Dr. Indu Bhushan, Founding CEO of India's National Health Authority, Appointed to The Live Love Laugh Foundation's Board of Trustees

- *Dr. Bhushan, who helped shape Ayushman Bharat, brings healthcare systems-building experience to LLL as the Foundation enters its second decade.*

Bengaluru, 17 November 2026: Dr. Indu Bhushan, founding CEO of the National Health Authority and its flagship Ayushman Bharat scheme, has been appointed to The Live Love Laugh Foundation's (LLL) Board of Trustees.

Dr. Bhushan's career spans the Indian Administrative Service, the World Bank and the Asian Development Bank, where he served as Director General and played a key role in the institution's engagement with economies across Asia, including China. As the founding CEO of the National Health Authority, he built and led the implementation of Ayushman Bharat–Pradhan Mantri Jan Arogya Yojana, strengthening the delivery of healthcare across the country.

Dr. Bhushan's appointment comes as LLL, founded by actor Deepika Padukone, begins its second decade of work to improve awareness, accessibility, and affordability of mental health care in India.

Deepika Padukone, Founder, LLL, said, "When I founded The Live Love Laugh Foundation back in 2015, the hope was to create a space where conversations around mental health could begin with greater openness and empathy, and access to care could be improved. Over the years, LLL has grown in ways we could not have imagined, but the need to make mental health more accessible remains as important as ever. We are also keen to explore ways to deliver broader systems-level impact. Dr. Bhushan's appointment strengthens our Board with exactly the kind of experience LLL needs as we go deeper into that mission. I am delighted to welcome him to the Board."

Dr. Shyam Bhat, Chairperson, The Live Love Laugh Foundation, said, "Integrating mental health more closely into India's public health agenda is critical to the country achieving its full development potential. Dr. Bhushan brings a rare combination of public health, policy, and implementation experience to the Board. Having built and scaled Ayushman Bharat, he brings a firsthand understanding of how large health systems are designed and delivered, which will be valuable as LLL continues to contribute to India's mental health ecosystem."

"Mental health is an area I have been keen to contribute to. The Live Love Laugh Foundation has played an important role in changing both the narrative around mental health and the support pathways that are available for caregivers and people with mental illness —especially among underserved populations. I look forward to contributing my experience towards strengthening LLL's impact and making India's mental health system more accessible, equitable, and responsive," said Dr. Bhushan.

Dr. Bhushan has been associated with LLL as a member of its Technical Advisory Committee for over a year, contributing to the Foundation's thinking on community-based mental healthcare.

About LLL:

Since its inception in 2015, The Live Love Laugh Foundation has worked to strengthen India's mental health landscape through awareness-building, community-based care, and interventions that improve affordability and access to support in both rural and urban areas.

Its Rural Community Mental Health Programme currently operates across several districts in Karnataka, Odisha, Tamil Nadu, Kerala, Madhya Pradesh, Telangana, and Andhra Pradesh. The programme has reached more than 30,000 Persons with Mental Illness (PWMI) and their caregivers in 18 districts using an integrated approach that brings together awareness, early identification, access to treatment, caregiver empowerment and community participation. The programme works through village-level caregiver groups, block-level federations and trained community volunteers to enable communities to build and sustain their own mental health support systems.

LLL has also led nationwide public awareness campaigns including #NotAshamed and Dobara Poocho, helping move conversations around mental health from silence and stigma towards greater understanding and action.

LLL's Corporate Mental Health and Well-being Programme equips organisations with data-driven insights and a practical roadmap to build more mentally resilient workplaces.

Dr. Indu Bhushan (bio):

Dr. Bhushan brings more than four decades of experience across public administration, health economics, healthcare delivery, development finance and public health. He joined the Indian Administrative Service in 1983 and served in the Rajasthan cadre, including as Director of Medical and Health Services (IEC) and Collector, Dausa.

He subsequently pursued doctoral studies in the US and worked with the World Bank as a Senior Economist before joining the Asian Development Bank (ADB) in 1997. During his tenure at ADB, he held several senior leadership positions, including Director General of the East Asia Department and Director General of the Strategy and Policy Department, and played a significant role in the institution's engagement with several Asian economies, including China.

In 2018, Dr. Bhushan was appointed the first Chief Executive Officer of Ayushman Bharat, the Government of India's flagship health protection programme, and the National Health Authority. He also spearheaded the implementation of the National Digital Health Mission, subsequently renamed the Ayushman Bharat Digital Mission, which sought to build a digital foundation for India's health system.

An electrical engineer by training, Dr. Bhushan holds a PhD and Master of Health Sciences in Health Economics from the Johns Hopkins University School of Hygiene and Public Health, a Post Graduate Diploma in Control Systems and Instrumentation from IIT Delhi, and a BTech in Electrical Engineering from IIT-BHU, where he was a gold medallist. He is also a CFA.

His contributions to public health and development have been recognised through several awards, including the Population Award from the Government of Vietnam, the Global Achievement Award from Johns Hopkins University, the E-Governance Gold Medal from the Government of India, and the Gold Medal and Distinguished Alumnus Award from BHU.

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