support after attending our

#YouAreNotAlone Programme; the working professional in Mumbai who came across our social media content and found comfort; or the families of Persons with Mental Illness (PWMI) in Odisha and Davangere who reached out to us after experiencing the impact of our work — none of which would have been possible without your faith and support. So, thank you for your belief in our work.

As we approached the end of the financial year, however, the world was confronted with the COVID-19 pandemic; and while we embarked on our journey more than 5 years ago,

the last several months have left us with one key takeaway — how much more relevant our purpose at the foundation has become.

Given the scale of the mental health challenges we foresee in the months to come, now more than ever, not only do we need to work together to prioritise mental health but also intensify our focus on Stress, Anxiety, and Depression (SAD).

And for that, we look forward to your continued support!

With gratitude,
Deepika Padukone
Founder

Director's Note



It is truly humbling that over the past year, as a team, we have been able to cross boundaries and barriers to reach the many millions experiencing Stress, Anxiety and Depression (SAD), who need support.

Our programmes have always been the mainstay and formed the backbone of our activities. However, the focus this year has not only been to scale our initiatives, but also to significantly improve the qualitative aspects of programme delivery.

You Are Not Alone, our flagship school awareness programme managed to impact 73,155 students and 3,955 teachers across 328 schools in 11 Indian cities. We also undertook qualitative improvement measures such as the introduction of a reinforcer Phase Two session of the programme, designing flip charts to address logistical delivery-related challenges in some schools, and

increasing the frequency of the Implementation Partner Meets this year.

The support that we have been providing to our Rural Mental Health programmes has expanded considerably in comparison to previous years. Our support continued towards 1,069 individuals in Davangere district of Karnataka. This past year, we also expanded our reach to 202 people in Gulbarga district of Karnataka and 537 people in Lakshmipur and Koraput districts of Odisha.

By collaborating with partner organisations, we have also reinitiated the programme for doctors with the groundwork for a Certificate Course in Common Mental Disorders (CCCMD) for Primary Care Physicians. Through this structured training programme for doctors, we aim to achieve capacity building by enhancing their knowledge, skills, and core competencies in the identification, management, and treatment of common mental disorders.

We are extremely proud to have launched the first edition of Live, Love, Laugh — a lecture series with Deepika Padukone, an annual event that will feature the world's foremost thinkers and influencers presenting ideas that are shaping the global mental health narrative. The objective of the lecture series is to steer and shape the

conversation on mental health and advance understanding on the topic.

We also received our Foreign Contributions Regulation Act (FCRA) approval enabling us to receive donations from foreign entities.

It is gratifying to note that our continued efforts have also been recognised on the global stage with TLLLF being awarded the 2019 Dr Guislain 'Breaking the Chains of Stigma' Award for 'exceptional contribution in reducing the stigma associated with mental illness'. Our Founder was also the recipient of the 26th Annual Crystal Award for her leadership in raising mental health awareness. These recognitions and the feedback we receive from beneficiaries of our programmes will continue to motivate us to reach greater heights.

I would like to conclude by appreciating the vision and encouragement of our Founder and Board of Trustees along with the constant support of donors, partners, well-wishers, and the team at the Foundation. We will strive to continue working with a single-minded focus towards our goal of ensuring that no life is lost due to mental illness.

Anisha Padukone
Director

2019-2020 Milestones

January 2020

Deepika Padukone is presented with the **Crystal Award at the World Economic Forum Annual General Meeting 2020 in Davos** for her leadership in mental health awareness

October 2019

TLLLF receives the **Dr Guislain 'Breaking the Chains of Stigma' Award for 2019**

September 2019

Inaugural edition of Live Love Laugh — A Lecture Series with Deepika Padukone with **Dr Siddhartha Mukherjee** as the featured speaker

September 2019

Ananth Narayanan joins TLLLF board of trustees

July 2019

TLLLF receives **Foreign Contributions Regulation Act (FCRA)** approval enabling us to receive donations from foreign entities

June 2019

Deepika Padukone is a featured speaker at the **Youth Anxiety Center** annual dinner in New York

May 2019

MoU signing with **Public Health Foundation of India and Association of Healthcare Providers India** to design Certificate Course in Common Mental Disorders for Primary Care Physicians

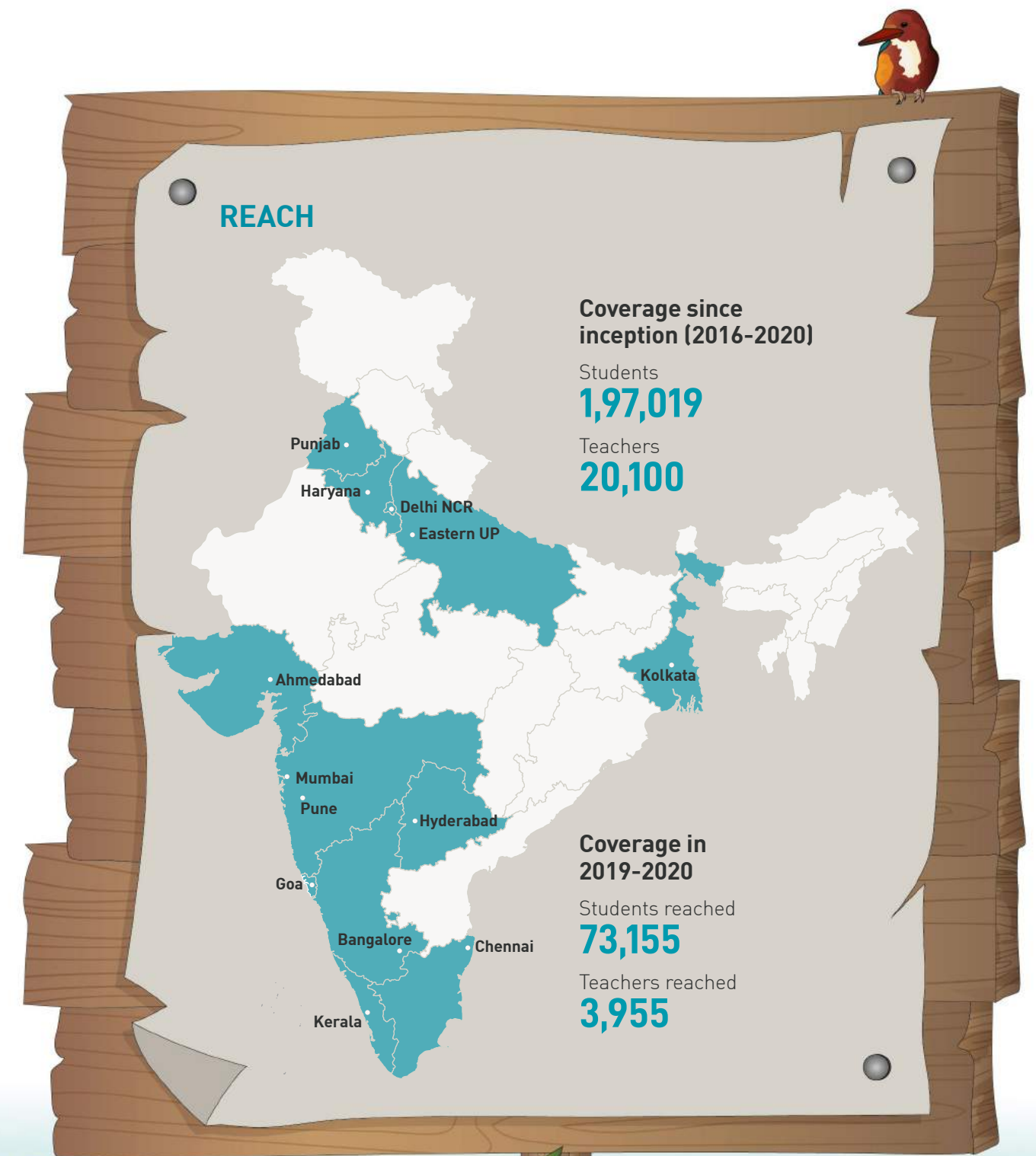
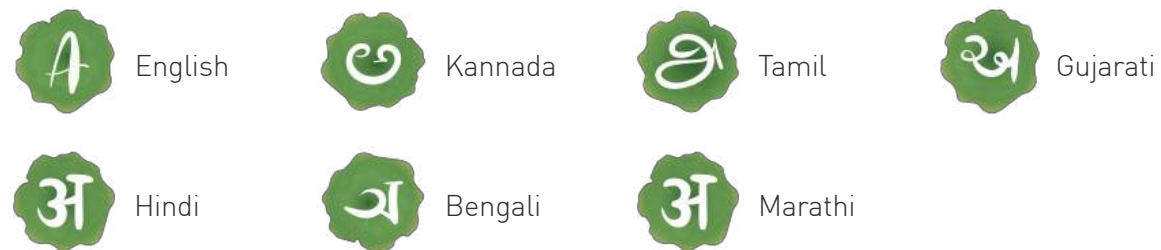
You Are Not Alone School Programme

Adolescence can be a particularly tough time with strange new experiences and major changes. From exams and planning for the future to their social life and finding their identity, students at this age face a range of issues that could affect their mental wellbeing. According to WHO, half of all mental illnesses begin by the age of 14 and

often, these go undetected and hence, untreated. We believe that schools can be the first line of defence for emotional and mental disorders in adolescents. The Live Love Laugh Foundation's 'You Are Not Alone' Adolescent Mental Health Awareness Programme is an interactive and informative opportunity to increase one's

awareness about mental health and reduce the stigma associated with mental illness. The programme is delivered through our various implementing partners across the country, who are qualified experts in the field of mental health. The one-hour long session is completely free of cost to the school with all expenses borne by TLLLF.

LANGUAGES USED IN PROGRAMME DELIVERY



MILESTONES IN 2019-2020



Phase 2 of the Programme

A reinforcer session that uses case studies and examples to provide an in-depth understanding of the same topics that students and teachers have gained exposure to in Phase 1.



Standardised Reporting

After we received Foreign Contributions Regulations Act approval, we have implemented more stringent protocols to ensure standardised and FCRA-compliant reporting from all partners.



School Programme Video

With the support of all twelve partners of the school programme, an informative video was released in January 2020 outlining the importance of adolescent mental health, programme delivery, and inviting interested schools to sign up for sessions.



Weekly Calendar

Introduction of a consolidated weekly calendar capturing programme and specific session delivery details of all partners across India for ease of monitoring visits.



Flipcharts

In order to address issues such as lack of electricity and inadequate equipment for optimum programme delivery in some schools, flipcharts were created from the existing programme module.



Increased Outreach

3 new partners (Guwahati, Delhi NCR, and Hyderabad).



Partner's Meet

A common platform for all programme implementation partners from across the country to meet and problem-solve, cross-learn, and exchange ideas to enhance the programme. The first Partner's meet in May 2019 focused on ongoing training of the facilitators, while the second focused on qualitative enhancement of the programme and implementing new reporting structures.



Parents' Booklet

A booklet for parents sensitising them on adolescent mental health was published on TLLLF website and is available for free download.

COVID-19 PANDEMIC AND THE WAY FORWARD

The unprecedented COVID-19 pandemic has created several disruptions across the globe. In particular, adolescents are going through a prolonged period of uncertainty about their future due to the sudden suspension of the academic year, exams being postponed, and other stressors. In addition to these is their changed living environment brought on by the nationwide lockdown, inability to meet their friends / family, and maintaining the support system that they may have

built, as well as the fear of contracting the virus.

Major unprecedented events such as the pandemic would typically cause children and adolescents to feel more stress and anxiety than adults. The widespread and deep impact of COVID-19 can be traumatic and will contribute to a rise in mental health issues among adolescents.

This brings into sharper focus the need to address the

mental health of adolescents and makes it a priority area.

By shifting the focus from contact-based sessions to online modes of delivery for urban and semi-urban adolescent students, TLLLF intends to use technology to scale the programme with reduced expenditure and provide the right kind of support to understand and destigmatise mental health and access credible resources during these unprecedented times.



Abeda Inamdar Jr. College, Pune, Maharashtra



Sarvodaya Kanya Vidyalaya, Delhi



Dr. Kalmadi Shamarao High School, Aundh, Maharashtra



Govt. Sr. Sec. School Kachhwa Village, Haryana



Lakshmipat Singhania Academy, Kolkata, West Bengal

Rural Programme

TLLLF and The Association of People with Disability (APD) joined hands in 2016-2017 to improve the lives of PWMLs by creating a sustainable system of prevention and treatment.

In 2018, we collaborated with Carer's Worldwide India, expanding our rural programme support to Odisha with a special focus on caregivers of PWMLs.

Through this programme, we improve access to mental health services and treatment for PWMLs and their caregivers through mental health camps, collaborations with government and various stakeholders, and creating awareness about mental illness in the rural community.

BENEFICIARY IMPACT

1. Persons with Mental Illness

PWMLs receive access to free psychiatric treatment, regular support group meets, awareness building, access to government-aided schemes, and vocational training to integrate them back into the mainstream.

Coverage

Location	Direct Beneficiaries Reached	
	2019-2020	Since Project Inception
Davangere	1,069	1,745
Gulbarga*	202	202
Lakshmipur*	600	600
Koraput*	1,302	1,302
Total	3,173	3,849

*Project started in 2019

2. Community

Community-based awareness programmes, formation and involvement of local district and village level groups, training them for advocacy as the project moves to a sustainable model, supporting district authorities in creating awareness about mental health with the help of Government frontline workers who live within the community, ensuring medication is stocked in local hospitals, involving local medical hospitals and colleges, etc. Government advocacy-based involvement integrates ongoing activities into the District Mental Health Programme.

Some community engagements

In Koraput

- Community awareness meetings were held with **36 Carers groups**
- Leaflets on mental illness produced in the local language and distributed

In Davangere

- 438 PWMLs access Disability Certificate** and pension benefits
- 6,698 different stakeholders** including government frontline workers were trained in mental health and stress management
- 144 wall writings displayed** in public places across hospitals and gram panchayats

3. Caregivers and Families

Through this programme we ensure awareness building, regular support group meets and mental health awareness camps, support to caregivers to enhance their caregiving abilities through training, enabling them to address their own health needs, and find ways to financially support their family.

Davangere

1,163

Gulbarga

1,167

Lakshmipur

1,800

Koraput

3,906

In Lakshmipur

- Pamphlets distributed in various community-level meetings and villages, and also to government frontline workers
- Informative and educative street plays about mental illness

In Gulbarga

- Direct outreach to **202 beneficiaries**
- Medical health camps conducted in PHCs for enabling access to psychiatric treatment and counselling within the community
- Follow-up calls during the nationwide lockdown due to COVID-19
- Providing necessary support to PWMLs and their families, such as ensuring the supply of groceries and medicine

PARTICIPANT FEEDBACK

Koraput

"You are the first person in 10 years to talk with me nicely and ask about my wife's health. I am very glad that Moti* (my wife) will be treated."

- Caregiver

Koraput

"The organisation has helped us a lot, they also provided books and made all arrangements to get a pension which we were not getting previously. This has helped us a lot."

- Caregiver

Davangere

"Nobody used to go to their houses earlier, fearing that the person may attack them. Now because of awareness, all of them help each other."

- ASHA worker

ON ACCESS TO HEALTHCARE

"It was time-consuming and we had to spend 1800 rupees per month for medicines, and that's a big amount for us so I can save that amount by going to APD."

- Caregiver

CASE STUDY 1

Kunal Noyal* is 33 years old and lives in the village of Maligan. Like many people in the Koraput block, Kunal has had depression for many years. However, due to stigma and myths surrounding mental illness, he relied on faith healers. This did not help his condition.

The team worked with Kunal's carers and encouraged the family to take Kunal to a mental health camp so he could receive a formal diagnosis for his condition and medication.

At first, the family was reluctant to take Kunal to a mental health camp as they believed mental illness was a curse from God and could therefore only be cured spiritually. However, after educative and informative discussions from the WORD team, Kunal was accompanied to a mental health camp by his carers and began taking prescribed medication.

Now, Kunal has his medication regularly and this has resulted in his condition stabilising. Kunal's family would earlier stay home to care for him, but are now able to leave home and go to work, thereby improving the family's economic condition. Additionally, Kunal is also able to assist his family in income-generating activities.

CASE STUDY 2

Bhanumati*, aged 57, lives with her son, daughter-in-law, and grandchildren in Davangere district in Karnataka. After her husband's demise, her financial condition worsened, and was followed by the death of her youngest grandchild. Her mental health condition caused by the trauma went undiagnosed for 5-7 years; she would hallucinate, become aloof, and withdraw from her family and friends. The only solace for her were temple visits.

As time passed and the symptoms increased, the family decided to seek help. They were faced with the hurdle of expensive treatment.

The family shares: "Every month they were giving one injection and some tablets and it would cost around 1,800-3,000 rupees. We treated her for almost 4-5 months there. We went to Davangere government hospital but did not go for any counselling because it was always crowded. It was time-consuming, and we had to spend 1,800 rupees per month for medicines, and that's a big amount for us so I can save that amount by going to APD. They also give information on how to get access to a health card, subsidies, and benefits from the government for such people in their camps. They are planning to provide skills training."

Davangere



Koraput



Lakshmipur



Doctors' Programme

Through this structured training programme, we aim to enhance the knowledge, skills, and core competencies of Primary Care Physicians in the identification, management, and treatment of common mental disorders through a 5-month Certificate Course in Common Mental Disorders (CCCMD).

The programme will also help to develop and update standard teaching protocols and modules for evidence-based learning, build a nationwide network of

Primary Care Physicians and specialists as well as continually update them with the latest advancements in the field of mental health.

In collaboration with Public Health Foundation of India (PHFI) and Association of Healthcare Providers, India (AHPI), this CCCMD addresses the critical gap in capacity building of Primary Care Physicians in India by offering high quality training programmes.

BENEFICIARY OUTREACH

2,023

Doctors trained so far

JOURNEY 2019-2020

May 2019

Partnership with PHFI and AHPI to develop CCMD

June 2019

Setting up secretariat at PHFI, finalisation of a national and regional expert panel, identification of centres for delivery

November 2019

Dr Shyam represented TLLLF at The National and Regional experts meet to finalise course curriculum and development of modules

December 2019

Two new centres added to the programme – Mumbai and Kolkata (in addition to Bangalore and Delhi)

January 2020

Pilot programme with finalised module conducted at AIIMS, New Delhi

February 2020

Opened recruitment of participants

WAY FORWARD

In order to adapt to the rapidly changing environment due to the COVID-19 pandemic, the course will now be implemented through the online mode of delivery. This will meet the dual objectives of reaching a larger target group at minimal costs while also dovetailing into our long-term plans of scaling the programme.





Dr Guislain Award

TLLLF was selected for the Dr Guislain 'Breaking the Chains of Stigma' Award from among a global list of nominees by a distinguished jury comprising some of the world's leading mental health researchers and academicians.

Professor Dr Bernard Sabbe, University of Antwerp, Psychiatric Hospital Duffel, Jury Member said "This is one of the most important awards in psychiatry because the stigma is a huge issue worldwide and has long term consequences on people. As a jury we were very impressed at this marvellous project (from TLLLF) that is aimed at providing basic mental healthcare for people from low to middle income sections of the society in India, combined with large awareness campaigns for the whole population that addresses millions of people on stress, anxiety and depression."



In October 2019, TLLLF became the first winner from India of the prestigious Dr Guislain 'Breaking the Chains of Stigma' Award.

Previous winners of the award which was first instituted in 2012 include organisations and individuals from Indonesia, USA, Nepal, New Zealand, Laos, and Cambodia.

The award was presented to TLLLF at a ceremony held

at the Dr Guislain Museum in Ghent, Belgium on Friday, October 11th, 2019. Besides a commemorative plaque, the award included a contribution of \$ US 50,000 from the organisers to enable TLLLF to expand the scope of its work.

"The Live Love Laugh Foundation has made incredible strides to raise awareness, provide resources and support the path to mental health care for individuals of all ages in India. From educating more than 100,000 students and 16,000 teachers through the 'You Are Not Alone' programme to funding treatment for more than 1,500 patients annually, it's important that we recognise the impact that the Foundation has made and support its continued efforts to destigmatise mental illness in India."

— **Brother Dr René Stockman**, Superior General of the Congregation of the Brothers of Charity and Chairman of the Dr Guislain Museum

"The Live Love Laugh Foundation has worked on several initiatives with a specific focus on destigmatising mental illness and creating awareness about mental health. This award further validates our work,"

— **Deepika Padukone**, Founder of The Live Love Laugh Foundation

"This recognition is not only encouraging but also inspires us to think out-of-the-box and come up with ideas that we can use to break the chains of stigma in our country. We acknowledge that the journey is a long one and we have only scratched the surface. But we are firm in our resolve to continue making a difference – one day, one year and one decade at a time"

— **Anna Chandy**, Chairperson, TLLLF

"We are honored to recognise the widespread impact that The Live Love Laugh Foundation has made for people living with mental illness in India. Their extensive work to improve the lives of individuals in India is not only inspiring but vitally important to help change the mental health dialogue and create a stigma-free society."

— **Husseini K. Manji, M.D.**, Global Therapeutic Area Head, Neuroscience for Janssen Research & Development, LLC.

About the Award

- The award is named after Dr Joseph Guislain 1797-1860) Belgium's first psychiatrist and a pioneer in the treatment of people with mental illness.
- It highlights an individual, project, or

organisation across the world that has made an exceptional contribution to reduce the stigma associated with mental illness, including the prevention of social exclusion by questioning the boundary between normal and abnormal behavior

in its social context, and initiatives which emphasise the dignity of PWMI in a passionate, creative, and innovative way.

- The award is an initiative of the Dr Guislain Museum in Ghent, Belgium and Janssen Research and Development LLC.



Crystal Award

Instituted by the World Economic Forum (WEF), the Crystal Award celebrates the achievements of visionaries whose leadership inspires inclusive and sustainable change.

First presented in 1996, previous recipients of the award include Sir David Attenborough, Sir Elton John, Lord Yehudi Menuhin, Margaret Atwood, Amitabh Bachhan, Pt. Ravi Shankar, Shah Rukh Khan, and more than 80 global artists and cultural figures.



26th Annual Crystal Award presented to Deepika Padukone for her leadership in raising mental health awareness

TLLLF Founder Deepika Padukone received the 26th Annual Crystal Award this year during the opening session of the World Economic Forum's 2020 Annual Meeting held in Davos in January, for her leadership in raising mental health awareness.

Presenting the award to Deepika, Hilde Schwab, Chairperson and Co-Founder, Schwab Foundation for Social Entrepreneurship - World Economic Forum, noted that Deepika had shown immense courage when she spoke out publicly in 2015 about battling anxiety and depression, and in the process had contributed significantly to lifting the stigma around mental health in India.

Deepika delivered an inspiring acceptance speech at the award ceremony focussed on her own experience with, and recovery from, anxiety and depression. In her address she also highlighted the role that TLLLF had played since the foundation's inception in 2015 and the ongoing efforts that were needed globally to ensure that those with mental illness continued to receive the support they needed.

Quoting the words of Martin Luther King, Deepika said:

“Everything that is done in this world is done by hope.”

She also noted that in order to truly achieve the goal of a cohesive and sustainable world,

prioritising the needs of every individual — including those affected by mental illness, was absolutely critical.

Other Crystal Award winners this year included artists Theaster Gates (US), Lynette Wallworth (Australia), and choreographer Jin Xin (China).

The ceremony in Davos featured government and business leaders from around the world and opened with an address by European Commission President Ursula von der Leyen.

“I am humbled and deeply honoured to be chosen for this year's Crystal Award and dedicate the award to the millions around the world who experience stress, anxiety, and depression, and other forms of mental illness. With more than 300 million people suffering with the illness, depression is the leading cause of ill health and disability in the world today and a major contributor to the overall global burden of disease. It is therefore increasingly clear that, now more than ever before, we need to aggressively address what is an invisible and overlooked health and social burden.”

— **Deepika Padukone**

“The cultural leaders receiving the 2020 Crystal Award are bridge-builders. They connect us to each other, they help us reflect on the human condition, and they provide visions of the world that can cut through the limitations of short-term or linear thinking. On the occasions of the 26th Annual Crystal Award, we are delighted to celebrate the leadership of this year's Crystal Award winners”

— **Hilde Schwab, Chairperson and Co-Founder, Schwab Foundation for Social Entrepreneurship, World Economic Forum**



Lecture Series

The aim of TLLLF's newly-launched lecture series is to shape the conversation on mental health and advance understanding on the topic. The annual event will feature the world's foremost thinkers and influencers presenting ideas that are shaping the global mental health narrative.

The 2019 edition of *Live Love Laugh* — a lecture series with Deepika Padukone featured the Pulitzer Prize-winning author and Padma Shri Awardee Dr Siddhartha Mukherjee, and was held at the Taj Mahal hotel in New Delhi on 15th September 2019.

The 100-member audience at the lecture comprised key representatives from the government, leaders from the corporate sector, media owners, and decision-makers in the areas of mental health from the non-governmental sector.

FEATURED SPEAKER



Dr Siddhartha Mukherjee is a pioneering physician, oncologist, and author who has redefined our public discourse on human health, medicine and science. A profoundly influential voice in the scientific community, he is best known for his books, *The Emperor of All Maladies: A Biography of Cancer*, which earned him the 2011 Pulitzer Prize, and *The Gene: An Intimate History* which won international awards

and was recognised by The Washington Post and The New York Times as one of the most influential books of 2016. His published works exhibit an outstanding literary skill that has left an indelible mark on our culture, as *The Emperor of All Maladies* has been adapted into a documentary by filmmaker Ken Burns and was included among Time magazine's 100 best nonfiction books of the past century.



During the event, Dr Siddhartha Mukherjee called for an integrated approach to combat mental illness. "Mental health must be recognised as a public health crisis. Stakeholders in the political domain must come together and work towards this common goal," he said.

"We also need advocacy and awareness around destigmatising mental health. The idea of 'you bring the

disease to yourself' must be erased. Another important aspect is biological and genetic and entails carrying out research to understand the molecular mechanism of mental illness so people would not be victimised," he noted.

Attendees at the lecture included Dr Indu Bhushan, CEO, Ayushman Bharat; Amitabh Kant, CEO, Niti Aayog; Dr Renu Swarup, Secretary, Department



of Biotechnology; Dr Balaram Bhargava, Director General, Indian Council of Medical Research; Professor Gagandeep Kang, Executive Director of the Translational Health Science & Technology Institute; Sanjeev Sanyal, Principal Economic Adviser in the Ministry of Finance, Government of India and Shakti Sinha, Director, Nehru Memorial Museum and Library. Veteran journalist and commentator Kaveree Bamzai was the host for the evening and expertly steered the evening's programme.

"Dr Mukherjee's talk has laid the foundation for more such discussions and dialogue as we seek to expand the conversation on mental health. Having a speaker of Dr Mukherjee's calibre deliver the inaugural Live Love Laugh lecture is extremely encouraging for us. Also, we are very pleased with the support we have received from our Health Minister Shri Harsh Vardhan ji as well as from the senior decision makers in government."

— Anna Chandy, Chairperson (TLLLF)



Digital Media

The past year has seen TLLLF expand its digital footprint not just in India, but also on the global stage. Recognition at significant events such as the 26th Annual Crystal Awards at the World Economic Forum's annual meeting in Davos and the Dr Guislain 'Breaking the Chains of Stigma' Award, along with the Foundation's inaugural edition of Live Love Laugh — A Lecture Series with Deepika Padukone, sparked conversations and drew special attention to mental health awareness and stigma.

The Foundation's digital outreach has been tailored to address varied audiences. A spectrum of topics ranging from children's mental health, depression, self-care, and more have created a huge impact amongst audiences owing to relatable and actionable information. The foundation's website is positioned as a credible resource for those seeking professional support. This year, an additional set of verified helpline numbers and

contacts of counsellors and psychiatrists nationwide were added to our database. With the organisation receiving its FCRA approval, the existing 'Donate' option was modified to allow foreign nationals and international organisations registered outside India to donate to our cause. Looking ahead, the foundation's digital efforts will continue to amplify messaging around mental health awareness and stigma, in line with the core beliefs and goals of the foundation.

Crystal Award Speech

The video of our Founder's Crystal Award acceptance speech garnered high levels of engagement on Twitter and Instagram, with wide reach on the foundation's handles as well as on those of the World Economic Forum and World Health Organization.



SOCIAL MEDIA HIGHLIGHTS

TOP PERFORMING POSTS

STRESS
/There's too much on my plate/
A reaction to something, which results in the imbalance of physical or mental equilibrium.

ANXIETY
/There's too much happening at once/
A feeling of discomfort, restlessness or fear for no particular reason leading to distress.

DEPRESSION
/I just want to be left alone/
Persistent feeling of sadness, low energy, among other things that last for weeks or months.

TOP PERFORMING AWARD RELATED POSTS

Lecture Series

The lecture series saw a rise in page and profile views across all platforms in September 2019. We saw a significant rise in new followers on Twitter and jump in new subscribers on YouTube after the event.

TLLFoundation @TLLFoundation · Sep 15
"Four years ago, we were not comfortable with talking to our family about how we felt emotionally. As a nation, we have come a long way in bringing that conversation to the forefront." - @deepikapadukone #LectureSeries @shyambhat @kiranshaw @counselloranna
59 122

TLLFoundation @TLLFoundation · Oct 12, 2019
Humbled to receive the #GuislainAward 2019. We @TLLFoundation believe that not a single life should be lost due to mental illness and we continue our efforts in giving hope to those struggling with stress, anxiety and depression," says our founder @deepikapadukone
DEEPIKA PADUKONE
35K views 0:02 / 0:38
86 217 1.8K

Dr Guislain Award

In October, content focused on the Dr Guislain Award presented to TLLLF for 'Breaking the Chains of Stigma', garnered many positive reactions and comments.

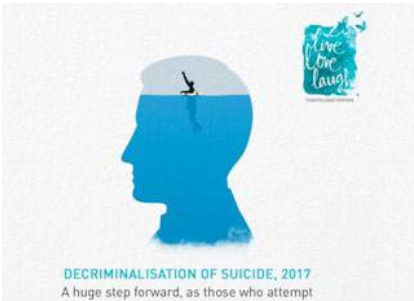
This post reached:

5,72,778

76,798

3,910

TOP PERFORMING EVENT RELATED POSTS



Key milestones of the Mental Healthcare Act - 2017, which came into effect in 2019, were highlighted using impact-driven messaging. Videos and GIFs on World Mental Health Day and Suicide Prevention Day that had messages of compassion and empathy were well received by our audience.

The Foundation's Adolescent Mental Health Awareness programme titled 'You Are Not Alone' for students and teachers is carried out by implementation partners across the country free of cost to create awareness on stress, anxiety, and depression, and provide resources that they can reach out to for help.

Children's mental health was highlighted in November to mark Children's Day.



WEBSITE STATISTICS

Website Visitors in 2019

Visitors in January 2019: **4,816**
Visitors in December 2019: **13,928**

189% increased growth in visitors for the year

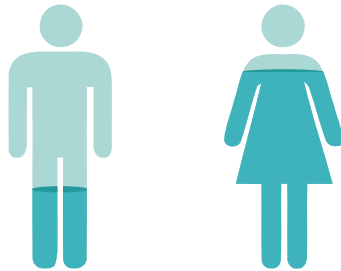


World Mental Health Day in October saw maximum spike in website visitors

Number of visitors in October: **14,824**
Number of page views in October: **28,200 views**

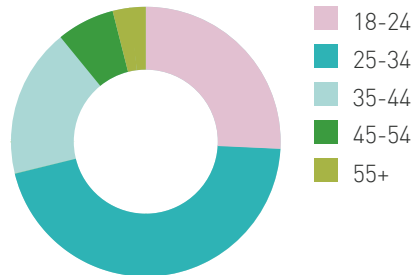
Demographics by Gender and Age

Gender



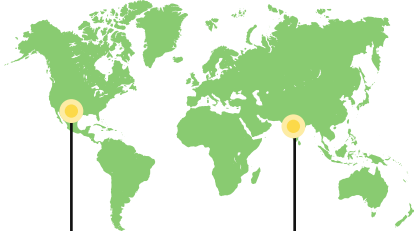
Male visitors: **28%**
Female visitors: **72%**

Age



Visitors in the age category 25-34: **45%**
Visitors in the age category 18-24: **25%**

Website Visitors by Country



Visitors from USA: **3.55%**
Visitors from India: **85.93%**
Visitors from rest of the world: **10.52%**

Most Visited Pages

- Depression
- Anxiety
- Stress
- Helplines

TESTIMONIALS

"These efforts will make an India that is aware of the significance of mental health. Thank you!"

"A very good initiative. We should work together to eliminate the stigma against mental illness at the grassroot level"

Why Deepika Padukone's crusade to end mental health stigma matters

COMMON DISORDER
Depression is the most common mental health disorder in the United States, affecting about 40 million people, or around 15.5% of cases, followed by drug and alcohol abuse, which affects about 17 million people, or about 6.5% of cases, according to The New England Journal of Medicine.

While symptoms vary, most people with depressive disorders experience sadness, loss of interest, weight loss or gain, disturbed sleep, changes in appetite, and feelings of hopelessness and despair.

"ACCEPTANCE IS OF UTMOST IMPORTANCE"

[illegible]

28

21st September 2019, Dainik Jagran

21st September 2019, The Pioneer

21st September 2019, Navbharat Times

22nd January 2020, TIME

3rd August 2019, BBC World

3rd December 2019, The New York Times

21st September 2019, Sunday Guardian

22nd January 2020, **CNBC.com**

21st January 2020, **Vogue**

Audit Report

1. We have examined the Balance Sheet of *The Live Love Laugh Foundation*, Bangalore as on 31st March, 2020 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, 2020

Bangalore

Yadu & Co

Chartered Accountants

Firm registration number:
004795S

Sd/- VN Yadunath

Proprietor

Membership Number: 021170

Bangalore

Balance Sheet 2019-2020

Capital/Corpus Fund	4,73,26,375
Advance from Trustees	6,000
Sundry Creditors/Provisions	43,45,181
Total	5,16,77,556

Fixed Assets	6,94,945
Loans and Advances	12,86,737
Investments	3,42,22,944
Cash and Bank Balances	1,54,72,930
Total	5,16,77,556

Income and Expenditure

Income	3,90,56,853
Other Income	39,12,556
Total	4,29,69,409

Educational Awareness Programme	2,36,72,069
Development Expenses	37,88,029
Administrative Expenses	1,26,26,069
Depreciation	2,10,040
Excess of Income over Expenditure	26,73,202
Total	4,29,69,409

Board of Trustees



Anna Chandy

Anna Chandy has been deeply involved in the mental health domain in India for nearly three decades. Her body of work encompasses counselling individuals and family systems; training and mentoring counsellors; and leading important strategic interventions aimed at driving systemic change in the country's mental health ecosystem. Anna has pioneered changes in the counselling profession in India, advocating international standards of practice and an ethical and relational approach to counselling.



Dr Shyam Bhat

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.



Kiran Mazumdar-Shaw

Kiran is the Chairperson and Managing Director 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 Murali Doraiswamy is a professor and doctor at Duke University Health System (USA) and one of the world's leading clinical experts in the area of brain and mental health. He is also a member of the Duke Institute for Brain Sciences and directs a renowned clinical trials unit that has been involved in the development of many of the therapies used widely today in mental health.



Ananth Narayanan

Ananth Narayanan is the Co-Founder and CEO of Medlife, the largest e-health company in India, with business verticals including pharmacy, diagnostics and e-consultation. He was earlier the CEO of Myntra and Jabong, the country's largest platform for fashion and lifestyle products. Ananth began his career as a Director at McKinsey & Company, where he led the Product Development practice in Asia and consulted companies on strategy and operations.

Team



Anisha Padukone
Director



Brian Carvalho
Head of PR & Communications



Kaainaat Khan
Programme Manager



Lekha Gondhkar
Digital Head



A Mahadevan
Strategic Consultant



Arul Benedict
Administration Manager



Annebelle G. Correa
Executive Assistant to Director

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<https://www.thelivelovelaughfoundation.org/donate.html>



The Live Love Laugh Foundation
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Indiranagar 1st Stage, Bangalore – 560038

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