



FOUNDATION AGAINST DEPRESSION



# Inspiring Change

ANNUAL REPORT 2015-2016



## Bringing Balance

Mandalas are circular patterns drawn by Buddhist monks on seashores, only to watch them being washed away — an act of letting go and practicing non-attachment. These are also believed to induce a calming effect on the mind and trigger peace. Line after line and curve after curve, Mandalas are repeating elements that manifest as patterns, portraying how even the smallest impression is an integral part of something bigger, better, beautiful. Borrowing from this concept, the theme focuses on inspiring people to let go of hard-set notions and talk about mental health openly. It goes to say that every small step taken by the foundation today, will add up to a revolutionary change tomorrow.

# A Note From Our Founder



The main aim of The Live Love Laugh Foundation is to reduce the stigma and create awareness around mental health. The Live Love Laugh Foundation was registered as a Charitable Trust on June 1, 2015 in Bengaluru. To begin with, we as a foundation decided to focus on depression and therefore came up with our tagline 'Foundation Against Depression.' The foundation was publicly launched on October 10, 2015 - World Mental Health Day.

Since then we have launched our website, been active on social media, tied up with a helpline, created a database of mental health professionals and institutions, made a donation to an NGO that works in the area of livelihoods for people with mental health issues, and launched our school program for students as well as teachers. On the anvil is a program for General Physicians and a nationwide Media Campaign on Mental Health that we plan to launch later this year.

One clear aim in all our minds was to create significant impact through the foundation. While it has been only 6 months since we launched the foundation, we have already created impressive progress. We have had around 50,000 people visit our website, received close to 500 calls and emails on our helpline, and covered 820 students and 267 teachers. We have close to 7,000 engaged users on our social media properties, have reached out to around 3 lakh people through our Facebook posts and created 1.38 million impressions through our tweets. In the coming year under our school program, we hope to cover another 500 schools - that is at least 25,000 teachers and 1,00,000 students. With our program for General Physicians, we aim to cover around 5,000 doctors at a minimum! We will also be exploring large-scale coverage through digitization of both of our programs.

Our media campaign on mental health is something we at the foundation are all extremely excited about! We also hope to partner with other organizations in the field as well as the Government on this program to be able to create maximum impact. We launch the first part of our campaign on October 10, 2016. We have made a small beginning and hope to make considerable progress in 2016-2017.

All that we have achieved and all that we plan to do over the next couple of years would not be possible without your encouragement and generous support. I would like to thank each and every one of you wholeheartedly and hope for your continued support in the years to come.

Let's Live, Love, and Laugh... Together!

*Deepika Padukone*  
*Founder*  
*The Live Love Laugh Foundation*

## Chairperson's Message



The last year has taken an exciting as well as emotional course for me. The journey actually took wings in March 2014 when I was at the dedication ceremony of a library built in my dad's memory. My phone rang and it turned out to be Deepika's mother, calling to consult me on what Deepika was going through.

We have come a long way from that call and coming June, The Live Love Laugh Foundation will be completing a year. In my mind, the call that came on that day was not just a coincidence. This project, therefore, has an emotional underpinning for me. As the Chairperson of the Trust, I have resolved to do my very best to ensure that we fulfil all that we've set out to do.

The three goals that will drive us in the near future include:

- Creating awareness and reducing the stigma around mental health
- Partnering with other non-profit organizations and academic institutions to drive various interventions
- Supporting research in the area of mental health

I want to thank all the organizations, institutions, psychiatrists, psychologists, and counsellors who have interacted with us in the last one year. Your support and encouragement has been immensely helpful. A special shout out to our donors who've put their faith in our vision.

I look forward to the coming year with great anticipation and a promise that we will work harder to make a difference. I've learned a great deal in the last one year and want to thank Deepika for her courage and passion.

Always remember to Live, Love, and Laugh!

*Anna Chandy*  
*Chairperson, Trustees*  
*The Live Love Laugh Foundation*



# Milestones

Jan 2015  
Deepika's interview  
with Hindustan  
Times

March 21, 2015  
Deepika's interview  
on NDTV

March 23, 2016  
First school program  
at Sophia's in Bangalore,  
Deepika's alma mater

June 1, 2015  
Registration of  
the Foundation

Jan 2016  
80G and 12A  
recognition

July 2015  
First trustees  
meeting

Jan 5, 2016  
First donation to  
Diya Foundation

Oct 10, 2015  
Launch of Foundation on  
World Mental Health Day,  
Launch of website  
and social media

Nov 2015  
Set up of a new  
office for the  
team



# Number Of Indians Affected: 70 Million

## **Challenge: Cultural Stigma**

India is a society in transition with new stressors being added at an alarming rate. Simultaneously as traditional support structures are being eroded relentlessly, it should come as no surprise that mental health morbidity is on the rise. What's more, reaching for help is often considered a matter of shame. The impact of the problem spreads beyond the afflicted individual to all those in their life. The Live Love Laugh Foundation, a non-profit organization, focuses on depression to create nation-wide awareness aimed at bettering mental health and thereby quality of life.

## **Inspiring Change**

Through our awareness programs, we want mental health to become a drawing room conversation in all households. People should start seeing mental health on par with physical health and not be affected by the stigma around mental health. By addressing preconceived notions through awareness-building programs and online activities, we're certain that we can help everyone look at depression as a disease and an opportunity to positively reset their lives. We hope that every small change we make today could spark a revolutionary transformation tomorrow.

## **Marking the moment**

Diya Foundation runs a sheltered workshop in Bangalore. It provides training and employment to differently abled individuals, preparing them for the hurdles of life. Diya supports their growth into independent individuals — furnishing the security society is hard-pressed to provide. In January 2016, we started contributing to Diya's cause through a small donation, marking the moment as the first act for greater good.



# The Three Programs Of Awareness

To address the preconceived notions of mental health, we built three awareness-building programs, targeting different sections of society.

1

## **You Are Not Alone**

Children must be taught how to think, not what to think. The Live Love Laugh Foundation believes that educating children on mental health while their opinions are still crystallizing can positively impact their attitude towards the problem. The You Are Not Alone program is interactive and targets both teachers and students. In the first few months since its inception, we have reached out to over 1,220 students and 457 teachers.

Through this initiative we intend to:

1. Increase awareness of stress, anxiety, and depression
2. Help teachers identify vulnerable students who require professional help
3. Teach children necessary self-help methods

We have partnered with Minds Foundation (Baroda) and Manas Foundation (Delhi) to cover around 180 schools in the coming year.

Our overall goal is to cover more than 500 schools across the country.

# 2

## **Together against Depression**

Together against Depression is the sensitization program that we have designed for General Physicians (GPs). GPs have to become the first line of defence in the battle against depression. The mind and body are not two individual entities, and physical signs of depression are common markers that GPs are in a good position to identify. Our GP Mental Health Program is a two-hour training session for physicians that provides guidelines on effectively supporting patients and treating mental health conditions.

The program covers:

- Depression and its incidence
- Signs and symptoms of depression
- Screening for depression
- Treatment
- Special challenges in India

# 3

## **The Nationwide Campaign**

Mental health issues and the stigma surrounding it is not confined to any particular age group, class, or geography; it only varies in expression. The need to raise an awareness, therefore, is felt across the country. The Nationwide Campaign is our avenue to touch the lives of more people. The campaign, currently in the planning stage, will be launched on October 10, 2016. The ambition is to take this campaign nationwide.





# Reaching Out

## Website

The idea behind the website design was to create a destination for anyone who wants to read up on stress, anxiety, and depression. The content has been created and curated such that all relevant information could be got on one site. The language is simple and non-medical. We've tried to make it interesting for the readers by having quizzes and stories from people who have recovered from depression as well as expert blogs. We've been adding to the website continuously and currently have 68 pages on it. In six months — from the date of launch to end of March — we have had close to 50,000 visitors on our website.

## Helpline

(+91 22-25521111/icall@tiss.edu)

It was important to connect people visiting the website to a helpline in case they needed help immediately. We have tied up with Tata Institute of Social Sciences (TISS) who run a psycho-social helpline called iCall. Visitors needing help can either call up a number or send an email. The helpline is manned by employees who are post graduates in Psychology/Counselling and follow the highest standards of confidentiality and supervision. In the last 6 months, the helpline has received more than 500 calls and emails from people visiting the website.

## Find A Therapist

For our website visitors seeking information on mental health experts or organizations in their part of the country, there is a database that can be accessed under 'Find The Therapist' section. This is probably one of the most comprehensive databases in the country today. Currently the database has 3,377 psychiatrists, 2,278 psychologists, 193 counsellors and counselling organizations, 151 mental health hospitals, and 16 therapists.

## Social Media

It is important to raise awareness using new channels of communication. We also felt that we should be actively reaching out to the audience instead of passively waiting for them to discover us. To this end, we are using Facebook and Twitter to reach out to a wider audience out there who need to know more about mental health. There are 7,000 engaged users on our social media properties, we have reached out to around 3 lakh people through our Facebook posts, and created 1.38 million impressions through our tweets.



# Auditor's Report

We have examined the Balance Sheet of The Live Love Laugh Foundation, Bangalore as on 31 March, 2016 and the annexed Income and Expenditure account and Receipts and Payment account for the year ended 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.

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.

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 account.
- (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 31 March, 2016.

For Yadu & Co  
Chartered Accountants  
Firm registration number: 0047955

Sd/-  
V.N. Yadunath  
Proprietor  
Membership number: 021170  
Bangalore



## Balance Sheet

Capital/Corpus Fund	₹ 1,32,89,996
Sundry Creditors/Provisions	₹ 21,56,795
<b>Total</b>	₹ 1,54,46,791

Fixed Assets	₹ 3,25,789
Loans and Advances	₹ 5,19,421
Cash and Bank Balances	₹ 1,46,01,581
<b>Total</b>	₹ 1,54,46,791

## Income and Expenditure

Income	₹ 2,02,49,200
Other Income	₹ 3
<b>Total</b>	₹ 2,02,49,203

Educational Awareness Program	₹ 28,12,864
Development Expenses	₹ 31,36,633
Administrative Expenses	₹ 39,62,305
Donation/Charities	₹ 1,00,000
Depreciation	₹ 47,405
Excess of Income Over Expenditure	₹ 1,01,89,996
<b>Total</b>	₹ 2,02,49,203

# Board Of Trustees



## **Anna Chandy**

Anna has over 18 years of experience in developmental work, counselling, coaching, and mentoring. She is the first Certified Transactional Analyst from Asia accredited to the International Transactional Analysis Association and has specialized in Counselling. She is also certified in Neuro Linguistic Programming and Art Therapy. Anna works with organizations as well as practises in private.



## **Nina Nair**

Nina has about 30 years of work experience in teaching, learning and developmental activities, human resources, and organizational development. She has played an eclectic mix of roles — from being a high school teacher, entrepreneur, trainer, to the head of HR. She is currently VP & Head HRD (India and LatAm) at [24]7 Inc.

The trustees met to decide the foundation's course of action on:

July 22, 2015  
September 14, 2015  
December 30, 2015  
January 30, 2016



**Anirban Das Bhat**

Anirban is the Founder and Managing Director of CAA KWAN. Having played a leadership role in the development of India's foremost entertainment companies, he has been listed as one of India's most influential Thought Leaders by Hindustan Times.



**Dr Shyam Bhat**

Dr Shyam K Bhat (MD) is a psychiatrist and physician, with postgraduate training and board certifications in Psychiatry, Internal Medicine, and Psychosomatic Medicine. He has over 20 years of experience and has a special interest in an integration of eastern and western methods of healing.

# List of Donors

We would like to thank all our donors for their generous support.

1. Anna Chandy
2. Arvind Kurien Abraham
3. Ashok Kumar Dhingra and Reshma Dhingra
4. Bimal Parekh and Jayanth Parekh
5. Creative Co
6. Deepika Padukone
7. Dinesh Vijan
8. Gautam Nambisan and Vinutha Kodur
9. Homi Adajania
10. Jahnvi Nilekani
11. Kanam Latex Industries
12. K N Guruswamy Charitable Trust
13. Pankaj Keswani
14. Pirojsha Godrej Foundation
15. Rakesh Jhunjhunwala
16. Rana Daggubati
17. Ranbir Kapoor
18. Ravi Abraham
19. Reliance Industries Limited
20. Sanjana Susan
21. Talita Abraham
22. Ujjala and Prakash Padukone
23. Unilazer Ventures Pvt Ltd

## Account Details

Company Name: The Live Love Laugh Foundation  
Bank Name: Axis Bank  
Bank Account Number: 916010018124786  
PAN No: AACTT5919M  
ISFC Code: UTIB0000231



The Live Love Laugh Foundation  
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