

RAYS OF HOPE

The background of the entire page is a warm, light orange color. Radiating from the bottom center is a large, bright yellow sun. Several rays of light extend upwards and outwards from the sun. Scattered throughout the sky are several stylized birds in flight, colored in shades of blue, teal, and red. There are two white, fluffy clouds: one large one in the upper right and one smaller one in the middle left. At the bottom of the image, there is a dark blue, wavy shape representing a hill or a mountain.

**LIVE
LOVE
LAUGH**
Foundation

Annual Report
2020-2021

HUES OF RESILIENCE

The Sun – the source of all life – is an eternal symbol of warmth and resilience. With each dawn, the Sun renews hope and aspiration across the world with its rejuvenating rays – a reminder that every day offers us a chance to start afresh. It teaches us that we can always shine again, through even the darkest of clouds.

As The Live Love Laugh Foundation (LLL) completed five glorious years, we chose ‘The Sun and its Rays of Hope’ as this year’s theme to symbolise our journey.

LiveLoveLaugh’s programs and initiatives have helped shine a spotlight on the significance of mental well-being while offering support to those in need of help during these trying times. Sustenance is key, and much like the Sun, LLL aspires to rise above all odds to bring about a better tomorrow. We continue to create awareness, offer support, and enhance access to mental healthcare in India.



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FOUNDER'S NOTE



Since my last note, we continue to face various challenges brought on by the pandemic. It has upended lives in every corner of the world and changed our view of life forever.

Loss, grief, isolation, and the mere pressure of just staying afloat have taken a colossal toll not only on our physical health but on our mental well-being too.

Therefore, now more than ever, let us not fight, but rather embrace the various feelings and emotions we might be experiencing or struggling to handle.

For it is under the greatest adversity that there exists the greatest potential for doing good, both for oneself and others.

If you or anyone you know requires emotional support, do not hesitate to seek professional help.

Much Love,

Deepika Padukone

CEO'S NOTE



The pandemic has caused extreme distress globally, and I believe it is a crucial time for collective action and responsibility.

Over the last 12 months, we were clear that our existing initiatives needed not just continuity, but also the adaptability to tackle a rapidly changing crisis.

LiveLoveLaugh has been fortunate to continue its existing programs without significant disruption. We supported our partner organisations as they adopted technology for service and training content delivery. Despite lockdowns, our rural program beneficiaries, including those in remote tribal areas, were provided access to medication. Our updated course content on adolescent mental health information relevant to the pandemic helped several people understand how to support young adults through this incredibly tough phase. We also amplified contextual education campaigns such as - *Understanding Suicide: Why People Do What They Do, Stories of Hope, and Investing in Hope* on our digital channels.

The launch of LiveLoveLaugh's new brand identity (featured later in this Annual Report) and the revamp of our English and Hindi websites resulted from an extremely fulfilling and intensive effort.

In the coming months, our aim is to build on the progress we have made since 2015 to scale our reach and impact. In the current environment, I believe it may be more prudent to value progress over perfection. Even though the challenge may seem intimidating, I am convinced we can all emerge stronger together.

I am grateful to my team, the founder and board of trustees, partners, donors, program beneficiaries, and other stakeholders for their outstanding support during what has been a tough time for everyone.

I value and appreciate your support.

Anisha Padukone

MILESTONES

Celebrating 5 Illustrious Years

March 2015

Our Founder's interview on national television about her mental health journey

October 2015

Formal launch of the Foundation

March 2016

Launch of 'You Are Not Alone' School program

October 2016

Launch of Doctors program

October 2016

Launch of 'Dobara Poocho' – India's first nationwide public awareness campaign on mental health

October 2017

The LiveLoveLaugh team visits Rural Community Mental Health program in Davangere, Karnataka, to celebrate World Mental Health Day with program beneficiaries

March 2018

Release of 2018 National Survey Report 'How India Perceives Mental Health'

October 2018

Launch of #NotAshamed – the Foundation's second nationwide public awareness campaign

September 2019

Inaugural edition of LiveLoveLaugh – a lecture series with Deepika Padukone

October 2019

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

January 2020

Our Founder is presented with the Crystal Award at the World Economic Forum Annual General Meeting 2020 in Davos, for her leadership in mental health awareness

September/October 2020

- LiveLoveLaugh listed as a national helpline resource by Twitter India and Facebook India
- LiveLoveLaugh is the only Indian mental health organisation selected to partner with Instagram USA for the social media platform's new guide on well-being
- Snapchat USA lists LiveLoveLaugh as its sole Indian partner for Snapchat's Parent's Guide

February 2021

Launch of LiveLoveLaugh's new brand identity centred around hope

NEW BRAND IDENTITY

A journey of hope and resilience



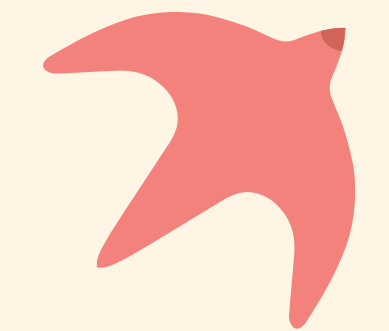
For the last five years, we have worked tirelessly to normalise conversations around mental health, to provide a safe space for PWMIs (Persons With Mental Illness), and have used every opportunity to let people know they are not alone. As we looked back on our five-year journey, we concluded that this milestone was a suitable time to reimagine our brand identity. Through this, we wanted to pay homage to our progress, our beliefs, and most importantly, our driving force – hope. So, we created a new brand identity with every element articulating our faith in the healing power of hope to those experiencing stress, anxiety, and depression.

Developed in partnership with Spring Marketing, a Mumbai

and Bengaluru-based marketing consultancy, the new identity draws on our core value – hope. In a process that involved months of brainstorming with the LiveLoveLaugh board and the Spring marketing team, consultations with PWMIs (Persons With Mental Illness), and several conversations with our stakeholders, we realised that hope was at the very heart of our operations. This guiding light drives every single one of our efforts. Hence, hope is at the centre of our revamped brand identity. From the warm hues of the colour palette to the accessible typeface, the LiveLoveLaugh (LLL) brand emphasises inclusivity, compassion, and hope.

Coral – the brand palette’s primary colour is representative of hope, warmth, and positivity. The secondary colours – soft pink, sky blue, light teal, and yellow represent trust, approachability, and compassion offered by LLL.

The revamp also features a bird as a secondary brand element, iconic in its representation of possibilities and hopefulness. The bird, illustrated in a clean vector style, complements our new typeface and reinforces LLL’s core message of hope. The new brand kit also features distinctive icons designed to evoke positive feelings of love, life, support, balance, and calm.



Speech Bubble

Encouraging PWMIs and caregivers alike to share their stories, speak to professionals, and shatter the stigmas that constrain mental health conversations.

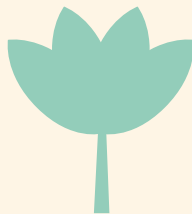


Rising Sun

A symbol of new beginnings and brighter dawns.

The Flower

A reminder of our connection with nature – leaves us grounded and energised.

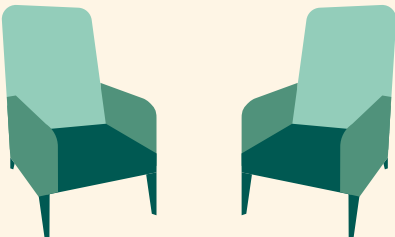


Hands

A symbol of empathy, compassion, and support for everyone who needs it.

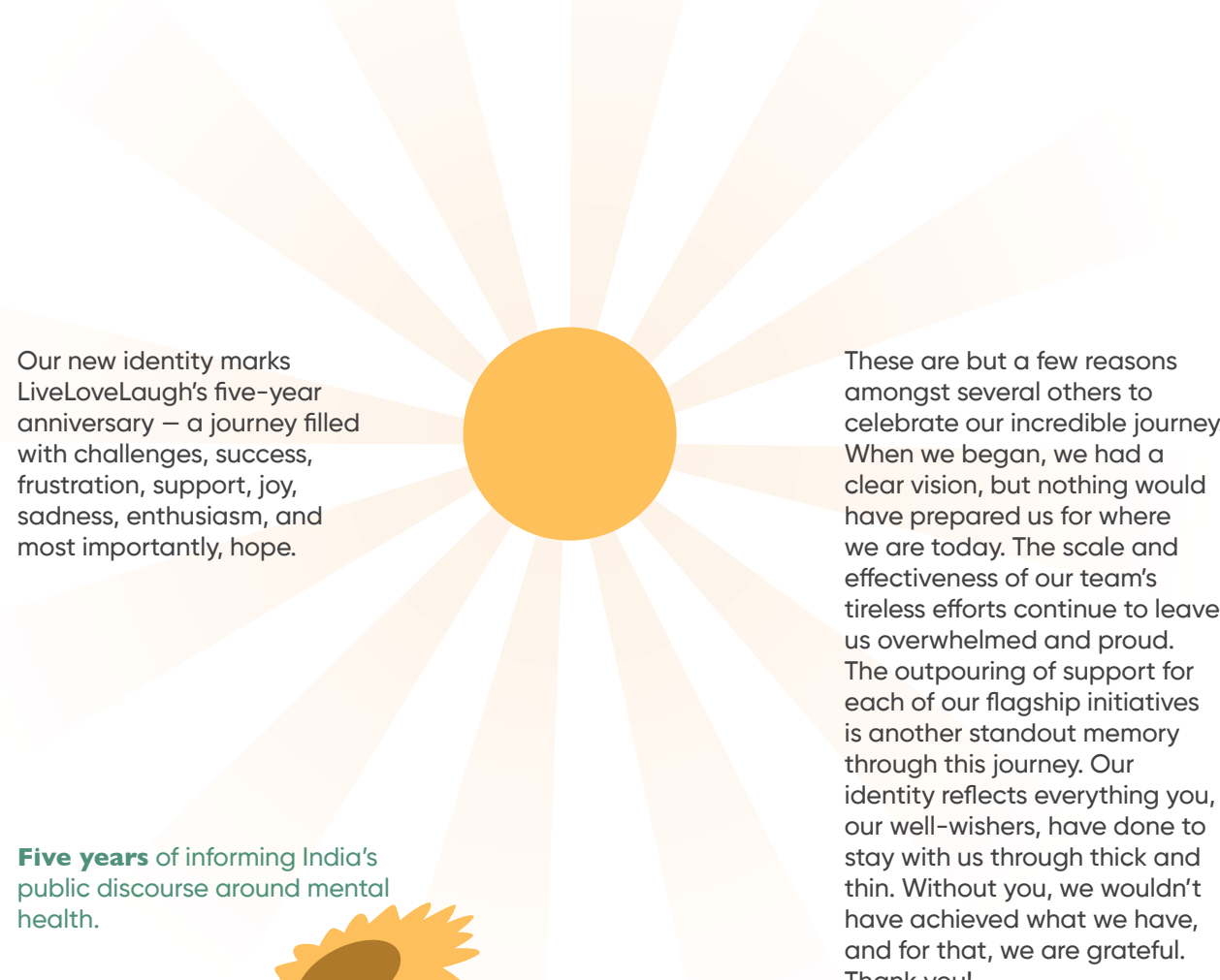
Chairs

Representative of a counselling session, the chairs encourage PWMIs to seek help from mental health professionals.



Telephone

The classic telephone reminds us that the mental health conversation is as old as it is essential and urges caregivers and PWMIs to seek the help they need. The classic telephone reminds us that the mental health conversation is as old as it is essential and urges caregivers and PWMIs to seek the help they need.



Our new identity marks LiveLoveLaugh's five-year anniversary – a journey filled with challenges, success, frustration, support, joy, sadness, enthusiasm, and most importantly, hope.

These are but a few reasons amongst several others to celebrate our incredible journey. When we began, we had a clear vision, but nothing would have prepared us for where we are today. The scale and effectiveness of our team's tireless efforts continue to leave us overwhelmed and proud. The outpouring of support for each of our flagship initiatives is another standout memory through this journey. Our identity reflects everything you, our well-wishers, have done to stay with us through thick and thin. Without you, we wouldn't have achieved what we have, and for that, we are grateful. Thank you! Here's to the next five years and several more to come.

Five years of informing India's public discourse around mental health.

Five years of working with stakeholders across the mental health value chain to drive demonstrable change.

Five years of normalising the conversation around mental health.

Five years of empowering Persons With Mental Illness (PWMI) with a voice to express themselves and share their unique stories of distress, success, and strength.

Five years of enjoying your support as we continue to discover novel ways to define, address, and tackle our country's most pressing issues around mental health.

SCHOOL PROGRAM

You Are Not Alone (YANA) is an adolescent mental health program that was initiated in 2016 with a three-fold aim:

To normalise conversations on mental health in schools

To build resilience

To create awareness about stress, anxiety, and depression amongst adolescents and their ecosystem

Due to the closure of schools owing to the pandemic, our program delivery was temporarily paused. We used this opportunity to review various aspects of the program, including its content, mode of delivery, and how it can be scaled further.

THE FOLLOWING STEPS WERE UNDERTAKEN OVER THE PAST YEAR:

Scoping Exercise

We started by conducting a scoping exercise with schools across the country to understand the general attitude of students, teachers, and management towards online education. The key findings from **32 schools across 10 states** further highlighted the need for digital mental health education.

Only **37% schools** are conducting regular extra-curricular activities online since the pandemic

90% of respondents were open to including mental health awareness sessions for their students

Of these, **34% schools** were open to extending the session for teachers as well

Content Revision

To create awareness and sensitise adolescents about mental health, the program content of LiveLoveLaugh's YANA was restructured the previous year. The content revision process involved the inclusion of pandemic-specific information, examples, and resources.

We reached out to various mental health experts to further get a sense of the issues that adolescents are dealing with during these uncertain times.

With each conversation, the need-gap was highlighted further and it helped us develop a more focused program design.

Thereafter, a content advisory panel was set up with mental health experts from around the globe. Under the guidance of the advisory panel, the resource material used in the program was revamped.



Panelists:

- 1. Dr Shyam Bhat**
Trustee, The Live Love Laugh Foundation
(Co-chair of the panel)
- 2. Dr Helen Herrman**
Former President, World Psychiatric Association
(Co-chair of the panel)
- 3. Dr Murali Doraiswamy**
Trustee, The Live Love Laugh Foundation
- 4. Dr Soumitra Pathare**
Director, Center for Mental Health Law and Policy
- 5. Komal Narang**
Transactional Analysis Counsellor, NLP Practitioner
- 6. Dr Ramya Mohan**
Adolescent and Child Psychiatrist
- 7. Dr Shekhar Saxena**
Professor, Practice of Global Mental Health at Harvard T. H. Chan School of Public Health

FOCUS GROUP DISCUSSIONS

We also conducted focus group discussions with adolescents, teachers, and parents to understand their experience with the pandemic and the associated lockdown. These were conducted virtually with participants from Delhi/NCR, Ludhiana, Bangalore, Pune, Chennai, and Kolkata.

Some of the key findings from the discussions were:



Students

- Many students were facing a lack of motivation caused by online schooling, not being around their peers, not being able to participate in team sports, and having more than usual exposure to time with family. These were some of the reasons cited for an increase in frustration levels as well
- Online schooling has, in some cases, increased the workload on students making it harder for them to define the lines between study and leisure time
- Some students shared that they had reached out to helplines and mental health professionals over the past year



Parents

In our discussions with parents, increased screen time was highlighted as a big concern. Rising levels of frustration in adolescents were shared by many parents, who generally attributed it to reduced physical activity and lack of socialising with peers.

All findings of these discussions were incorporated in the revised program content.



Teachers

- Teachers expressed that adapting to online schooling had proved to be a challenge not only for students but also for teachers
- Some teachers shared that they noticed an increase in the aggression levels of students, citing the cause to be lack of having any physical and emotional outlet outside of their homes
- We learned that most schools have sensitised teachers to reach out to students during these times and often check in on them, outside of the classrooms as well
- There was also a noted difference between issues highlighted by teachers in private schools and public schools. Public school teachers expressed that the survival and continuance of education were already big concerns with the additional challenge of staying connected with their students since many students do not have easy access to technology

These discussions revealed that the majority of teachers were aware of their own mental health and the current situation has encouraged them to learn and practise self-care.

FUTURE PLAN TO DIGITISE

The findings from all our research over the past year only highlighted the urgent need to address mental health for adolescents and educators during these trying times.

With our redefined program content, LLL will be re-launching the YANA program digitally by partnering with the ed-tech platform - Unacademy. This will be delivered by our implementation partners and will be available free of cost for adolescents who use the platform.

Content Topics

The revised content broadly includes:

- Adolescent mental health
- Common mental disorders
- Resilience-building practices
- When, how, and where to seek help for mental health concerns
- Stories of Hope



Loreto house, Kolkata



Kumararani Meena Muthiah School, Chennai



Gear International, Bengaluru



Madras Seva Sadan, Chennai



Mallya Aditi International, Bengaluru

DOCTORS PROGRAM

MYTH

There are no physical manifestations of mental disorders/illnesses.

FACT

There is a high degree of correlation between mental disorders and physical manifestations such as cardiovascular disease, chronic pain, frequent headaches, etc.

For a country of over 1.3 billion people, India has only approximately 8000 psychiatrists. Due to the stigma associated with mental illness, even those who are actively trying to seek help are discouraged from reaching out to mental health professionals. Eventually, these individuals end up seeking the advice of general physicians or family doctors.

Suicide is a leading cause of death for Indians between

MYTH

Primary care physicians cannot prescribe psychiatric medication.

FACT

All physicians can legally prescribe any medicine, and with further training, can prescribe psychiatric medicine appropriately.

the ages of 15 and 39. Many studies have shown that **people who are suicidal would have consulted primary care physicians in the weeks prior to the event**, although they may have never met a psychiatrist. **Approximately 40% of people who consult their physicians have significant psychiatric comorbidities.**

To address this need-gap, LiveLoveLaugh launched a certificate course in June 2020 to help enhance the knowledge,

Methods

The first cycle of the course was conducted online by experienced psychiatrists from four centres: Delhi, Mumbai, Bangalore, and Kolkata. The course module includes topics such as:

Module 1 - Introduction to Common Mental Disorders

Module 2 - Depression, Anxiety Disorders, and Suicide

skills, and core competencies of general physicians in the identification, management, and treatment of common mental disorders.

The Certificate Course in Common Mental Disorders (CCCMD) was launched as a collaborative partnership between:

LIVE LOVE LAUGH

The Live Love Laugh Foundation:
Knowledge & Grant Partner



Association of Healthcare Providers (India) (AHPI):
Strategic Partner



Public Health Foundation of India (PHFI): Implementing Partner

Module 3 - Psychosomatic Disorders, Neurocognitive Disorders, and Psychosis

Module 4 - Alcohol and Other Substance Use Disorders

Module 5 - Childhood Mental and Behavioural Disorders, National Policies, and Long term Mental Health Care



PARTICIPANTS



A total of **143 primary care physicians** from across 17 states registered for the first cycle of the course, which was delivered online



Average clinical experience of participants was **16 years**



79% of the participants were practising in the private sector



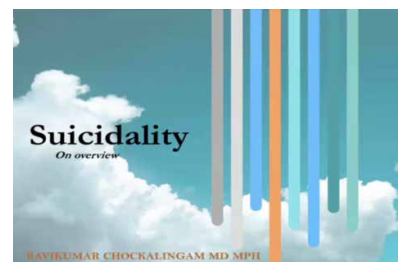
17% were from various state-run hospitals and **4%** were from the central hospitals

IMPACT

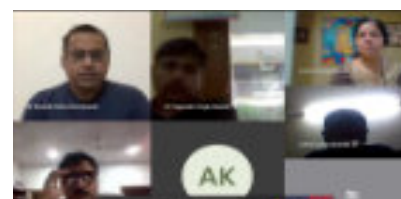
A baseline study of registered participants conducted by PHFI at the commencement of the course emphasises the need for structured certification courses.

- Nearly 30% of participants were unable to determine the behaviours that warrant a mental health evaluation
- About 50% of participants were unaware of the link between anxiety disorder in men and its effect on their risk of alcohol abuse

The results of the first cycle deliver encouraging news for future editions



- The **entire cohort** reported high levels of satisfaction with the course across parameters including content, delivery, interaction, and resources
- Nearly **half of total participants** observed an increased number of patients with common mental disorders in their daily clinical practice after this course
- Participants offered valuable **insights into the needs and potential impact of mental health** training on medical professionals in the country



Session glimpses: CCMD

PREPARATION FOR CYCLE 2

The first batch of participants offered valuable insights into the needs and potential impact of mental health training on medical professionals in the country. Cycle 2 of the program was launched in June 2021 following the same model.

"CCCMD, one of the PHFI courses of immense clinical utility, is relevant to current social emerging mental health problems. The course content is well designed, scientific, practically applicable with clinical insight, and well-taught by experienced faculty. Moreover, it's a nice experience to learn in detail the mental disorders commonly encountered and seen in day-to-day practice. I wish PHFI comes out with more such courses to enrich the primary care physicians to render better service."

Dr Dinabandhu Sahoo
Participant, CCCMD Cycle-I
Kolkata Centre

"Thank you for all your initiation, planning, execution, and coordination of CCCMD course. It is of great help for us and PHFI's vision. Mental health is very important and a much neglected area. We need continuous effort to fill the gap in mental health services. Bringing it to community level is essential in India. You are really great in sowing the seeds of great vision for a healthy India. I am expecting more courses on more important topics."

Dr V. V. Parthsardhi
Participant, CCCMD Cycle-I
Bangalore Centre

RURAL PROGRAM

Did you know? 1 out of 7 Indians experience some form of mental illness. According to the 2018 World Bank estimate, almost **66%** of the Indian population lives in rural settings. Mental illness, like any other form of illness, does not discriminate. It can affect anyone irrespective of age, gender, and socio-economic status.

Launched in 2016, our rural mental health program identifies the need to support vulnerable populations and provide free access to mental health care in rural communities. Through this program, we support individuals living in low-income or marginalised communities, by providing them with free

psychiatric treatment, group care for themselves and their families, access to government-aided schemes, and vocational training.

IMPACT 2020-2021

Intervention Areas	No. of Beneficiaries
Davangere, Karnataka	1069
Gulbarga, Karnataka	200
Koraput, Orissa	600
Lakshmipur, Orissa	750

ADAPTING TO COVID

The following measures have been taken to ensure that the pandemic and lockdowns do not hamper our program delivery:

- Ensuring the supply of groceries and essential medicines at doorsteps

- Procuring special passes for movement to government hospitals
- Telepsychiatry and tele-rehabilitation services have been adopted to ensure care and support reaches those in need – in the form of extended support to PWMLs and their families

- Beneficiaries receive periodic consultation and follow up calls

As and when the restriction of movement was eased off, the on-ground teams ensured that regular mental health camps were conducted in line with the government safety protocols. In the months to follow, rehabilitation of PWMLs and their caregivers was ensured through vocational training and provision of employment opportunities.

CASE STUDY 1

Kenchamma developed symptoms of mental illness, which included lack of appetite and disturbed sleep. Her family believed it was caused by evil spirits or that it was God's punishment. They visited several temples but saw no improvement in her mental well-being.

Later, she was admitted to a hospital in the neighbouring district, where her family spent heavily on treatment, medication, travel, etc. However, Kenchamma's

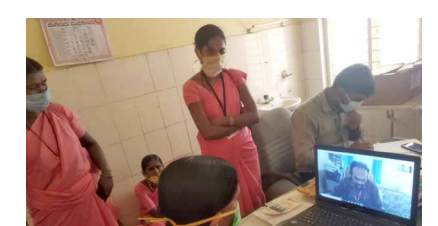
symptoms eventually reappeared as her family was unable to afford medicines regularly.

In 2019, Kenchamma attended our medical camp in her village, where she received free treatment and medication. She is now in a more stable condition and also earns a living by stitching clothes. Her parents are able to save money every month. Kenchamma helps in household chores, looks after her aging parents, and also helps her brother in agriculture.



CASE STUDY 2

Jagu Sisa from Koraput tried traditional medicines and believed in superstitions to improve her mental well-being. It was only after she consulted a doctor at a district hospital in Jeypore that she started taking medicines. Her mental health condition is now good as she continues to take her medication and is able to do her everyday work. However, during the pandemic, Jagu Sisa was unable to collect her medicines. Thanks to the SPREAD team, her medicines were delivered home.



DIGITAL OUTREACH

As the world continued to come to grips with the pandemic, mental health became the front and centre of the Covid-19 crisis. The pandemic brought about greater need for sharing information on mental health, to support those seeking resources on stress, anxiety, and depression.

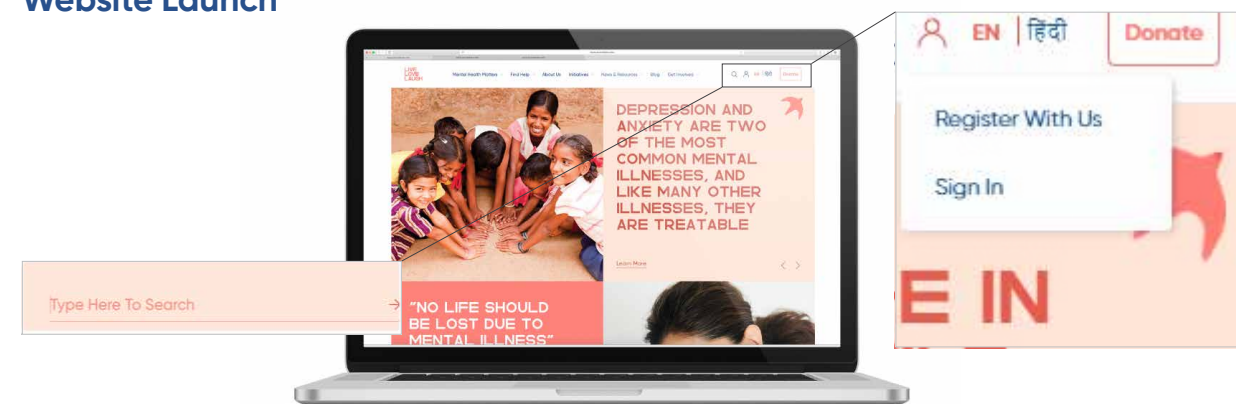
The focus of LLL's digital initiatives was threefold.

- To amplify information specific to the impact of Covid-19 on mental health
- To provide easy access to verified helplines and mental health resources
- To continue to provide hope to persons with mental illness, caregivers, and the general community at large, especially those struggling during these difficult times

Our key digital outreach activities continued via multiple avenues - a brand-new website, various social media platforms, impactful digital initiatives, and noteworthy collaborations with various Indian and global organisations.

KEY HIGHLIGHTS 2020-21

Website Launch



LiveLoveLaugh's new website was launched in February 2021 highlighting the five-year milestone of the foundation's existence. Developed in alignment with our new brand identity, the website includes a new logo, colour scheme, and other brand assets featuring distinctive icons designed to evoke positive emotions.

The website is positioned as a credible resource for those seeking professional support. Featuring two versions in both

English and Hindi, the website is a repository of information on stress, anxiety, and depression, the foundation's programs and initiatives, campaigns, research, blogs, and helpline resources. This year, an additional set of verified nationwide helpline numbers, counsellors and psychiatrists were added to our existing database.

The website is user-friendly, intuitive, and easy to navigate across the well-structured

information architecture with quick access to resources. It is optimised to respond quickly and accessible via mobile, desktop, and tablets in addition to being compatible across browsers and devices. New features such as 'Gift a Donation' (where individuals and organisations can make donations to the foundation on behalf of a friend or family member), User Profile, and Search features have been added to enhance the website experience.

SOCIAL MEDIA INITIATIVES

The foundation's outreach on social media platforms have been theme-based and pivoted around mental health during the Covid-19 pandemic. Carefully crafted content in the form of expert-led videos, fact-based posts, articles and blogs were

Prioritising Mental Health

We encouraged our audiences to prioritise their own mental health by sharing useful information on ways to manage stress, anxiety, and depression along with the message of hope.

Adolescent Mental Health

The challenges faced by adolescents during the pandemic have been many. We shared resources to help adolescents take care of their mental health and created awareness amongst parents, teachers, and caregivers.

designed to address a diverse audience.

Mental health and Covid-19 specific resources continue to benefit our audiences immensely, especially those seeking support during these unprecedented times.



Investing in Hope

In connection with WHO's theme for World Mental Health Day (10 October '20) – Mental Health for All: Greater Investment – Greater Access, LiveLoveLaugh curated 'Investing in Hope', an expert-led series of conversations to highlight awareness about India's mental health needs and our initiatives featuring leading voices in the mental health, public health, business, and philanthropic domains.



MENTAL HEALTH IN INDIA THE NGO PERSPECTIVE

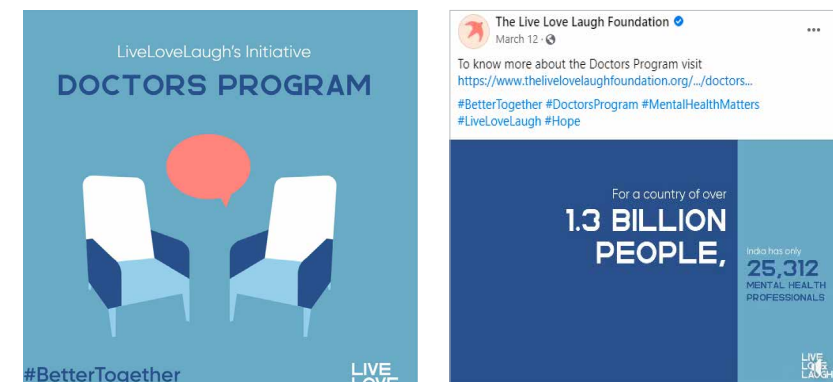
World Suicide Prevention Day

On World Suicide Prevention Day, LiveLoveLaugh delved into the topic of 'Understanding Suicide', which touched upon 'understanding why people do what they do.' The conversation between our founder Deepika Padukone, Dr Shyam Bhat, and Dr Soumitra Pathare explored expert perspectives on the facts and myths surrounding suicide.



Doctors Program

LiveLoveLaugh's flagship Doctors program launch, a first of its kind in India was announced. The CCCMD program provides training to general physicians in treating common mental disorders.



INDIAN LANGUAGE CONTENT



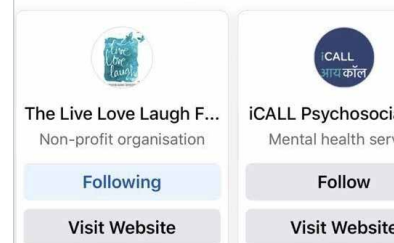
Collaborations

Strategic partnerships with credible organisations in India and globally, created a major impact during the year. LiveLoveLaugh was the only Indian organisation to partner with Instagram for its global campaign on the launch of its well-being guide along with Heads Together, the UK-based Royal Foundation of The Duke and Duchess of Cambridge, among others.

In addition, Twitter India and Facebook India listed LiveLoveLaugh as a national resource for mental health information in India. In another global collaboration, Snapchat listed LiveLoveLaugh as the only mental health resource from India in the Snapchat Parent's Guide (English and Hindi versions).



Connect with organisations



Newsletter

Our newsletter – Mental Health Matters was re-launched on a quarterly basis to share important Foundation updates with various stakeholders.



As the world inches towards normalcy, the attention has shifted to the months ahead. The foundation remains focused on our mission to give hope to every person experiencing stress, anxiety, and depression.

During the last several months, our activities included:

- Completing the first cycle of our Doctors' program.
- Delivering free treatment and care to persons with mental illness in rural communities.
- Other outreach that you can read about in this newsletter.

LiveLoveLaugh is now in its fifth year and remains steadfast in our goal to impact those with mental illness and their caregivers positively. We look forward to your continued support on our journey.

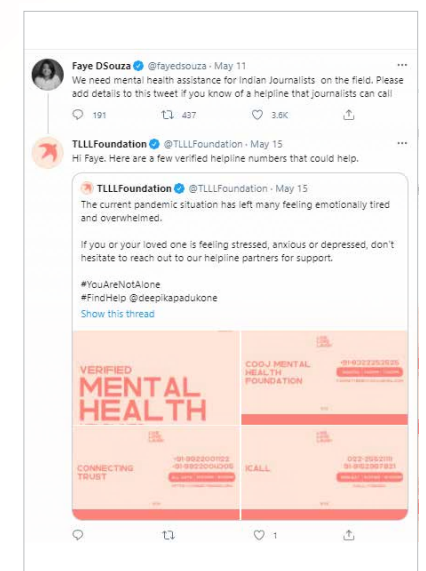
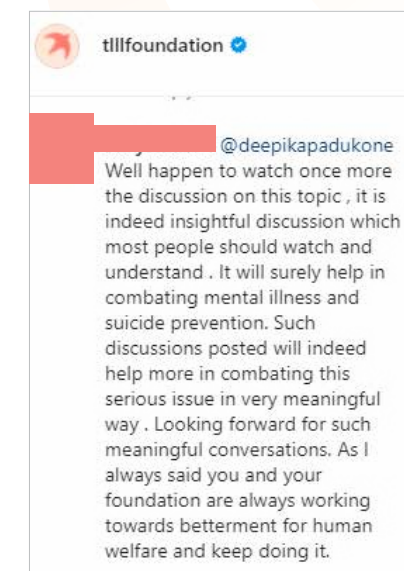
Anisha Padukone
CEO



IMPACT 2020-21

Audience Engagement and Sentiment

The overall audience sentiment over the year has been engaged, positive, and supportive. Our audiences continue to seek relevant, relatable, authentic, and expert led information on mental health.



TESTIMONIALS

"Undergoing depression is hard and having the right people around and the right support is the only way for an individual to come through."

Shalini
TLLLF Donor

"TLLLF has helped us reach over 7000 children across Chennai. After each session, we are left overwhelmed by students' response. It is as though someone has spoken their language and also heard them out for the first time. Students are more at ease with their anxious thoughts and are ready to seek help rather than suffer in silence."

Radhika Sasankh
Inkleweave - Chennai

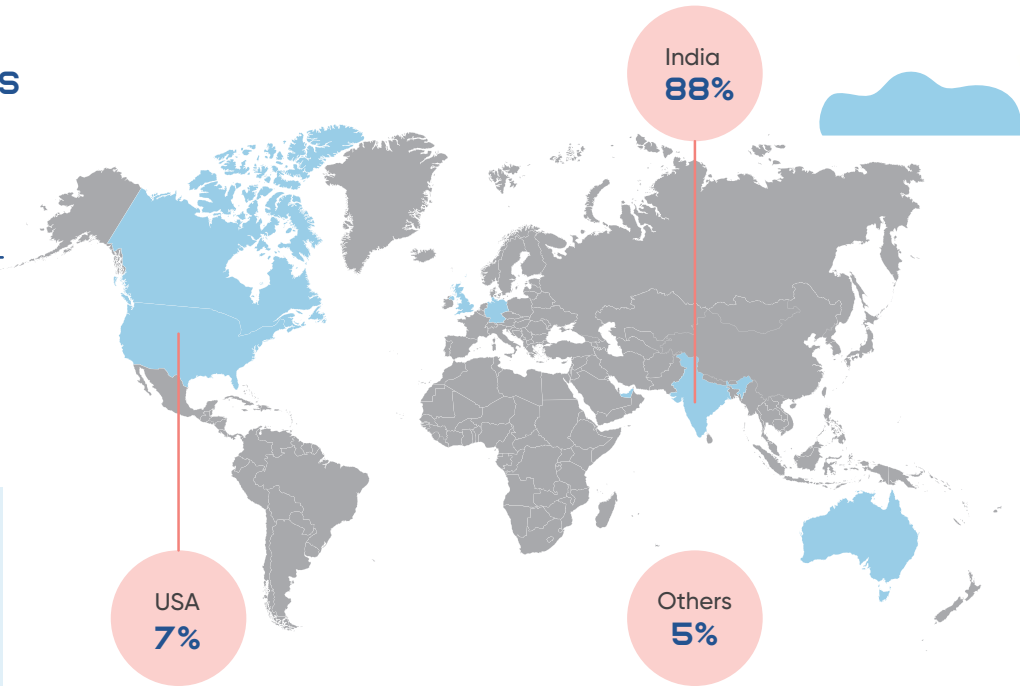
WEBSITE STATISTICS

WEBSITE VISITORS

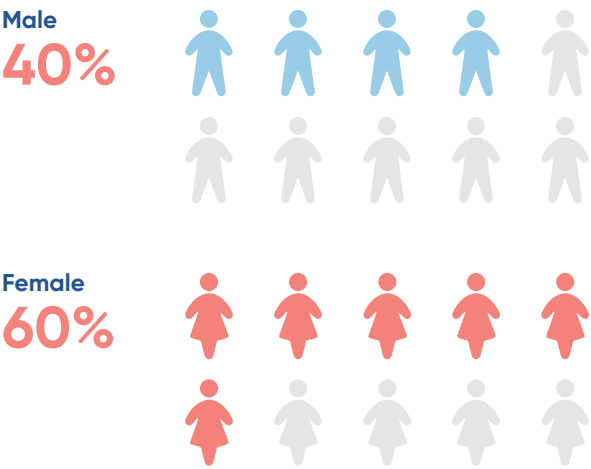
Old Website
8,010
Monthly Average Users

New Website
9,165
Monthly Average Users

14.5%
Increase in users
after launch of the
new websites

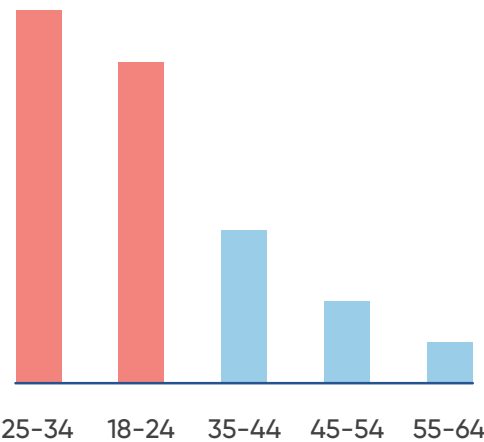


DEMOGRAPHICS BY GENDER :



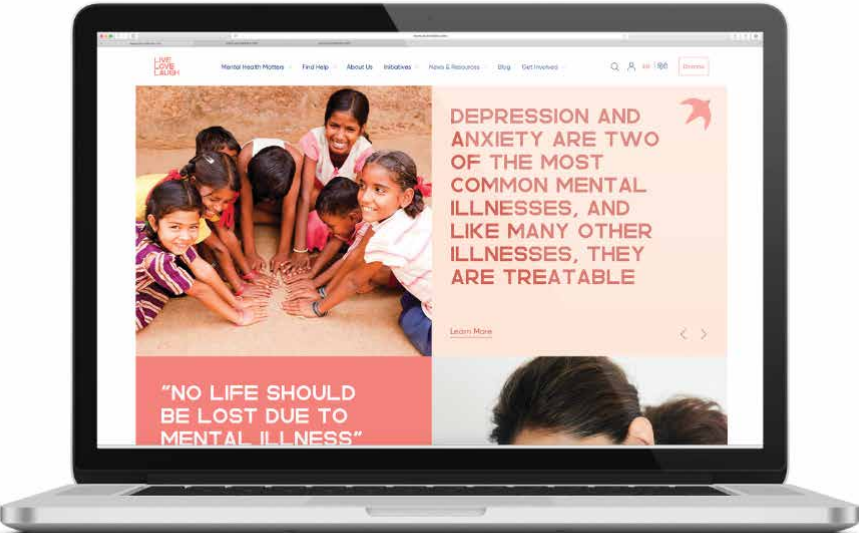
The website saw an **increase of male visitors by 12%** compared to last year

DEMOGRAPHICS BY AGE:



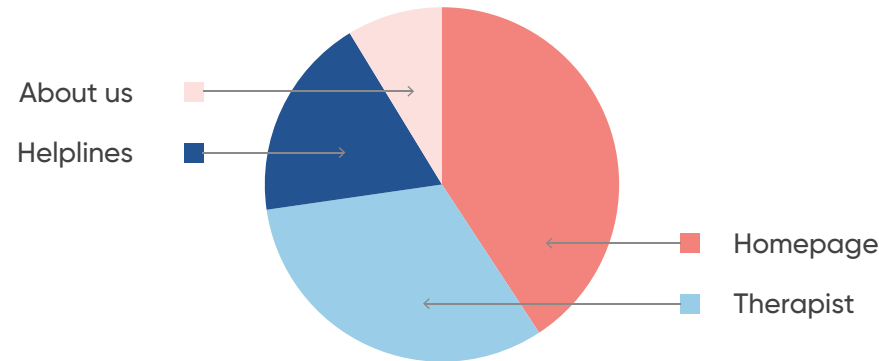
Majority of visitors are in the age category **18-35**

MOST VISITED PAGES:

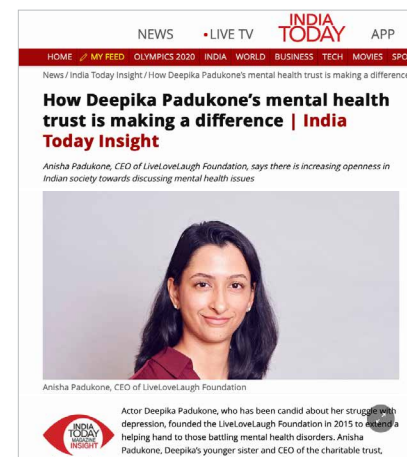


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MEDIA OUTREACH



Fighting the good fight

Deepika and Anisha Padukone's mental health foundation's multi-pronged online initiative helps battle anxiety and depression born from lockdown-induced isolation



Deepika Padukone conducts an online interview with Dr Soumitra Pathare (left) and Dr Shyam Bhat (right)

DEEPIKA AND ANISHA PADUKONE Founder and CEO respectively, TLLLF

Collaborated with Instagram to share daily wellness tips; launched online course for primary care physicians to identify and manage common mental disorders

ASK again. A simple gesture, really, but one that we — too caught up chasing the next promotion or ticking another item off our bucket list — forget to make. Understanding that lockdown-induced isolation can trigger anxiety and depression, Deepika Padukone, with The Live Love Laugh Foundation (TLLLF) that she launched in 2015, reissued the 2016 Dohara Poocho campaign, putting the spotlight squarely on mental health.

The actor, who went public with her battle with depression in 2015, emphasises the need for an all-round campaign during the various stages of lockdown. "The past several weeks have not only been exceptionally unusual but also difficult. The uncertainty about the future, loss of livelihoods, and the inability to be around loved ones, are just a few of the challenges we have faced.

Such situations often lead to or aggravate mental illness," she says. In the past three months, the foundation has carried out a multi-pronged initiative. At its heart was Deepika's Wellness Guide — a unique exercise she launched with the photo-sharing app Instagram where she regularly suggested activities that aid mental well-being, and tips to cope with stress and anxiety. From espousing self-love to recommending picking up a new skill, the actor shared valuable insights with 96,000-plus followers of the foundation's Instagram handle.

Her sister Anisha Padukone, CEO, TLLLF, says, "Using technology and digital media, we actively raised awareness about stress, anxiety and depression (SAD), and encouraged people to reach out or offer support to those around them. Our messaging is geared towards educating people."

Recognising that India has only 8,000 psychiatrists for its 1.3 billion-strong population, TLLLF also focused on building a strong medical workforce. The foundation launched an online Certificate Course in Common Mental Disorders (CCCMD) in collaboration with the Public Health Foundation of India (PHFI) and the Association of Healthcare Providers

India (AHPPI). The first module initiated the training of 143 primary care physicians from 17 states, enabling them to identify and manage common mental disorders.

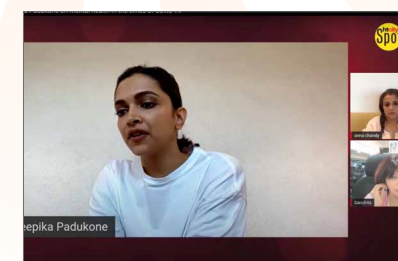
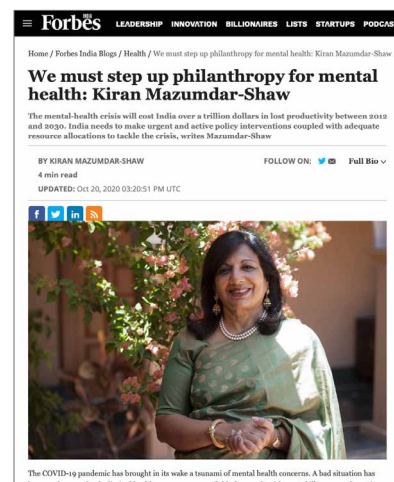
Recently, Deepika engaged in an in-depth conversation on suicide with Dr Shyam Bhat and Dr Soumitra Pathare, consultant psychiatrist and director of centre for mental health law and policy at ILS. "The video was watched by several thousand viewers in less than a week," says Anisha. She believes that the foundation's sustained efforts have renewed the dialogue on mental illnesses.

"We have received several messages from the public on their journey of mental health. We are not directly involved in service delivery, but act as a link between those seeking help and credible resources that are available. These resources include helplines, a national database of qualified mental health professionals, and credible information on SAD."

Uma Ramasubramanian
uma@mid-day.com

LOG ON TO
Deepika Padukone Guide/mental health in the time of Covid/INSTAGRAM

Mid-Day, July 2020



AUDIT REPORT

1. We have examined the Balance Sheet of The Live Love Laugh Foundation, Bangalore as on 31st March, 2021, 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, 2021

Yadu & Co
Chartered Accountants
Firm registration number: 004795S

Sd/- VN Yadunath
Proprietor
Membership Number: 021170 Bangalore

BALANCE SHEET 2020-2021

Capital/Corpus Fund	Rs. 62,895,929
Sundry Creditors/Provisions	Rs. 1,205,390
Total	Rs. 64,101,319

Fixed Assets	Rs. 569,631
Advances & Deposits	Rs. 981,789
Investments	Rs. 52,713,874
Cash and Bank Balances	Rs. 9,836,025
Total	Rs. 64,101,319

INCOME AND EXPENDITURE

Donations Received	Rs. 19,112,652
Other Income	Rs. 2,865,730
Total	Rs. 21,978,382

Educational Awareness Program	Rs. 5,318,830
Development Expenses	Rs. 4,401,395
Administrative Expenses	Rs. 10,025,805
Depreciation	Rs. 162,798
Excess of Income over Expenditure	Rs. 2,069,554
Total	Rs. 21,978,382

BOARD OF TRUSTEES



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, training, and mentoring counsellors, and other community level interventions.



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 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 21st century.



Ananth Narayanan

Ananth Narayanan is an investor and entrepreneur in the consumer internet space in India. Most recently he was the Co-Founder and CEO of Medlife, one of the largest e-health companies having 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 practise in Asia and consulted companies on strategy and operations.

TEAM



Anisha Padukone
CEO



Kaainaat Khan
Program Manager



Lekha Gondhkar
Digital Head



Brian Carvalho
Head of PR & Communications



Rashi
Digital Executive



Arul Benedict
Administration Manager



Annebelle G. Correa
Executive Assistant to CEO



Kala N
Housekeeping in-charge

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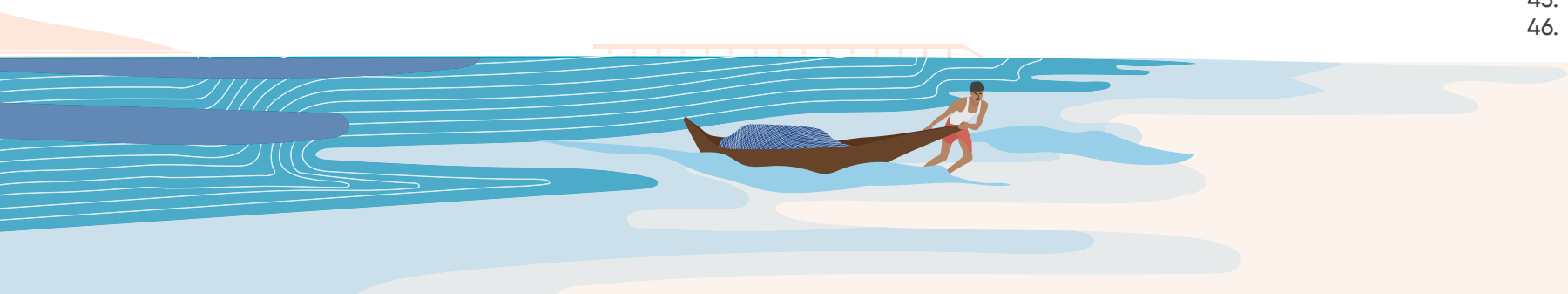
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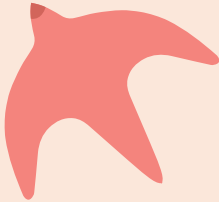

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