

TRANSFORMING LIVES EMPOWERING COMMUNITIES

Annual Report 2022-23

TRANSFORMING LIVES, EMPOWERING COMMUNITIES

In the last eight years, LiveLoveLaugh's work has encompassed several areas of mental health, touching the lives of individuals, families, and communities, we have been privileged to serve.

Featured on our cover page, Ghasini (left) and her sister are two beneficiaries of our rural community mental health intervention in Lakshmipur, Odisha. After years of struggle due to her mental illness, Ghasini's condition has stabilized, allowing her to engage in daily activities, support her sister, and undertake tasks such as broom-making to generate an income. LiveLoveLaugh supports more than 650 persons with mental illness and their families in Ghasini's community alone.

As we reflect on the past year, we are humbled by stories like Ghasini's, which showcase resilience, celebrate the indomitable human spirit, and demonstrate how – as individuals and as a collective – they have been able to forge a hopeful future for themselves.

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CEO'S NOTE



I am pleased to share this note as we look back on the year 2022-23 and reflect on the achievements and progress made by The Live Love Laugh Foundation.

t has been a year filled with action and impact across all ou nitiatives.

We successfully restarted our adolescent program in schools after a pandemic-induced break. Through this initiative, we educated 58,055 students and sensitized 3,257 teachers. It was heartening to note that most of these students had never attended any awareness sessions on mental health before. The surveys conducted at the end of the sessions showed remarkably high session effectiveness.

Focusing on awareness, accessibility, and affordability, our rural mental health program continues to grow.

This year, we expanded the program to Chhindwara in MP, and Mysore in Karnataka. In our existing intervention area of Gulbarga, regular home visits to persons with mental illness have ensured that treatment dropouts have reduced by 30%-50%. Our program intervention in Davangere has empowered the community in the past six years to take ownership of the program activities, and the program has become self-sustaining. In line with our vision to transform more lives in rural communities, we plan to scale our program to more geographies by partnering with grassroots organizations.

Over the last year, we have also had the opportunity to reflect or our progress and refocus our efforts. We have decided to double down on our rural program and make it our flagship intervention.

I want to thank all our donors, partners, beneficiaries, and well-wishers for their unwavering support over the last year - special thanks to the LLL team and the Board of Trustees.

We have built a foundation of compassion, understanding, and support.

I look forward to working with all of you to nurture this initiative as we empower individuals to seek help and receive the support they deserve.

Anisha Padukone

We have built a foundation of compassion, understanding, and support.

- Anisha Padukone



MILESTONES 2022-23

April May July August **Annual Rural** Launch of CNBC Expansion of rural Restart of in-person Program Partner's TV-18's 'Mind program YANA school Meet was sessions across Matters' in the intervention to conducted to Mysore, Karnataka India after a presence of exchange ideas, Nirmala two-year hiatus foster mutual Sitharaman, the due to the learning, and Honorable Minister pandemic elevate the of Finance and program's overall Corporate Affairs, quality GOI. LLL was the Knowledge Partner for this ten-part series on mental health September October February March LLL's Founder & LLL is listed as a Expansion of Davangere **Board Trustees** national mental rural program in Karnataka visited Thiruvallur, intervention to health resource on becomes the first Tamil Nadu, Twitter India as Chhindwara self-sustained the newest part of World district, Madhya district under LLL's rural program Suicide Prevention Pradesh program model intervention area Day 2022 & World since the rural

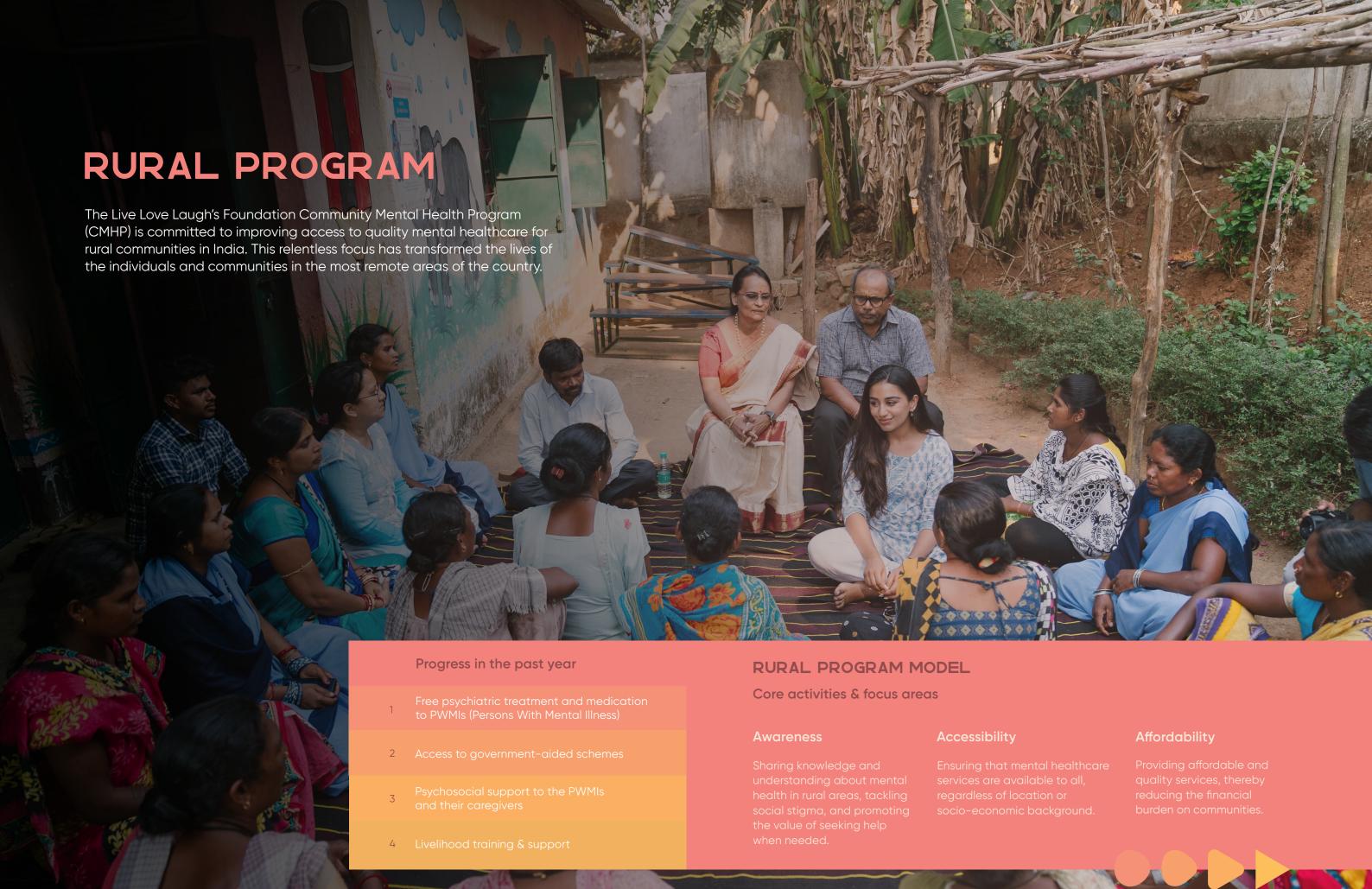
06 07

Mental Health Day

2022

intervention

started in 2016







A SUCCESS STORY

LiveLoveLaugh's Rural Mental Health Program was started in Davangere in 2017. With LLL's support and the relentless efforts of Association of People with Disability (APD), the implementation partner, the program has now become successfully self-sustainable in the district. The community and its various stakeholders have been trained to take ownership of the program and continue to run the activities on an ongoing basis. This ensures long-term sustainability which is a key feature of our rural program model.

 \triangle

All six taluks of Davanagere district have been covered, and 931 PWMIs and their carers have been impacted.

Village volunteers from all six taluks are now ensuring the program's implementation in their respective taluks. Some of their many activities include:

- Following up with the PWMIs on their condition
- Helping them receive medication
- Ensuring the prevalence of mental health camps every month
- Ensuring that all necessary medication is stocked in the nearby primary healthcare centres and Taluk hospitals
- Conducting effective advocacy with the government officials, etc.

Increased awareness about mental health has led to a significant reduction in stigma, thereby resulting in the improvement of health seeking behavior.

Access to free medication and treatment under the DMHP program and entitlements to livelihood opportunities as well as other benefits under the government schemes has reduced the economic burden of the beneficiaries.

The frontline workers like ASHA(s), Anganwadi(s) and other health workers have also been capacitated to carry out the program's activities.



Lakshmana, a beneficiary of LLL's rural program in 2016, faced a challenging journey. Diagnosed with Psychosis after a road accident and brain injury, he exhibited aggression, aloofness, and struggled with daily activities. The family exhausted over four lakhs on his treatment at private hospitals.

The program streamlined Lakshmana's path to recovery, providing consistent medication supply, consultations, and counselling for his family. ASHA workers and village volunteers played a vital role in training them for his treatment and management. The transformation brought stability to Lakshmana's life, enabling him to not only care for himself but also generating a stable income that significantly eased the family's burdens.

The program has changed Lakshmana's life & also positively impacted his family. His mother, now an active parent champion, pays forward her gratitude by supporting other families facing similar experiences in the village. Through LLL's intervention, lives have been transformed, empowering not just individuals but entire communities.

EXPANSION CHHINDWARA & MYSORE

LLL expanded its rural program to two new geographies this year:



1. Chhindwara (Madhya Pradesh)

Chhindwara district (Madhya Pradesh) is LLL's first intervention area in Central India. Stigma towards mental health has always been inherent in this area because of the prevalence of stringent religious and sociocultural beliefs.

2. Mysore (Karnataka)

In rural Mysore, there is a prevalent stigma surrounding mental illness. Despite the availability of healthcare services in the private sector, affordable and accessible mental healthcare remains a significant challenge. Our intervention in this area aims to address the issues of affordability, accessibility, and awareness, working towards solving these crucial concerns.



WAY FORWARD

In line with its vision to transform many more lives in rural communities, LLL will scale its program to more geographies this year by partnering with more grassroot organizations and impacting many more lives in need. The expansion of LLL's mental health program is rooted in its commitment to ensuring that mental health care is accessible and affordable to all.



SCHOOL PROGRAM

After a prolonged period of remote learning followed by limited in-person schooling due to the COVID-19 pandemic, the reopening of schools brought forth both benefits and challenges for adolescent mental health.

These challenges significantly impacted adolescents' academic performance, social interactions, and overall well-being. Therefore, it was essential to create a safe and inclusive environment in schools where students felt comfortable discussing their mental health concerns and seeking help when needed.

Recognizing this need, LLL's You Are Not Alone adolescent mental health program resumed its in-person sessions for students and teachers. The sessions aimed to catalyse transformative changes by reducing stigma, promoting help-seeking behaviour, fostering self-awareness and empowering the beneficiaries.

Highlights of the program: 2022-2023

58055 students & 3257 teachers

were sensitised through this program



To enhance reach, the program resources were translated into Gujarati, Tamil, Kannada and Odia



Sessions were conducted free of cost in public and private schools and delivered in Hindi, English, Tamil, Gujarati, Odia and Kannada



Online sessions were introduced for parents to address concerns about adolescent mental health



The program was conducted across 8 cities

Chennai
Delhi
Mumbai
Pune
Guwahati
Ahmedabad
Bangalore
Bhubaneswar





YOU ARE NOT ALONE

Effectiveness Study

Pre-PandemicOffline Sessions

Study Timeline **2016–2020**

Total Respondents

9827

Participating Grades

6th to 12th

Age Group

12-18 years

Key Findings:

77.14%

Respondents hadn't previously attended any mental health

88%
Respond

Respondents believed that experiencing mental illness isn't a symbol of shame

90%

Respondents
believed that sharing
thoughts or feelings
with people they
trust is helpful

80%

Respondents could differentiate between sadness & depression by the end of the program session

Post-Pandemic
Offline Sessions

Study Timeline 2022-2023

Total Respondents

4000

Participating Grades

6th to 12th

Age Group

12-18 years

Key Findings:

97%

Respondents said that mental health is as important as physical health 90%

Respondents believe that lending a listening ear to someone facing difficulty can help them

79%

Respondents believe that asking for help is not a weakness 88%

Respondents felt that mental illness is not something to be ashamed of





WAY FORWARD

Helping young adolescents with their mental health has always been an important focus area for LLL, and the YANA sessions aimed to ensure that adolescents feel safe and comfortable talking about mental health and have access to credible resources to seek help. Since 2016, LLL has successfully implemented the YANA program delivering mental health education to more than 2,68,000 students and over 24,000 teachers across India. After carefully evaluating the impact of the program and LLL's plans to shift its strategic focus toward other priority areas, LLL has decided to pause the school program.

LEARNINGS

- Most students had not previously attended any awareness sessions on mental health
- While facilitators were available at the end of every session to address questions from the participants, they were unable to effectively respond to all the concerns from participants due to paucity of time and the constraitants within a school setting
- Most students wanted to seek professional help, but their parents were unwilling to provide consent due to stigma and other reasons
- Collecting impact metrics for this program was a hurdle as gathering onformation from students, who are minors, required parental consent

Testimonials





I want to say that I have learnt a lot from this session which helped me to face my difficulties.



I would like to say that this session was very helpful. As someone suffering with depression it really helped me open up and feel like myself. Thank you!



Good session which taught me a lot on how to deal with life and made me understand myself more.



The session helped me understand that my mental health is 100% a priority. I identified that I was suffering from some problems myself. Thank you 'Live Laugh Love' for helping me realise that.

COUNSELLING ASSIST

According to the National Mental Health Survey of India 2016, the treatment gap for mental health disorders is quite substantial, with around 83% of individuals not receiving any mental health care.

Recognizing the need to make mental healthcare more accessible and affordable, LLL launched the "Counselling Assist" program offering free well-being services to frontline workers and the general public:

Listening Circles

Group counselling support via online sessions for up to 10 people at a time, moderated by a facilitator. These were held in multiple languages and aimed to help the general public draw strength from sharing their vulnerability and experiences in a group setting.

Mental Health Resources

Tips and strategies to support mental well-being

Free Tele-Counselling

Access to a trained and qualified counsellor via a dedicated helpline in English, Hindi, Konkani, and Marathi.

Sale proceeds from The Deepika Padukone Closet were used to support the Counselling Assist program.

IMPACT OF THE PROGRAM

Key Highlights

- There was a steady increase in calls across all quarters
- Anxiety and depression were the most significant caller concerns
- The highest number of calls came in from Maharashtra, followed by Delhi, and Uttar Pradesh

Quantitative Overview





1616
Total Counselling Sessions



4407 Individual Calle



37.8 minAverage Time per Session

Number of Counselling Sessions Delivered



277

Nov - Jan





May - Ju

Testimonials



Tele-Counselling 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"

"Session acha laga, baat suni aur advice diya"



Listening Circles

"It helped me feel validated"

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

Learnings

- The prominence and visibility of a helpline are directly related to the number of incoming calls, while the quality of calls received is directly impacted by its reliability and reach.
- ▲ To maximize the helpline's impact, it is crucial to ensure that the target group is not restricted or limited in any way, thereby allowing the helpline to reach and support as many individuals as possible.
- Since the caller's identity must always remain anonymous, it limits the information that can be collected. In addition, a caller might be distressed (during the call) and may not be able to provide much information. Both these factors can hamper data collection for impact metrics.
- Typically, callers often need time to determine whether they would like to proceed with a counselling session. As a result, a significant portion of the counsellor's capacity may be dedicated to addressing inquiry calls.

WAY FORWARD

After carefully evaluating the impact of the Counselling Assist initiative, and LLL's plans to shift its strategic focus toward other priority areas, LLL has decided to discontinue this program.

DIGITAL OUTREACH

Our digital outreach efforts in the past year have enabled us to make significant progress in keeping with our key goals – Awareness, Accessibility and Affordability for persons with mental illness and their caregivers. Our campaigns, website and social media channels have ensured that millions of individuals access credible information and free resources on mental health. As a result of our digital initiatives and the conversations they have sparked, more individuals are seeking help than before.

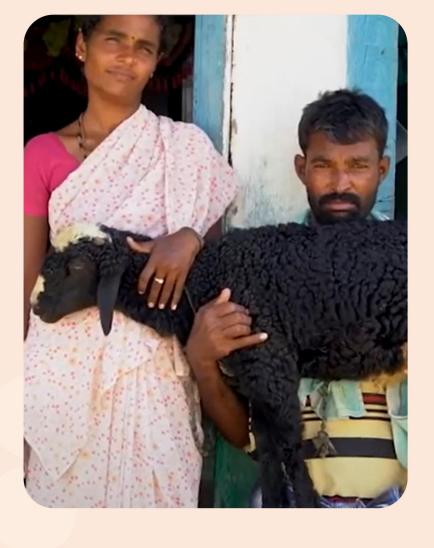
KEY DIGITAL HIGHLIGHTS 2022-23

Campaigns, Collaborations & Partnerships

Our initiatives have been inclusive, recognizing the unique mental health challenges faced by individuals, caregivers, and communities in urban and rural areas. It has:

- Reached varied demographics
- Been relevant and relatable
- Been accessible to all

Since our inception seven years ago, LiveLoveLaugh has aimed to give hope to every person experiencing stress, anxiety, and depression. LLL's Impact Film captures our journey and is a testament to the commitment of our programs and initiatives in touching the lives of countless individuals over the years.





The focus of the 'Creating Hope Through Action' campaign for September 10th, World Suicide Prevention Day 2022, was to raise awareness about suicide prevention and offer helpline resources to individuals in immediate need. The campaign emphasized the importance of individual and community action to prioritize mental health.

LiveLoveLaugh was listed as a National Mental Health resource on Twitter India as part of World Suicide Prevention Day 2022 & World Mental Health Day 2022.



Our social media outreach included content focused on techniques essential to maintaining good

mental health.



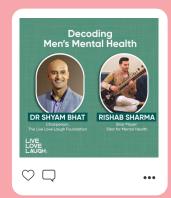


Our campaign on men's mental health was designed to offer a safe space where men feel empowered to prioritize their well-being. Through raising awareness and reducing stigma, we aimed to inspire men to seek the help and support they require during challenging times.

collaborations have featured artists who promote mental health awareness through their art medium, to help audiences deal with stress and anxiety.



Through our campaign on women's mental health, we focused on self-care strategies for managing stress and anxiety and aimed to empower women to prioritize their mental health and well-being.



Let's Talk, our featured AMA session with Dr. Shyam Bhat, Psychiatrist and Chairperson of LiveLoveLaugh, was a highly engaging and insightful conversation focused on decoding men's mental health.

SOCIAL MEDIA IMPACT 2022-23

10M+ **Impressions**

300K



Partnerships And Collaborations

















New Digital Launches



















Helpline Partner Case Study

Our helpline partner, Voice That Cares, a free public helpline offering psychosocial counselling support for mental health, reported 151 calls were directed from The LiveLoveLaugh Foundation's website, with over 50% of those calls being from male individuals. This indicates an encouraging increase in male callers seeking support compared to earlier. Key issues addressed included anxiety, loneliness, depression, exam stress and stress related to exam results, and relationship issues.

Transforming Lives

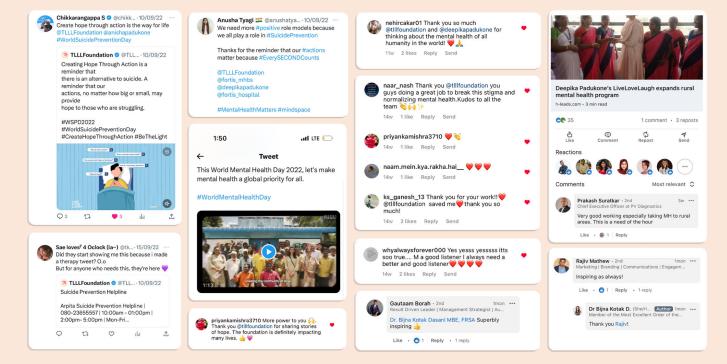
From a caller seeking support from Voice That Cares Helpline via the LLL website

"I got to know about Voice That Cares through The LiveLaughLove Foundation's Instagram page. After going through the details, I immediately dialled the helpline number to seek some guidance. The counsellor was very calm and polite in dealing with my problems and gave me suggestions to deal with my mental trauma. Talking to the counsellor has shown positive results and has given me a new perspective to look at life."

From distressed callers to Mitram Helpline via the LLL website

Micro Community

Conversations



Empowering Communities

From our Helpline Partner, Lifeline Kolkata

"As an organization, we have so much to thank you for. You have been a beacon of hope for millions of young people in India who are dealing with mental health issues. We are delighted to inform you that we are listed on the official website of the LiveLoveLaugh (LLL) Foundation for over 5 years now. Since the year LLL Foundation listed us and our helpline numbers on the LLL website, the calls for emotional help and support to our helplines have increased by over 50%!

We now get calls from all over the country. Though we have been offering our numbers for free calls for the last 26 years, this jump in calls has been unprecedented and more distressed people have been able to reach out for help because of The LiveLoveLaugh Foundation. The total number of calls in a year is over 4000 at Lifeline Foundation, Kolkata."

I had a very good experience reaching out to Mitram through LiveLoveLaugh.

I felt that volunteers listened and understood me without judging. First time in my life, I could freely talk about my suicidal thoughts. I congratulate LiveLoveLaugh and especially Deepika Ma'am for their wonderful work.

I tried reaching out to a number of helplines and was distressed in the process. I found that LiveLoveLaugh had a list of major helplines under a roof and that made it easy for me to reach out not only to Mitram but other helplines as well." Deepika Ma'am, you are doing a wonderful job. God bless."



WEBSITE IMPACT

LLL's websites have been a crucial resource for those seeking mental health support. With a wide range of resources available in both English and Hindi, the websites provide easy access to expert-verified content; features helplines and a directory of mental health professionals across India, making it easier for individuals to seek professional support.

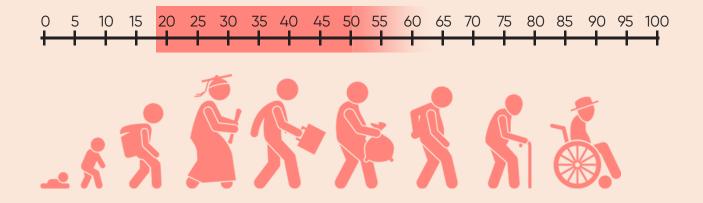
11,00,000+

website visitors over the last 7 years

57%

increase in users in the previous year

Target Audience:

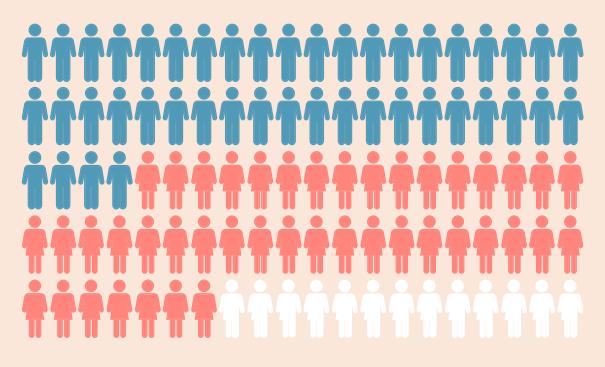


Listed on the website:

250+ Mental Health Professionals

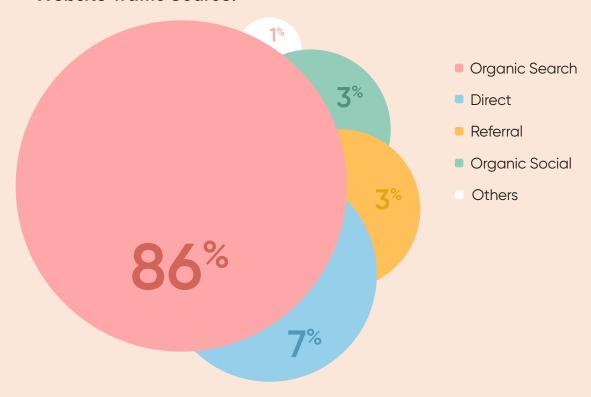
15 Helplines

Gender:



Male 44% Female: 43% Not known: 13%

Website Traffic Source:



MEDIA OUTREACH



Knowledge Partner

An invitation to wellbeing

The Hindu







Vistara





It takes a village to heal the mind

The Week



CNBC Mind Matters



Dinamani



Cause Because



Dainik Bhaskar

Anandbazar Patrika

एलएलएल ने 2027 तक ग्रामीण मानसिक स्वास्थ्य कार्यक्रम को तिरुवल्लूर तक बढ़ाया

भास्कर ब्यूरो

The Times of India

NDTV

AUDIT REPORT

- 1. We have examined the Balance Sheet of The Live Love Laugh Foundation, Bangalore as on 31st March, 2023, 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, 2023

Yadu & Co Chartered Accountants Firm registration number: 004795S

Sd/- VN Yadunath Proprietor Membership Number: 021170 Bangalore

BALANCE SHEET 2022-23

Particulars	Sch. No.	Amount (Rs.)
Capital/Corpus Fund	А	11,86,46,088
Sundry Creditors/Provisions	В	1,52,558
Total		11,87,98,646
Fixed Assets	С	12,78,582
Advances & Deposits	D	26,39,265
Sundry Debtors	Е	0
Investments	F	10,28,61,143
Cash & Bank Balances	G	1,20,19,656
Total		11,87,98,646

INCOME AND EXPENDITURE

Particulars	Sch. No.	Amount (Rs.)
Donations Received	Н	4,04,94,916
Other Income	I	52,46,871
Total		4,57,41,787
Educational Awareness Program	J	2,48,17,706
Frontline Assist Program	K	4,88,885
Development Expenses	L	1,13,57,228
Administrative Expenses	М	72,17,771
Depreciation		3,03,812
Excess of Income over Expenditure		15,56,385
Total		4,57,41,787

FOUNDER AND BOARD OF TRUSTEES



Deepika Padukone Founder

Deepika Padukone is an internationally recognised actor, producer, entrepreneur and mental health advocate from India. In 2005, Padukone moved from Bengaluru, where she grew up, to Mumbai, the heart of India's film industry. Starting with her first movie in 2007, she has, over the last decade and a half, acted in close to 30 feature films across genres and won several awards. Many of her films also rank among the highest-grossing films of all time. In 2014, Padukone was diagnosed with clinical depression and sought professional help to aid her recovery. In 2015, she set up The Live Love Laugh Foundation, whose programs and initiatives aim to destigmatise mental illness and raise awareness about the importance of mental health. In 2018, TIME Magazine named her as one of the 100 Most Influential People in the World. More recently, she was featured on the cover of TIME Magazine and hailed 'The Global Star'.



Dr. Shyam BhatChairman, Board of Trustees

Dr. Shyam Bhat is a psychiatrist and physician, with postgraduate training and American Board Certifications in 3 specialities: 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 Trustee

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 Trustee

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 served 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 Trustee

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 dollar plus business. Prior to this, he served as the CEO of Myntra & 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



Brian Carvalho Head of Communications and PR



Kaainaat Khan Head of Programs



Lekha Gondhkar Head of Digital



Ankita Mathews
Program Associate



Sufia Sehr Ghori Digital Marketing Manager



Arul Benedict Administration Manager



Annebelle G Correa Executive Assistant to CEO



Raja Kannan Office Assistant



Kala N Housekeeping in-charge

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Rollon Bearings Pvt. Ltd.

Ruby Panchal

Sahitya Poonacha

Sai Chaitanya

Sai Yadavalli

Sai Deva Kumar Pilla

Sandeep Dhotre

Sanskriti Jewels

Sarika Biwalkar

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Surya T R

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