

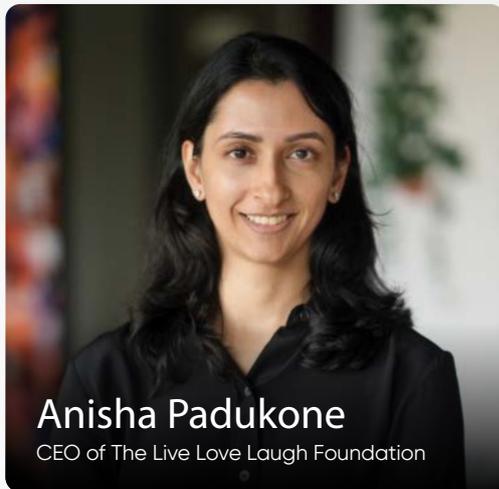
ANNUAL REPORT

2024-25



Kama and Sukant Behera of Berhampur village, Odisha, found hope and care through LLL's Community Mental Health Program

CEO'S NOTE



Anisha Padukone
CEO of The Live Love Laugh Foundation

I am delighted to share our 2024-25 Annual Report, which recaps a year of growth, learning, and meaningful impact created by The Live Love Laugh Foundation. As we approach our 10th year, it is heartening to reflect on nearly a decade of work transforming the mental health landscape in India and the millions of lives touched—directly and indirectly—through our interventions.

This year, our flagship rural program reached nearly 22,000 persons with mental illness (PWMI) and their caregivers. Years of refining our approach have brought results beyond

treatment, including social integration, financial stability, and a strong sense of community ownership.

Over 1,000 PWMI and more than 2,000 caregivers have been linked to livelihood opportunities across all intervention areas over the last 12 months alone. 535 individuals received vocational training. 246 new support groups and 46 federations across 14 locations have been formed, and it is gratifying to see communities stepping forward as partners in sustaining mental health outcomes.

We also began piloting our Corporate Mental Health & Well-Being Program, a holistic, research-backed initiative to help organizations build mentally resilient workplaces. The program equips companies to understand employee needs, plan targeted support, and track progress over time. Insights from these programs will also feed into broader advocacy efforts, enabling systemic change at the policy level.

At an ecosystem level, our founder participated in Hon. Prime Minister Narendra Modi's Pariksha Pe Charcha, sharing insights with students preparing for exams, nationwide. We launched the Lecture Series Unplugged, which involved awareness-building and conversations with influential voices in India, and published a first-of-its-kind study in the Indian Journal of Social Psychiatry, contributing to evidence-based practice in India.

As we build toward our 10th year, our focus remains on strengthening our program interventions, deepening engagement across the mental health ecosystem, and scaling systemic change.

I am deeply grateful to our founder, trustees, donors, beneficiaries, caregivers, partners, and the amazing LLL team. Each of you has been instrumental in making this journey not only possible but truly transformative and rewarding.

Together, we are shaping a future where mental well-being is not just accessible, but valued—where communities, organizations, and systems embrace holistic support, and where hope, healing, and empowerment drive all that we do.

- Anisha Padukone

CONTENTS

Empowering Communities	4
Normalizing Mental Health Conversations	16
Strengthening Community Participation	30
Scaling Rural Mental Health Access	36
Joining hands for greater impact	43
Audit Report	44
Founder and Board of Trustees	46
TEAM	48



EMPOWERING COMMUNITIES

Our Community Mental Health program extends beyond the provision of mental health services to focus on strengthening grassroot systems, empowering communities, and collaborating with government bodies to ensure long-term support for people with mental illness (PWMI). It adopts a holistic approach grounded in three key pillars: Awareness, Accessibility, Affordability.

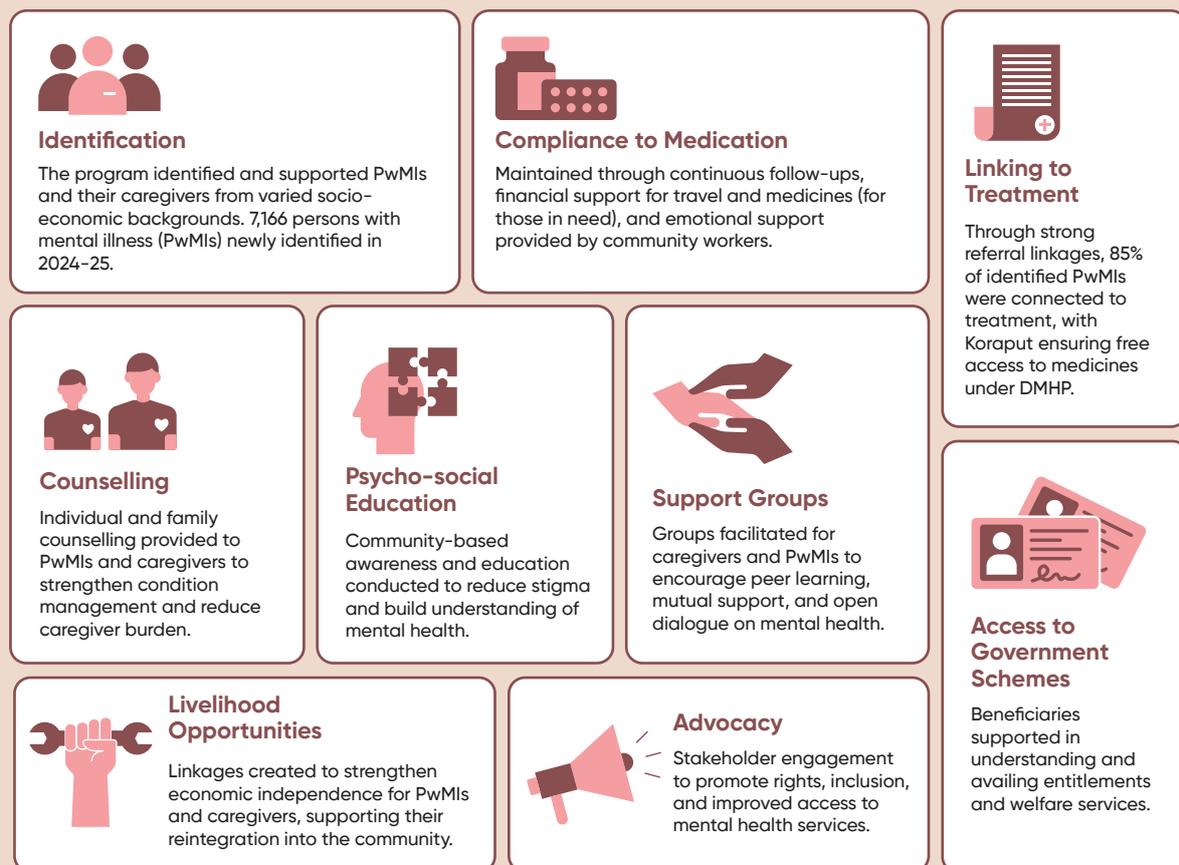




MENTAL HEALTH ACCESS IN RURAL INDIA

Our mission to create a mentally healthy India begins with building stakeholder acceptance of mental health as a legitimate and essential part of overall well-being and ensuring that care is within reach – both geographically and financially.

Rural Program Focus



Our Community Mental Health program extends beyond the provision of mental health services to focus on strengthening grassroots systems, empowering communities, and collaborating with government bodies to ensure long-term support for people with mental illness (PwMIs). It adopts a holistic approach grounded in three key pillars: **Awareness, Accessibility, Affordability**



In Odisha's Koraput district, stunning hills conceal harsh realities. **Remote villages, poor roads, seasonal disruptions, and weak digital connectivity make accessing mental health services extremely difficult for tribal and diverse communities.**

Poverty deepens the struggle. According to a baseline study conducted in Bandhugaon,



of households earn under ₹50,000 a year, leaving little for healthcare.

Stigma further isolates families.



Only 29% reported prior awareness of mental health,

Myths and silence keep people from seeking care.

Even when they try, services remain distant.



travel over 6 km for treatment



while 60% face financial or logistical barriers

In such a setting, the **Community Mental Health Program (CMHP)** has been able to bring beneficiaries into free treatment and medication, bridging gaps of access and affordability. Today, CMHP serves communities in need across India—from Idukki in the hilly Western Ghats to Koraput in the Eastern Ghats, and beyond.

SOCIO-ECONOMIC CHANGE

The Live Love Laugh Foundation (TLLLF) goes beyond the clinical improvement of persons with mental illness by building awareness, fostering acceptance, and strengthening community support for mental health in rural areas. Through its Community Mental Health Program, TLLLF adopts a holistic approach—supporting persons with mental illness (PwMI) and their caregivers with both treatment and pathways to social and economic inclusion. By providing livelihood opportunities, skill-building, seed funding, job linkages, and access to government welfare schemes, the program empowers individuals to achieve financial independence and dignity. This comprehensive model ensures that PwMIs and their caregivers are not only supported but also meaningfully included in their communities.

Outcomes Beyond Treatment

What sets the LLL CMHP model apart is its clear focus on recovery as a socio-economic process, not just a clinical one. The program has yielded:



Social reintegration by reducing stigma and promoting participation in community life.



Financial stability via socio-economic interventions such as wage employment, access to pensions, and government subsidies. As a result, **811 individuals were linked to various livelihood opportunities**, and an additional **706 individuals received vocational** training across all intervention areas.



Efforts to build community ownership and participation were strengthened through the formation of **175 new support groups** creating a strong foundation for long-term inclusion and support.

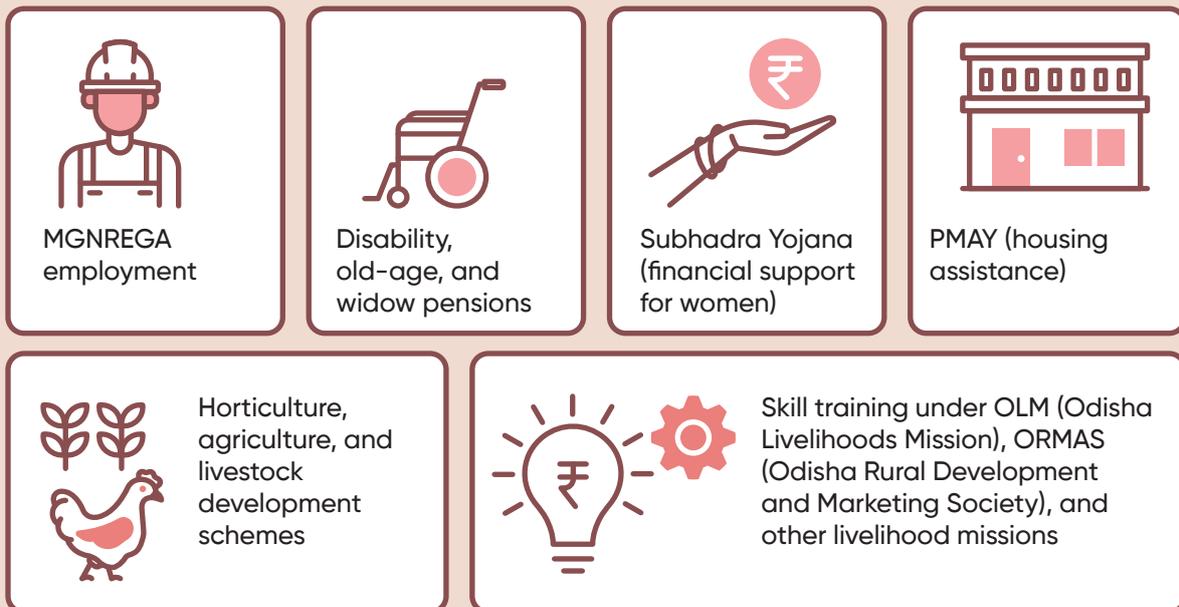


Dignity and decision-making power for caregivers and recovered individuals across all intervention areas

Odisha Success Story: Mental Health and Livelihood Linkages

Our efforts in Odisha, implemented in partnership with grassroots organizations such as SPREAD, WORD, EKTA, and ISERD.

Through intensive community engagement and regular field visits, facilitators and outreach workers identify eligible PWMI and caregivers for government entitlements. The program provides support in documentation, application processes, and follow-ups—ensuring access to key schemes such as:



Across project areas like Narayanapatna, Bandhugaon, and Laxmipur, over 900 linkages have been facilitated—transforming mental health support into tangible improvements in income, housing, nutrition, and dignity.

Evidence from the Field

In Narayanapatna and Bandhugaon, over 300 beneficiaries have been linked to 11 different government schemes—some to more than one—demonstrating a layered model of support. This includes 110 caregivers and 7 PWMI receiving work under MGNREGA, 316 families supported through the Subhadra Yojana, and dozens engaged with forestry, millet, and veterinary services.

In Lakshmipur, another 168 beneficiaries have accessed various schemes including OLM, ORMAS, and pensions. Nearly 140 of them are linked to multiple schemes, reflecting the program's effort to integrate health, financial, and social outcomes.

One notable success is the Pipalapadar Producer Group, where 20 members collectively earned over ₹3.4 lakhs through ORMAS-supported initiatives like turmeric processing and soap making—empowering caregivers economically while fostering community cohesion.

CASE STUDIES FROM ORISSA



Lalu Nachika, resident of Mangalpur in Narayanapatna, has shown remarkable improvement through regular medication. He has also been linked to multiple government schemes, including pension, MGNREGA, horticulture, and disability benefits. With additional livelihood support of ₹5,000, they started goat rearing and broom making, which has contributed to enhancing their income and self-esteem.



In Boipariguda block, Society for Promoting Rural Education and Development (SPREAD) intervened in the case of Purna Chandra, who was severely affected by mental illness. With regular treatment and psychosocial support, his condition improved significantly. His wife, Chandrama, was then able to resume her work. They later received financial aid to expand vegetable farming—restoring stability to their household.



Caregivers trained through agriculture and poultry departments have taken up income-generating work with confidence—43 in vegetable farming, 15 in poultry, and 39 in leaf-plate making and sales. These initiatives are helping women caregivers become self-reliant and respected contributors within their communities.

LOCAL LEADERSHIP AND PANCHAYAT ENGAGEMENT IN IDUKKI

At the Panchayat level, PRI members are becoming champions for mental health. In Upputhara Panchayat, Idukki, the Panchayat President worked with onground staff to identify PwMIs, organized psychoeducation sessions, and institutionalized support by allocating ₹30,000 from the Panchayat budget for mental health initiatives. His leadership fostered greater openness, and ensured mental health remains a local governance priority.

Intervention



Leveraged Anganwadi & ASHA networks to identify and support PwMI at the grassroots.



Built the ICDS–VOSARD partnership across nine Panchayats + one municipality in Idukki.



Trained ~140 Anganwadi teachers, supervisors, and CDPOs in mental-health identification, first-response, and referral pathways.



Launched a Panchayat-funded suicide gatekeeper training.

Impact

Frontline workers are now equipped to identify and respond to mental health emergencies at the community level, ensuring timely support and referral for individuals in distress.

Strong referral linkages have been established between Anganwadi centres, Community Health Centres (CHCs), and DMHP psychiatrists, enabling a seamless continuum of care for persons with mental illness.

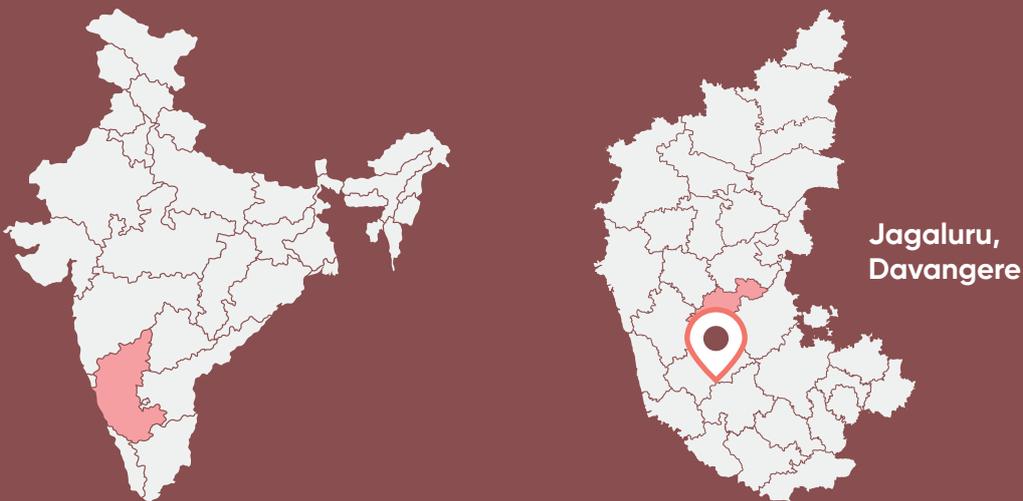


First-of-its-kind Indian Study Demonstrates Earning Potential of Person with Severe Mental Illness

The Live Love Laugh Foundation and researchers from the National Institute of Mental Health and Neurosciences (NIMHANS), have published a study that challenges stigma and highlights the economic potential of families of persons living with severe mental illness.

The research study, published in the peer-reviewed *International Journal of Social Psychiatry*, challenges long-held misconceptions and offers preliminary evidence that persons with severe mental illness can build independent livelihoods, when offered free treatment and support, locally.

The 10-month study, titled **Outcome of wage and self-employment intervention for persons with severe mental illness availing rural community-based rehabilitation project: Experience from South India**, was conducted in Jagaluru taluk, Davangere district, Karnataka.



The research focused on the outcomes of a Community-Based Rehabilitation (CBR) program that facilitated self-employment opportunities through a one-time grant from LiveLoveLaugh, managed as a revolving fund by a family-led federation. Participants engaged in locally relevant livelihood activities such as sheep rearing and tailoring, that are sustainable.



Scan to read
the case study



Established in 1954, *International Journal of Social Psychiatry* is a peer reviewed journal that provides a forum for the dissemination of findings related to social psychiatry. The journal is of interest to psychiatrists and other members of the multi-disciplinary team around the world concerned with the impact of social factors on individuals well being ... | [View full journal description](#)
This journal is a member of the [Committee on Publication Ethics \(COPE\)](#).

INSIGHTS FROM THE STUDY



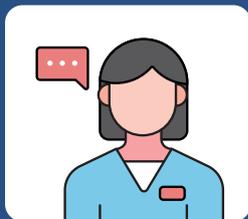
In impoverished rural areas, patients and their families prefer self-employment locally rather than shifting to the city for wage employment.



When loans are offered, irrespective of their care for the patients, families also queue up. It's important to identify & issue loans for families providing genuine care for the patient.



Families feel rewarded for their caregiving efforts and perceive the patient positively for helping them access precious capital for a livelihood venture.



Periodic follow-ups, community meet-ups, and check-ins are crucial in ensuring that the loan amount is being used for the intended purpose.

INSIGHTS FROM OUR SPOKESPERSONS



By proving that persons with severe mental illness can sustain self-employment, we're not only challenging stigma but also laying the foundation for sustainable and inclusive mental health interventions.

Dr. Shyam Bhat

Chairperson of The Live Love Laugh Foundation and a coauthor of the study



Using financial and mental health interventions to address the unique challenges faced by persons with severe mental illness, this first-of-its-kind study in India highlights the potential of integrated support systems in addressing the bidirectional relationship between poverty, joblessness, and chronic mental illness. Revolving funds issued

and monitored by the family-led federation are powerful tools for social inclusion and economic empowerment, allowing persons with severe mental illness to contribute meaningfully to society.

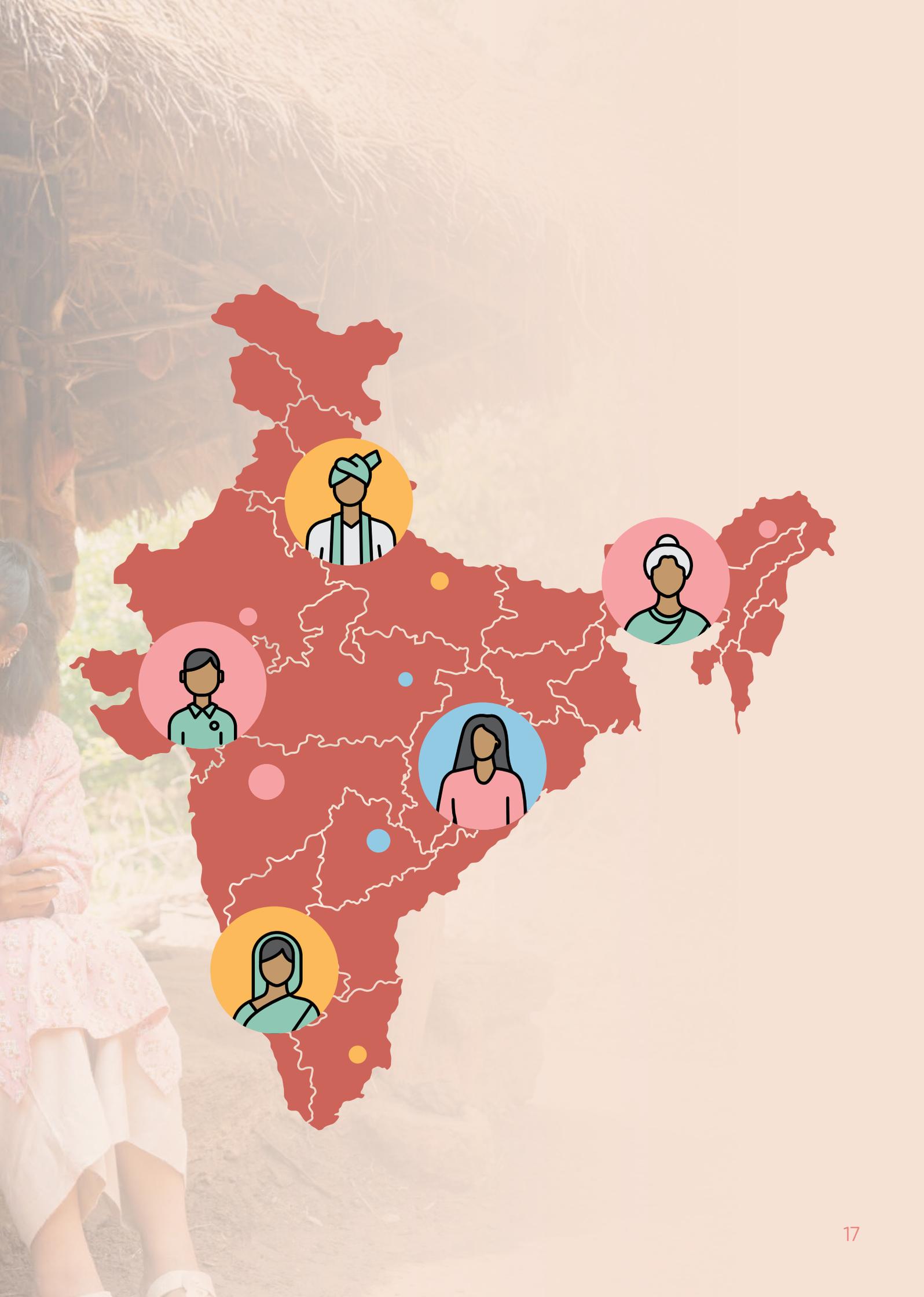
Dr. Murali Doraiswamy

MBBS, Professor of Psychiatry & Medicine at Duke University, and Trustee of The Live Love Laugh Foundation

NORMALISING MENTAL HEALTH CONVERSATIONS

Shifting mindsets around mental health requires credible information-sharing, consistent engagement, trust-building, and visible pathways to care. This section showcases how TLLF promotes help-seeking behaviour through community-based interventions and nationally available tools – including helplines, a robust database of mental health professionals, and public awareness collaborations.





AWARENESS AND DE-STIGMATIZATION

Addressing the deep-rooted stigma around mental illness in rural and tribal areas remained a core focus across each program location. Through creative and community-driven awareness strategies, LLL's outreach provided thousands of individuals with accurate and accessible mental health information.

Over the past year, more than 250 stigma-reduction activities were conducted across our intervention areas, covering rural and tribal communities. These initiatives—ranging from street plays, wall paintings, and community exhibitions to awareness meetings and public pledges—used culturally relevant, participatory approaches to challenge misconceptions, foster open dialogue, and promote acceptance of mental health conditions.

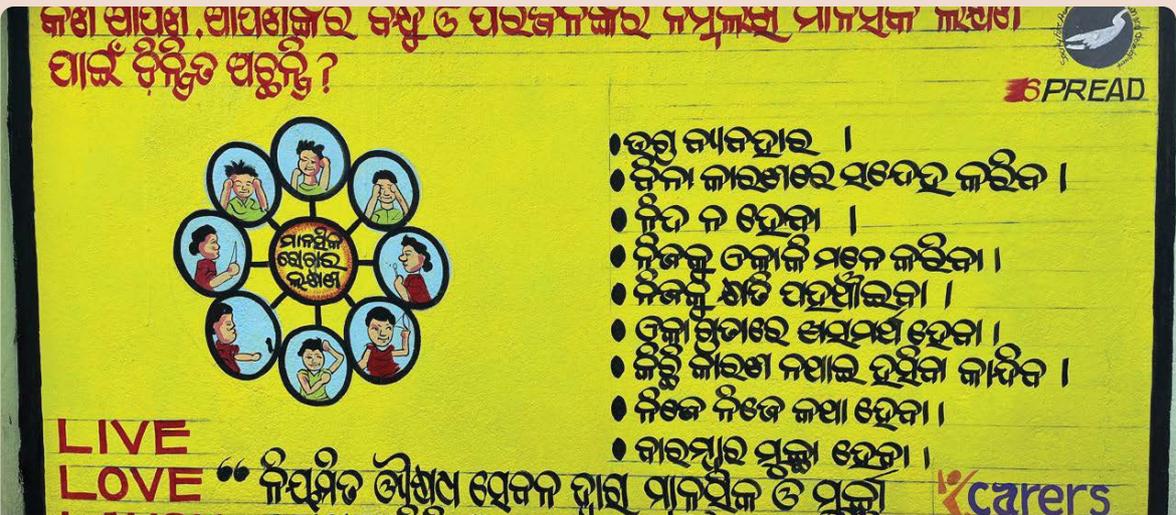
These efforts not only brought mental health into everyday conversations, but also contributed to creating safer, more informed communities—where individuals feel encouraged to seek support without shame or fear.



Community Meetings and Awareness Camps – At least 60 community events were held, including **camp**s, **informal dialogues**, and **village sabhas** to improve mental health literacy.



Street Plays and Exhibitions – More than **20 interactive performances** helped engage audiences on issues of stigma and inclusion, especially effective in low-literacy contexts.



Wall Paintings / Wall Writings – Mental health messages in local languages were featured in over 150 everyday public spaces across rural locations.

World Mental Health Day (WMHD) Activities – Over **50 events**, including signature campaigns, information stalls, and handbill distribution, were organized to mark WMHD and draw public attention to mental health.



HONOURABLE PM NARENDRA MODI'S PARIKSHA PE CHARCHA 2025 FT. DEEPIKA PADUKONE

Pariksha Pe Charcha is an annual initiative led by Hon'ble Prime Minister Shri Narendra Modi that brings together students, parents, and educators from across the country to discuss the challenges of academic life and exam stress.

In 2025, the initiative had a strong emphasis on mental well-being, and LLL's founder, Deepika Padukone, was invited to lead a powerful and heartfelt Pariksha Pe Charcha session with students from across India.

Deepika shared her personal journey with depression, encouraging students to be mindful of their emotional health. Addressing the stress and anxiety that often accompany exams, she emphasized the need to manage expectations, embrace failures, and prioritize emotional well-being alongside academic success.

She reminded students that setbacks are part of learning and encouraged them to seek support when needed. She also emphasized the importance of open communication at home, pointing out that a child's worth shouldn't be defined by exam results alone.

This Pariksha Pe Charcha episode not only highlighted the importance of mental health in young lives, but also amplified the significance of LLL's mission to a nationwide audience in a meaningful and memorable way.



Redefining Failure: Student Reflection Activity

Deepika led an interactive activity where students reflected on a personal failure and the lessons they learned from it. The exercise aimed to shift the focus from the fear of failure to a mindset of growth and self-improvement.

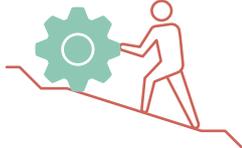
Key Takeaways

1



Exam stress is real, but manageable with routine, self-care, and open talk.

2



Failure is part of learning and helps build resilience.

3



Parents can ease pressure on their children through support and understanding.

4



Mental well-being matters - success isn't just about grades.



"Patience is an extremely important virtue. You can only do what is in your control. We can prepare, sleep well, hydrate well, we can exercise and we can meditate."

- **Deepika Padukone**

"Identifying the cause of your stress and sharing it with somebody you trust, is one way to deal with your stress."

- **Deepika Padukone**



124k+ views
on Social Media



Scan to watch

LECTURE SERIES 2024

The LiveLoveLaugh Lecture Series features the world's foremost thinkers and achievers, presenting ideas shaping the global mental health narrative. The Lecture Series aims to:

Increase awareness and expand the conversation on mental health



Address the stigma surrounding mental illness



Engage key stakeholders and widen the circle of impact

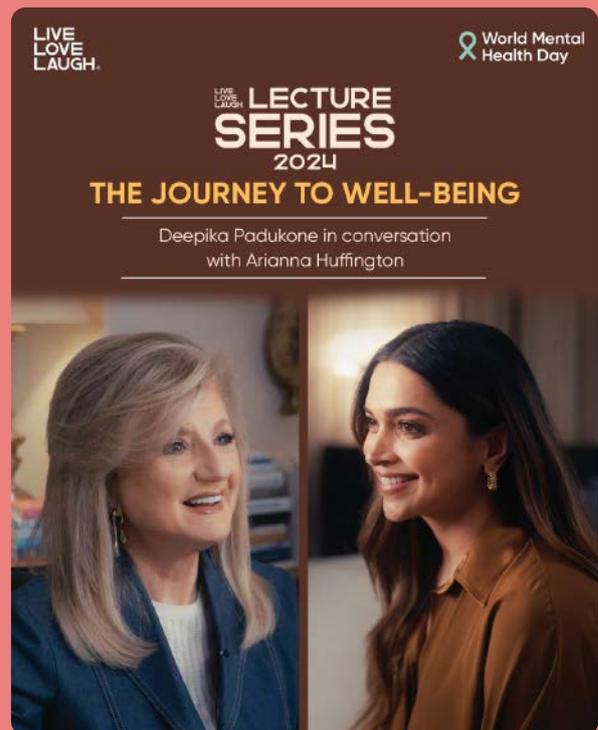


The series has previously featured Pulitzer Prize-winning author Dr. Siddhartha Mukherjee in 2019, Olympic Gold Medallist Abhinav Bindra in 2021, and Kiran Mazumdar-Shaw and Ananth Narayanan in 2023.

About The 2024 Lecture

The 2024 Lecture Series, 'Journey to Well-being' featured Arianna Huffington, Founder and CEO of Thrive Global, in conversation with LLL Founder Deepika Padukone. The discussion focussed on inner transformation, redefining success, and the true essence of well-being.

Arianna and Deepika explored the critical intersection of mental health and the workplace, delving into themes of burnout, resilience, and the power of letting go. Through personal insights, they illuminated the journey to well-being—one that moves onward, upward, and inward.



Overall Campaign Reach



37M+
VIEWS



28M+
REACH

COLLABORATIONS

Brut.

YOURSTORY

NDTV



HUMANS OF BOMBAY

ADIVA



AUDIENCE FEEDBACK

-  **deepikamagical** Oh yay! Deepika and Arianna Huff together ! Can't wait to listen and get inspired! ❤️
24w 179 likes Reply
-  **geena_singh** Love this 🍷🍷🍷
24w 21 likes Reply
-  **jayshetty** 🍷🍷🍷
24w 236 likes Reply
-  **bizwithbiswajit** Opportunity often comes in the disguise of problems 🍷🍷
24w 44 likes Reply
-  **leis_miracle** Love the conversation it was so nice to hear all this thank you for giving us inspiration ❤️🍷
24w 34 likes Reply
-  **live.love.deepika_** Just finished watching this interview and it was an extremely insightful interview! Thank you Deepika, Arianna and TLLLF ❤️
24w 76 likes Reply
-  **i_am_dsk_29** Looking forward to this 🍷 so glad that she is continuously raising mental health awareness ❤️
24w 13 likes Reply
-  **buova_care** Hahaha I love that name- obnoxious roommate! ❤️ It's really soo true!
22w 1 like Reply
-  **mentalhealth_and_you** It's human to feel every single emotion. Thank you for saying this @deepikapadukone ❤️
22w 7 likes Reply
-  **madhavitalasila_s** Success is the best outcome for failure
24w 65 likes Reply
-  **hजारahshaley** It's true wat you said that being on your phone for so long brings depression and anxiety and it's wat am going through now am trying as much as I can to limit my phone usage but I can't were by I ended being a tiktok addict which I think am going through depression because wat I see I tried to ask suggestion from my friends they thought it is a joke but for sure seeing people who talk about this it has opened my eyes
24w 21 likes Reply
-  **karendeanspeaks** So very true. All of the best things that have happened in my life have come from some of the hardest challenges that I faced. ❤️
24w 27 likes Reply ...
-  **malikrishika** Such beautiful words. Even I have tried hard to measure my life beyond just success and Adriana has spelled it out so well. Even beyond wealth is health and wellness and even beyond that are our connections with our world 🍷 thanks for bringing this amazing lady to us @deepikapadukone
22w 10 likes Reply
-  **serisha_7** Thank you for creating this video. It has lifted my spirits and given me the reset that I needed. I've learnt so much from both of you. ❤️🙌
24w 21 likes Reply



LECTURE SERIES UNPLUGGED

Launched in 2024, Lecture Series Unplugged is an intimate and insightful conversation series hosted by LLL Chairperson Dr. Shyam Bhat and CEO Anisha Padukone. This unique initiative brings together mental health experts, thought leaders, and individuals with lived experiences to engage in open, honest, and thought-provoking discussions. Designed to break the stigma around mental illness, the series presents conversations in an open and reflective format—allowing for deeper exploration of personal struggles, resilience, and growth.



Danish Sait

I studied improv in New York, and there's a beautiful principle of improv called 'yes, and.' Essentially, you take the story forward, you never say no. Whatever comes, you take it forward and go. I've realized that a lot of how I live my life is 'yes, and.'



Robin Uthappa

As men, vulnerability is considered a weakness, and I think that is so far from the truth. To actually express your vulnerabilities to another person that you care about or who cares about you takes so much of courage for a man. It is possibly one of the most courageous things you can do as a man.





Sania Mirza

Whether I won a match or lost a match, we had a rule that I would get an ice cream... my happiness or something that was given to me... didn't depend on the result of the match in the long run. It just took away so much pressure off me... That line that they found was so important because I think so many parents failed to find that, the pressure they put on their their child into success.



Audience Sentiment

2.5M+

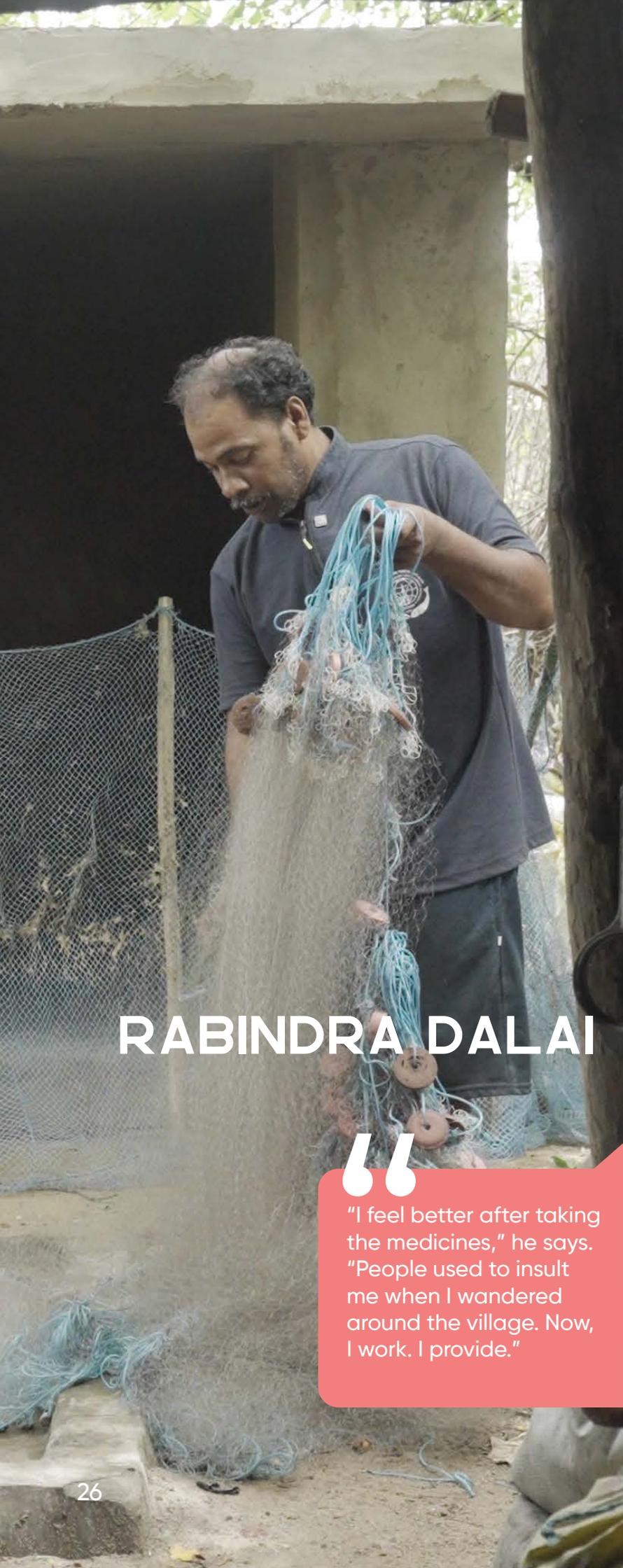
PEOPLE REACHED SO FAR COLLECTIVELY

Looking Ahead

Building on the success of its first year, The Live Love Laugh Foundation aims to expand Lecture Series Unplugged with more thought-provoking conversations, featuring diverse voices committed to mental health advocacy.

Stay tuned for upcoming episodes that continue to inspire and empower!





RABINDRA DALAI



"I feel better after taking the medicines," he says. "People used to insult me when I wandered around the village. Now, I work. I provide."

STORY HOPE

Rabindra Dalai lives in a coastal village in Puri, Odisha. Years ago, he suffered a severe fall while working at Chilika lake. Not long after, his behaviour changed—he became withdrawn, wandered aimlessly, and often spoke to himself. Over time, he was labelled "mad" by neighbours and family. Eventually, his own father asked him to leave the house. His mother, who supported Rabindra, was forced to leave too. Rabindra became homeless.

In the ten years that followed, his wife Sumanda, who is paralysed herself, became his only support system. She managed his care on her own—ensuring he took his medication and tracking his movements. For a long time, access to treatment was difficult. Rabindra's brother helped source medicines from Delhi; later, they travelled to Cuttack and Bhubaneswar to collect prescriptions. The family spent over INR 10 lakhs on care—draining their finances with little relief.

Rabindra became part of the LiveLoveLaugh Community Mental Health Program in 2023, facilitated by the implementation partner ISERD. With regular visits from the field team and monthly carer group meetings, his care became more structured and accessible. These meetings also helped his wife, Sumanda, connect with others in similar caregiver roles, easing some of the isolation she felt.

Through the CMHP (Community Mental Health Program), Rabindra was able to apply for and receive a UDID card. He now receives a disability pension of INR 1000 every month, offering some financial relief. Most importantly, with consistent medication and support, his condition stabilised.

Today, Rabindra has returned to fishing. He's managed to buy a small boat to catch fish and crabs, selling them in the local market. The income supports his family. More than the money, it's the return to daily life that matters to him—being able to sit, work, and understand things again.

OF



"My battle with Bipolar Affective Disorder (BPAD) began when I was 16. The extreme mood swings left me lost, overwhelmed, and drowning in feelings of guilt and worthlessness. At my lowest, I even attempted to end my life. But I realized that suicide isn't a solution—it only takes away the chance to turn life into something meaningful.

In 2009, my family took me to a psychiatrist, and that marked the beginning of my healing. Therapy, medication, and learning to recognize my triggers helped me regain control. Two things made all the difference for me – first, talking openly about my struggles with my family, who created a safe space for me. And second, being honest about my mental health at work. Opening up allowed me to prioritize my well-being without hiding who I was.

The girl who once couldn't face her Economics exam is now an Assistant Professor of Economics."



"Choosing to live is the courageous thing to do. If I could find my way back, so can you. Life is precious, and with the right support, you can find hope again."

MANVI MEHTA



MEDIA OUTREACH



Karnataka

Study challenges stigma, props livelihood, social inclusion of mentally ill

Employment was found to enhance dignity, purpose and social acceptance while reducing stigma and promoting recovery.



Representative Image. (Express Illustrations)

Express News Service

Updated on: 24 Jan 2025, 8:07 am - 3 min read

Follow Us 



Mental health in India: What's working, what's failing, what must change | Unusual Suspects

Awareness is only the first step in mental health. What about affordability, accessibility, and real systemic change? In this episode, Anisha Padukone, CEO of the Live Love Laugh Foundation, talks about India's mental health landscape beyond the usual narratives. She discusses how Deepika Padukone's 2015 revelation sparked conversations but why stigma still persists, the urgent need for affordable therapy, and how workplaces and schools must step up. Anisha also shares hard-hitting insights on why rural mental health remains neglected and what policy-level changes are desperately needed. Tune in.

MONEYCONTROL NEWS | FEBRUARY 28, 2025 / 19:04 IST

4451. Mental health in India: What's working, what's failing, what must change | Unusual Suspects

Moneycontrol Podcast - SUBSCRIBE

00:00 38:02

MONEYCONTROL NEWS

YOURSTORY

Enlightened boardrooms: Why business leaders need to embrace empathy

Anisha Padukone and Dr Shyam Bhat of The Live Love Laugh Foundation say entrepreneurs cannot afford to postpone investing in mental health and adopting a sense of spirituality.

Shradha Sharma • 438 Stories



CEO MD, CHAIRPERSON

Monday, May 19, 2024 • 4 min Read

FOLLOW US



WELLBEING AND MENTAL HEALTH

How philanthropy is empowering India's mental health sector

May 2, 2024



- Mental health issues in India have long been overshadowed by other pressing healthcare concerns.
- A new report by CAPI finds that in recent years there has been a notable shift, with philanthropy emerging as a crucial player in addressing the country's mental health crisis.
- What's needed is a collaborative approach, where philanthropy complements government efforts and supports community-led solutions.

YOURSTORY

From East to West: Live Love Laugh Foundation is making an Indian case for holistic mental health

Dr Shyam Bhat of The Live Love Laugh Foundation shares how the foundation keeps India's unique context in view as it bridges the gap in mental health.

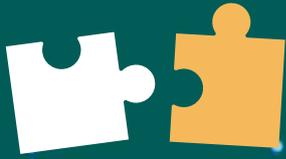
Shradha Sharma • 438 Stories



Sunday, May 19, 2024 • 4 min Read

FOLLOW US





YOURSTORY

Home » YSTV Live | The REAL state of Mental Health In...

The REAL state of Mental Health In India! Ft. The Live Love Laugh Foundation



**Men Die By Suicide
.5x Times Than Women**

Watch on YouTube

The REAL state of Mental Health In India! Ft. The Live Love Laugh Foundation

1 Video • May 15, 2024

NEWS 18



Anisha Padukone, The Live Love Laugh Foundation

The Breakfast Club Live | The Future Of Work And Mental Health | Maha Kumbh 2025 | News18 | N18L

CNBC TV18



FROM SPORTS TO MENTAL HEALTH

Anisha Padukone Speaks On The Prevalence Mental Health Stigma | N18V | CNBC TV18

Hindustan Times

Understanding and supporting men's mental health

By Shyam Bhat

Published on: Aug 21, 2024 12:36 pm IST

This article is authored by Dr Shyam Bhat, psychiatrist and chairperson, LiveLoveLaugh.

One evening, Raj (name changed), a 35-year-old IT professional, found himself inexplicably angry and frustrated after a minor disagreement with his colleague.



In fact, over the last many months he had been feeling much more irritable and overwhelmed.

The Print



Deepika Padukone in conversation with Arianna Huffington | Live Love Laugh Lecture Series 2024



STRENGTHENING COMMUNITY PARTICIPATION

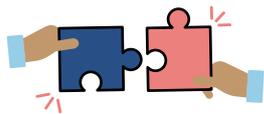
For mental health care to be truly accessible, sustainable, and impactful, it must be woven into the fabric of existing public systems and community structure. Live Love Laugh is adding value by supporting local partners in leading advocacy efforts and strengthening community ownership—by actively involving caregivers from support groups and federations, and enabling local partner leadership to champion mental health across different levels of the system.





ENHANCING PUBLIC & COMMUNITY SYSTEMS

For mental health care to be truly accessible, sustainable, and impactful, it must be woven into the fabric of existing public systems and community structure. Live Love Laugh is adding value by supporting local partners in leading advocacy efforts and strengthening community ownership—by actively involving caregivers from support groups and federations, and enabling local partner leadership to champion mental health across different levels of the system. At the Foundation, our approach to strengthening systems focuses on closing gaps in service delivery, influencing local governance, embedding mental health within developmental programs, and equipping frontline workers and partners with the tools they need to respond effectively. From district-level government assurance on psychiatric services to grassroots leadership and socio-economic linkages, our efforts this year reflect a growing shift towards resilience, ownership, and integration at every level of the mental health ecosystem.



Bridge gaps in the existing system



Mental health fund adoption at the Panchayat level



Integrating mental health components into ICDS programme



Group formation leading to community ownership



Linkages to government schemes and pensions



Reinstating MHRC in Chindwarra (MP)

Due to COVID-19, the Mental Health Rehabilitation Centre (MHRC) was closed in Chhindwara. As a result, persons with mental illness (PwMI) had to travel to Nagpur, which is approximately 75–80 km away. This long distance, combined with the pandemic restrictions, led to many PwMI discontinuing their psychiatric medication and treatment. Through consistent advocacy with the Chief Minister and Health Minister secured formal assurance of psychiatric services, a psychiatrist was appointed in Pandhurna district to conduct regular OPD services at MHRC/CHC Sausar. Regular psychiatric OPD services at MHRC and fortnightly DMHP psychiatrist visits to Jam Sawli now ensure continued treatment and medication. . Additionally, a monthly OPD on the first Tuesday through the DMHP initiative further strengthens service delivery.



Building Community Ownership in Chhindwara

Village-level group formation, facilitated by partners such as GASVS, has been instrumental in building community ownership. Thirty-two support groups and one block-level federation have been established, empowering PwMIs, and community members. ASHAs led these groups, helping address stigma, awareness building, supporting caregivers burdens, and advocacy for government entitlements.

Agents of CHANGE

"We named our group after Bhimabhui Jatnakari—a blind poet and a kind-hearted person who served society. It gives us great joy to honour his legacy through our group.

For the past eight months, we have been meeting on the 25th of every month as part of the TLLL program in Odisha. In these meetings, we discuss ways to improve the lives of carers and strengthen our community. With the on ground program staff's support, we are determined to move forward.

Earlier, we used to run from hospital to hospital, spending a lot of money without any results. At home, our family member with mental illness would beat and scold us. Still, we kept him at home and continued to care for him.

When the community workers/field staff reached out to us, they explained how we could access treatment and free medication from PANDA Government Hospital. Since then, our monthly meetings have become a platform for sharing and support.

All 12 members of our carers group came together to solve the issue of travel costs. We decided that one person would collect Rs. 200 for travel and food, go to the hospital to collect the medicines, and distribute them to the rest. It's our way of supporting each other."

Kuli Behra

President,
Bhimabhui Jatnakari Carers Group
Puri, Odisha

"ISERD joins us every month, documents the meeting points in a register, and tracks attendance. This structure has given us a sense of purpose and accountability. We feel seen, heard, and empowered."





Keshava

Program Manager,
NTR District,
Andhra Pradesh

“The reason I joined this program is that I also suffered for two years with severe depression.

When we began this program, there were already some patients in the community. But we quickly realised a major gap—at the field level, awareness around mental health was extremely low. ASHA workers, Anganwadi teachers, and even medical officers at Primary Health Centres didn't have adequate knowledge. Despite having MBBS degrees, they lacked the tools and understanding to support people with mental illness.

When we started working in the NTR district of Andhra Pradesh, our priority was to change that. We focused on reducing stigma by using powerful community - based tools – Information Education Communication materials, awareness campaigns, street plays, exhibitions, small group meetings, and interventions with college students.

Before our intervention, many patients were visiting private psychiatrists in Vijayawada, paying Rs. 700 to Rs. 1500 per consultation, with monthly expenses going up to Rs. 4000–5000 just for medication. We began sensitising them. We showed them that government hospitals provide the same medications free of cost.

”

SCALING RURAL MENTAL HEALTH ACCESS

Focused on reaching underserved regions, this initiative builds systems for early identification, timely intervention, and sustained follow-up, bringing equitable, affordable mental health support closer to every community.



PROGRAM REACH

LiveLoveLaugh Community Mental Health Program Reach
(As of 31st March 2025)

New identifications
(2024-25)

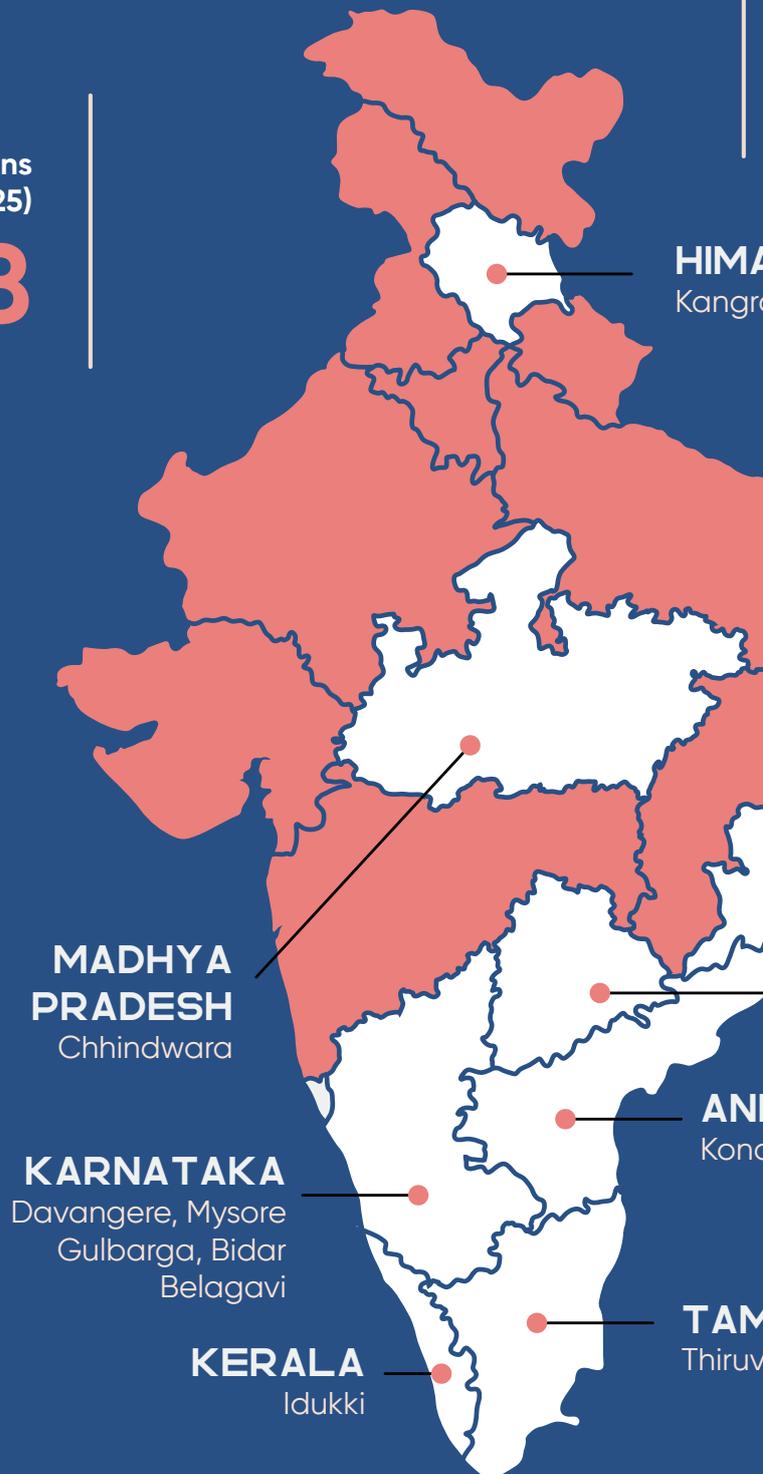
6628

Number of PWMI's on
treatment and medication
(since the beginning of the
program) (on treatment)

14579

Number of psycho-social
sessions conducted
(2024-25)

289



Number of people who attended psycho social sessions (2024-25)

7627

Number of UDID applications (2024-25)

2311

Number of PWMI's who received UDID cards (2024-25)

992

Number of support groups formed (2024-25)

175

Number of beneficiaries who received livelihood (2024-25)

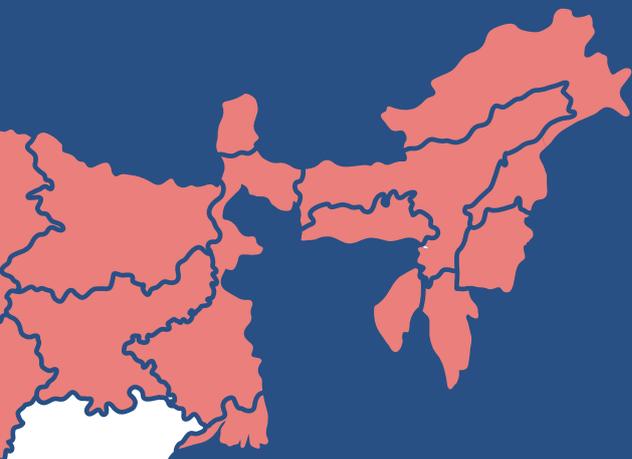
811

Number of beneficiaries who received vocational training (2024-25)

706

ANDHRA PRADESH

apalli, Timapur



ODISHA

Koraput, Puri, Cuttack

TELANGANA

Thimmapur

ANDHRA PRADESH

apalli, Timapur

TAMIL NADU

allur, Theni

Since inception total reach 21931

DONORS

We are deeply grateful to our donors and partners. Your support powers Live access to mental health care. Together, we are bringing hope and change to

Supporter of LLL

Aishwarya Rebelly

Aishwarya Vyas

Ajay Rungta

Akshat Jain

Alisha Chand

Aman Kumar Singh

Ambika Maheshwari

Anay Nayan Shah

Animesh Dutta

Antara Gavand

Apeksha Shetty

Arul Margaret

Ashay Dilip

Asian Paints Ltd.

Basu Dubey

Charan Kuna

Dev P

Dhairav Oza

Dileep Gupta

Dinesh Kumar Khanna/
Veena Khanna

Duke University (FCRA)

Fatema Surka

Goodbye Leprosy

Hardik Bheda

Himanshu Aggarwal

Kevin Thakkar

Kiran Jain

Krishna Teja G

Krishnaiah B

Lalit Kumar

Lekha Gondhkar

Manish Prasad

Mansi Mehta

Mehak Sudan

Mohit Ochani

Nagamalleswara Rao G

Naincy Samota

Naveen Kumar Salutagi

Niraj Dudani

Nirav Shah

Online Giving Foundation

Payal Shaw

Pooja Dixit

Pragya Vyas

Prajna Nag

Prajna Nagabhushan

Rashi Gupta

Ratnesh Srivastava

Ravi Kant Baloda

Razorpay Software Private Ltd.

Rohan Bhattacharya

Rohit Gupta

Saathire Social Impact
Solutions Pvt.Ltd.

Sachin Vishnoi

Sadashiv Kambli

Sandeep Dhotre

Santhosh Bageliker

Senthil Kumar

Shobhit Chawla

Shreya Suresh

Shubham Kumar

Shyam Prakash/

LoveLaugh's efforts to raise awareness, foster acceptance, and expand to countless lives.

Maya Bhardwaj/Laxmi Devi
Sivateja Nallamothu
Sonali Fabiani
Sridhar Aluru
Surekha Chandrasekaran
Tamanna Soni
Tathagata Dasgupta
Urvashi Shetty
Utkarsh Yadav
V Sankaran Sadithya
Vamsi KN
Vanyaa Gupta
Venkata Gopalakrishna
Vinay Nadig
Yogesh Kusum Agarwal

Gold Partner of LLL

ACE Charitable Foundation/
ACE Infra City Developers Pvt.
Ltd.
Airlift Global Carriers Pvt. Ltd.
Ankush Aggarwal
Anna Chandy
Chegg India Pvt. Ltd.
Collective Artists Network India
Pvt. Ltd.
Escalar Cart Pvt Ltd.
Godrej Consumer Products Ltd.
Kanarath Payattiyath Balaraj
Kirloskar Systems Pvt. Ltd.
McKinsey Global Capabilities
Mukesh Bansal

Oxford Worldwide Inc. Blvd.
Intl. (FCRA)
Prakash & Ujjala Padukone
Raman Madhok (FCRA)
Rollon Bearings Pvt.Ltd.
Simply Sport Foundation
Srivats Ram
Sundaram Finance Ltd.
Trident Automobiles Pvt.Ltd.
V.S.T. Tillers Tractors Ltd.

Platinum Partner of LLL

BirlaSoft Ltd.
Deepika Padukone
HIL Ltd.
Kiran Mazumdar Shaw
Madras Engineering Industries
Pvt.Ltd.
Ola Foundation
Sameer Koticha Family Trust/
Fortress Foundation
TRS Solutions LLP





JOINING HANDS FOR GREATER IMPACT

“

I have been supporting LLL's Community Mental Health Program in Theni District since 2023. Despite the challenges, it is encouraging to see the program outcomes improving & maturing in all the 3 aspects over the past 2 years:

- 1) Clinical - creating awareness, identifying PWMLs and ensuring their treatment
- 2) Socio-economic - Advocacy with government authorities , leveraging Govt. programs, arranging UDID cards, disability cards & disability pensions, supporting carers & providing Livelihood support and rehabilitation of PWMLs and
- 3) Sustainability through carer groups, engagement of community & community workers and volunteers (Anganwadi workers).

- **Mr.Srivats Ram,**
Managing Director of Wheels India Limited/ Philanthropist

Mental health is a cause close to my heart. I have seen firsthand how stigma and lack of access to care can impact lives. What sets the Live Love Laugh foundation apart is its deep commitment to awareness, education and working with partners to provide support to those who struggle in silence. Knowing that my contribution enables hope and healing to individuals and communities across India fills me with a sense of purpose. I am proud to be part of a movement that champions empathy, understanding and the belief that every life matters.

- **Ms.Priya Sriram,**
Managing Director of Madras Engineering Industries

”

AUDIT REPORT

1. We have examined the Balance Sheet of The Live Love Laugh Foundation, Bangalore as on 31st March, 2025, 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 2025

Yadu & Co
Chartered Accountants
Firm registration number: 004795S

Sd/- VN Yadunath
Proprietor
Membership Number: 021170 Bangalore

BALANCE SHEET 2024-2025

Particulars	Amount (Rs.)
Capital / Corpus Fund	19,50,31,427
Current Liabilities	1,37,02,903
Total	20,87,63,878

Fixed Assets	8,10,430
Advances and Deposits	24,43,098
Sundry Debtors	-
Investments	20,52,00,955
Cash and Bank Balances	3,09,394
Total	20,87,63,878

INCOME AND EXPENDITURE

Particulars	Amount (Rs.)
Donation Received	9,92,73,058
Other Income	94,68,500
Total	10,87,41,558

Corporate Programme	45,93,058
Digital Awareness Programme	91,96,239
Public Awareness Programme	34,15,998
Rural Awareness Programme	6,53,50,472
Administrative Expenses	1,32,24,788
Depreciation	3,77,4,77
Excess of Income Over Expenditure	1,25,83,526
Total	10,87,41,558

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 initiatives are focused on awareness-building, and improving accessibility and affordability of mental health services. In 2018, TIME Magazine named her as one of the 100 Most Influential People in the World. In 2020, Padukone was awarded the World Economic Forum's Crystal Award for her leadership in raising mental health awareness. More recently, she was featured on the cover of TIME Magazine and hailed 'The Global Star.'



Dr. Shyam Bhat

Chairperson

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, Chairperson, Biocon Group, is a pioneering biotech entrepreneur, a healthcare visionary, a global influencer, and a passionate philanthropist. The impact she has made as a leading woman in science has made her a role model globally. She is committed to equitable access to healthcare through affordable innovation as she pursues a path of making a difference to billions of lives globally. She is a recipient of two coveted national awards, the Padma Bhushan (2005) and the Padma Shri (1989) and has numerous reputed global recognitions to her credit. She was the second Indian business leader to sign the 'Giving Pledge' of the Gates Foundation. Through Mazumdar Shaw Philanthropy (MSP) she is personally engaged in several projects across the world aimed at impacting research to advance humanity.



Dr. Murali Doraiswamy

Trustee

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.

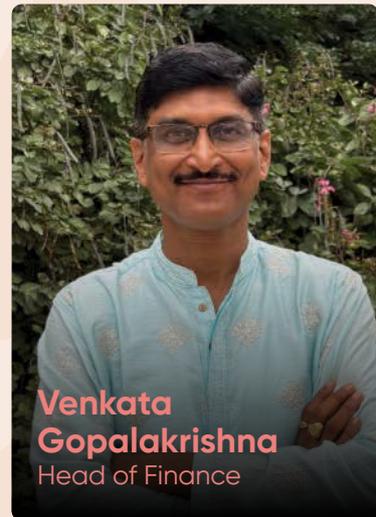
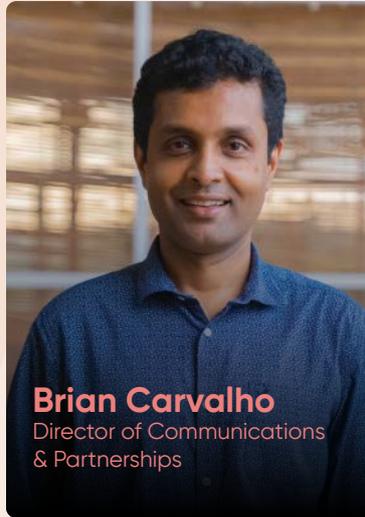
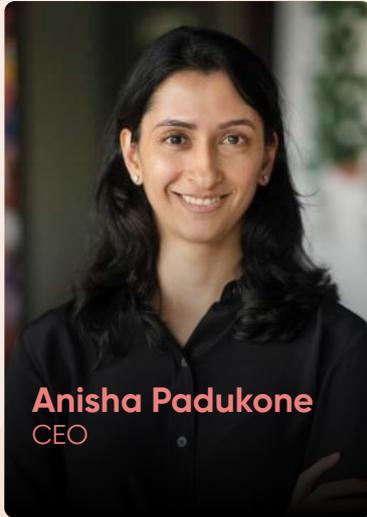


Ananth Narayanan

Trustee

Ananth Narayanan is an investor and an entrepreneur in the consumer internet space in India. He is the founder of brnd.me (formerly Mensa brands), which is a new age, tech led digital house of brands building brands across beauty/FMCG, home and fashion. Earlier 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

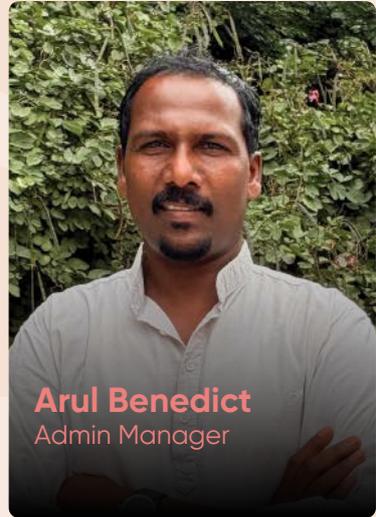




Shirsha Chandra
Digital Marketing
Executive



Annebelle G Correa
Senior Executive Assistant



Arul Benedict
Admin Manager



Raja Kannan
Office Assistant



Kala N
Housekeeping In-Charge





**LIVE
LOVE
LAUGH**®
Foundation

703, 1st Cross, 9th A Main, Indiranagar, 1st
Stage, Bangalore-560038



To donate, visit:
www.thelivelovelaughfoundation.org/donation
or scan the QR code