

# INDUS CORE EDUCATION FOUNDATION

UNITED NATIONS SUSTAINABILITY  
DEVELOPMENT GOAL (SDG 3.4)



Improving Mental  
Health of Rural as well as  
Semi Urban population  
by 2030

LIVING THE  
SUSTAINABLE  
DEVELOPMENT  
GOALS



Actionable ways WE can  
change the world.



## Goal

SDG Target 3.4 Reduce by one third  
premature mortality from non-  
communicable diseases through

**Prevention and treatment  
and promote mental  
health and well-being**

## PROJECT BRIEF

The objective was to generate awareness and treat mental health issues in the rural /urban areas and under privileged schools. We proposed to do this by applying novel solutions like Hypnosis that take advantage of entertainment as well as knowledge transfer.

Our strategy was to use various innovative techniques to provide effective early intervention, deliver expert session and create awareness about mental health issues so that the help can be sought by the person.

A final step in this process was through video and set virtual clinic and helpline numbers for the people suffering from mental health issues.

## PROJECT BACKGROUND

The long-term goal of the Indian government and international agencies like United Nations is to provide mental health support to the needy.

As the world comes to live with, and learn from, the far-reaching effects of the COVID-19 pandemic, we must all reflect on one of its most striking aspects – the huge toll it has taken on people's mental health.

Rates of already-common conditions such as depression and anxiety went up by more than 25% in the first year of the pandemic, adding to the nearly one billion people who were already living with a mental disorder.

Mental health is a lot more than the absence of illness: it is an intrinsic part of our individual and collective health and well-being.

In so doing, we will reduce suffering, preserve people's dignity and advance the development of our communities and societies

# TARGET ACHEIVED

- Total Number of Beneficiaries : 10,782
- Total Session carried out : 100+
- Districts Covered : 13
- Campaigns carried out : 98
- Experts on board : 7

**States Covered : Maharashtra, Madhya Pradesh, Gujrat**

Our vision is a world where mental health is valued, promoted and protected; where mental health conditions are prevented; where anyone can exercise their human rights and access affordable, quality mental healthcare; and where everyone can participate fully in society free from stigma and discrimination.

To achieve this ambitious transformation, a concerted and renewed effort has been done from last 3 years to the beneficiaries, whether they are rich or poor, stable or fragile, affected by emergencies or not.

Indus Core Education Foundation (ICEF) has played its part as the implementing agency for creating awareness on Mental Health, its impact and overcoming strategies and will continue to work PAN INDIA to provide support, expert advices, literacy, tools and technical support to make India joyous and tension free.

**Ultimately, there is no health without mental health.**

## COMMUNITY INVOLVEMENT

To facilitate this we plan to involve the local community groups while executing these programs in villages and in schools and colleges, the parent-teacher groups were involved.

In rural areas, we encouraged cultural activities, self-help programs, and mental health education through the schools. The monitoring role of The Indus Core Education Foundation was then to evaluate the performance of program and provided guidance.

Evaluation was based on one simple criterion whether the population/students of the nearby village have significant knowledge on mental health and are they discussing the issues with experts.



## PROGRAM GOAL

Our goal was to conduct the awareness session for around 20,000 students in the first phase spanning 2 years

Initially, schools/colleges and villages were selected in the Maharashtra subsequently, additional schools/colleges villages were selected states like Madhya Pradesh, Gujrat, Karnataka

We were able to achieve 50% this target in coordination with VLOs, Education Institutes and NGOs. Based on the self contribution and volunteers support, we spent a total outlay of Rs 3 million toward this.

Since each school has a student population of around 100-1,000 people, this modest start had addressed issues of initial awareness on Mental Health around 10000+ students, parents.

It is hard to believe that investing Rs 300 per students per year had make such a BIG difference in the lives of so many. We feel confident that with the support of Government agencies and Corporate CSR funding, we can achieve the big numbers.



**With last three years we have define a framework and process to achieve the goal- In the coming years the pace of delivery shall be manifolds**

# PROGRAM BUDGET

- Students per Session planned : 100
- Average Remuneration to Experts(2) : 3000
- Average Travel Expense : 3500
- Average Lodging and Boarding : 2500
- Stationary and Print Material : 70
- Calculated Per student cost : 225



**Books with checklist and key first aid instructions are delivered to each students**

The program budget has been defined for each session considering the 100 students, faculties and parents to be covered in each session. This is done in order to allow the donor agency to plan their budget and decide the extent to which the program can be funded. We expect the minimum of 10000 beneficiaries to be covered by each donor so that the program can be taken to the next level The total outlay for 100+ session is 22,50,000 (Twenty two lakh fifty thousand only)

Expense Heads (For 100 beneficiaries)	Amount (INR)
Stationary and Printing of First Aid, Checklist and Daily Notes	7000
Experts Remuneration (2 Per session)	6000
Travel Re-imbursement to the staff and experts	3500
Lodging/Boarding, Food and Snacks	2500
Salary to Administration Staff and Mobilization Expense	3500
<b>Total</b>	<b>22500</b>

## LONG TERM GOAL

Long term plan of this program is to setup the virtual clinic at each of the Tier 2 cities of the targeted states to have the counselling in the vernacular languages which will make the biggest impact.

Buying the tracking and monitoring tools for the monitoring the progress of the each person counselling, best in class videos/tools development which can act as a enablers for faculties to judge whether the students are facing any mental health issues. This requires significant funding and can be discussed with donor agencies separately on a case to case basis



# REASON FOR AVOIDANCE

- Stigma and fear of Discrimination is the major cause of avoiding treatment.
- People with mental health conditions are commonly assumed to be lazy, weak, unintelligent or difficult
- People with mental health issues are often believed to be violent and dangerous

## OPERATION MANAGEMENT

A Steering Committee for this project was consisting of Atul Joshi, Sangeeta Joshi, and representatives from the donors, The Indus Core Education Foundation, government officials, and local communities were overseeing the project.

An Advisory Board had assisted committee in setting priorities and policies.

Day-to-day operations were carried out by a management team under the supervision of the Indus Core Education Foundation.

Funds received were credited to a companies account in a bank(s) and were operated by The Indus Core Education Foundation.

The Indus Core Education Foundation had the overall responsibility for executing the project and coordinated its activities with government agencies and other NGOs participating in the program.

## COST RECOVERY

In the first phase, while we build trust in the school/colleges/village, student and parents were asked to pay a good faith fee of Rs. 10 - 15 for a session and the community have been asked for the infrastructure support and provide volunteer for carrying the sessions.

The idea being that anything we collected from them, we reinvest in the project and for their immediate welfare.

We anticipated that by the second phase, the community served by a given school would have learned its value to them.



We anticipate that they will be willing to pay Rs. 50 per students to reduce the burden on the funding agency and program becomes self-sustainable and we can spend the money received from funding agency for the bigger goal like setting up the virtual clinic and call centers and full-time experts instead of volunteers

## BENEFICIARY SELECTION

Our campaign team send emails to the principal of the schools in the targeted region.

The priority has been done in Maharashtra, Gujrat, Karnataka and Telangana due to proximity of the Indus Core Education Foundation to these states from Pune.

Based on the response received from the institutes, the expert is selected who can address the students and parents in this school.

The date of the awareness program is finalized with mutual consent from the school/colleges so that we can get the maximum participation.

4 hour session is planned for a the selected date and 2 hours post session discussion happens at the institute. Major interaction happens post session as more and more students/parents wants to talk to the experts.

The contact details are shared with participants since some of the affected person do not want to talk in fornt of the crowd.





# KEY STATISTICS

- Participants hadn't previously attended any mental health awareness session : 77%
- Participants could differentiate sadness & depression by the end of the session : 89%
- Participants believed that sharing thoughts or feelings with people they trust is helpful : 90%
- Respondents believed that experiencing mental illness isn't shame : 88%

## FUTURE ACTIONS

An educational course on mental health and hygiene are being developed in Microsoft PowerPoint 2016.

At present this material is information rich and in the form of brief summary statements. Over the time we propose to convert this into a modular multimedia format.

Offering health education and learning how to communicate the message in a simple manner will be an integral part of the awareness session for the experts.

A second important way in which we propose to deliver these sessions is to develop homegrown video demonstrations. These will be recorded using local people who hold the respect of the communities and using local situations to provide better identification with the problems and the solutions.

These videos will be duplicated for distribution and the school staff later will be trained to brief students /parents and demonstrate the mental health issues so as to improve the knowledge among students and parents.

Local community centers and village meetings are other forums for generate awareness on Mental Health. NGOs and social workers will be provided the necessary tools, like the homegrown videos, to enable them to educate the rural population on mental health issues. The field coordinators will organize the above activities with the assistance of local NGOs and community leaders



Setting up the virtual clinic at the state level is a goal of this initiative where the help shall be given by the local experts in their native language.

The support in case of mental health is needed at the personal and emotional level. So having the experts from the local community is the most effective way of the treatment.

The offline consultation is also a option on the plate.

Indus Core Education Foundation is working with various corporates to fund this program under CSR initiatives and planning to setup the Virtual Clinic near Pune where the experts are easily available to render their services.



**Mental Health Awareness Session at Army Public School Khadakwasla**



**Management meeting at Satchikista Prasarak Mandal College of Engineering Yavatmal MH**

# TARGET ACHEIVED

- Participants said that mental health is as important as physical health : 97%
- Participants believe that lending a listening ear to someone facing : 90%
- Participants believe that asking for helps not a weakness : 7
- Participants felt that mental illness is not something to be ashamed of : 90%



**Mental Health Awareness Session for students and parents at JSPM Pune**



**Mental Health Awareness Session at Army Public School Khadakwasla**



**Mental Health Awareness Session for students and parents at SB Jain College Nagpur**



**Launch of Mental Health Toolkit at DY Patil College of Engineering Pimpri Pune**



**Mental Health Awareness Program at Ramtek Nagpur**



**Demonstration of Addiction Removal using self programming techniques**



# KEY OBSERVATIONS

- Depressive and anxiety disorders are about 50% more common among women than men throughout the life-course
- Men are more likely to have a substance use disorder
- Attention-deficit/hyperactivity disorder and conduct disorders are particularly common in adolescence,

## TESTOMONIALS

Vinod is 28 years old and hails from a lower middle-class family of 4 members. His struggle with mental illness began 6 years ago.

He would often get into fights, have difficulty concentrating on his work, have disturbed sleeping patterns and experience auditory hallucinations. Attending the Indus Core mental health awareness program provided help him to identify the problem and talked to the experts to get rid of the issue and live a healthy life.

Sneha appearing for the 12th class examination is having a fear always for getting the grade which her parents expected. This results in lack of confidence, shivering and not able to meet and greet the people around or the guest coming to her home.

There was no one she can speak to fearing that her friends will make a fun of it. The Indus Core awareness program at her school put the courage and she called the helpline given during the session and discussed all the problem. Experts at Indus Core have helped her to come out of the trauma. This year she can score fairly well in the exam and leaving happy life.

Vishal from Mulshi taluka in Pune lived a king like a life in childhood. After his father sold all the lands and spent money, nothing left for Vishal. He suffered a depression and used to take traditional medicines and also believed in superstition for his treatment, but there was no improvement.



Then, he attended the session at gram panchayat in his village and was aware of how to control depression and related issues. He is now on less medication and living healthy family life.

Nilima from Amaravati District developed symptoms of mental illness that included lack of appetite and disturbed sleep and she could not focus on study. Her family members believed this was due to evil spirits and God's punishment. They visited temples but saw no improvement.

In 2022, she attended a awareness session at her college and contacted the helpline given during the session. She began receiving free counselling with the experts. Her parents are able to save money every month now everymonth. Her condition is now stable and she is now preparing for the competitive exams for her career.

Ravi a professor at the reputed engineering college at Pune was suffering from depression and Anxiety and he could not focus on teaching. He could not be discussed with the colleague thinking that there shall be a discrimination and people will make a fun of him at the college.

He was suffocating internally - its only when he attended the session by Indus core meant for students at his college. With lot of courage, he discussed the problem with experts after the session and received expert counselling "How to overcome Depression." From last 1 years, his performance has improved a lot with more responsibility given to him as Dean of the Board of Studies.



## REASON FOR SUCCESS

This is an ambitious project and we are very confident of success. In fact, failure is not an option for us.

We list here the most important reasons for our optimism.

- The timing is right. India is undergoing a tremendous transformation and there are increase cases mental stress and trauma due to fierce competition among students, corporate staff, business. With India to emerge as a modern technological giant, however, depends on its ability to manage pressures and stress.
- Central and State governments are key partners in our proposed activities. They have long-term vested interest in seeing this project succeed. as these initiative under United Nations Sustainability Goal 2030 SDG 3.4 has much more focused by international agencies like UNDP, World Bank, and WHO. Therefore, a significant start has already been made.
- The approach is holistic. It is designed to be sustainable and yield long-term changes in mental health awareness and citizen welfare. The basis measure of success will be winning the trust of the populations, making significant behavioral changes in their daily lives
- The Indus Core Education Foundation and its senior management have previously demonstrated their ability to organize and manage major projects and coordinate their activities on an international scale. In particular, for many years Atul Joshi has been the chief executive of a company that has hundreds of multinational corporate clients in various countries
- 95% of the population is suffering from the mental health and day by day many of the non government organization and Government departments are putting attention to minimize its impact on the human life.

## ABOUT THE INDUS CORE EDUCATION FOUNDATION

Indus core education foundation is a Pune Maharashtra India based not for profit organization focusing on two major United Nations Sustainability Goals (SDG 2030). Our focus is on SDG 3.4 - Non-communicable diseases and mental health and SDG 4.C - Improving Teachers Quality. Indus Core Education is working from last 5 years to spread the awareness on the Mental Health among the students of Schools, Colleges and Universities in addition to the parents of Rural, Semi urban and Urban areas of India.

## FOR MORE INFORMATION

Name	Contact Information
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<b>Dr. Sangeeta Joshi</b> Counselling Support	For all counselling related queries +91 7720019485



# INDUS CORE EDUCATION FOUNDATION

UNITED NATIONS SUSTAINABILITY  
DEVELOPMENT GOAL (SDG 3.4)

## About Indus Core Education Foundation

- Pune-based Indus Core Education was started out of the deep understanding that the state of the education in India which requires the quality teachers and mentally strong students.
- Another vision is that communities living in socio-economic backwardness and information poverty can be empowered to improve their lives on their own, simply by providing them access to information and knowledge on using digital tools.
- Indus Core Education Foundation was registered as a not-for-profit organization under Section 25 of the Company Act 2013, to carry out this mission of empowering student and teachers fraternity.
- Indus Core Education Foundation has adopted a multi-stakeholder and multi-dimensional approach and aligned its objectives the United Nations Sustainability Development Goals 2030 and focusing its work on SDG 3.4 and SDG 4.C.
- Both these goals are interlined with each other as the mental health and well being of the students are directly related to the Teachers Quality improvement and leads to better teaching techniques reducing mental stress of the students.

## Mission

Our mission is to adopt a passion and commitment for constantly empowering teachers, especially students, faculties and information-dark communities, with the power of information



## Vision

Our vision is a world where mental health is valued, promoted and protected; where mental health conditions are prevented; where anyone can exercise their human rights and access affordable, quality mental healthcare; and where everyone can participate fully in society free from stigma and discrimination.

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## Key statistics

- Total Number of Beneficiaries : 20,782
- Total Session carried out : 100+
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- Campaigns carried out : 98
- Experts on board : 7



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# WHY CHOOSE ICEF TO IMPLEMENT YOUR CSR



Working hand in hand with partners, we use our expertise and learnings on the ground in rural communities to achieve lasting change. Here's why it makes sense to partner with ICEF for your CSR implementation



We are exploring the possible partnership with your organization under CSR Initiatives to achieve the goal  
Please reach out to us at +91 7720019481/84/85 or write to us at [info@induseducationfoundation.org](mailto:info@induseducationfoundation.org)

# ORGANIZATION DETAILS



Description	Remarks			
Name of the organization	Indus Core Education Foundation			
Contact Address	G-7,Karan Greens, Mumbai-Bangalore Highway, Warje PUNE MH INDIA 411052			
Email	info@induseducationfoundation.org			
Contact Number	+91 772 001 9481			
Location of the Project	Maharashtra, Madhya Pradesh,Gujrat, Andhra Pradesh, Telangana, Chhattisgarh and Jharkhand			
Bank Account Details	Account Name : Indus Core Education Foundation Account Number : 2393 01 000570 Account Type: Saving IFSC Code : ICIC0002393 Bank : ICICI Bank Limited Branch : Warje, Pune MH India			
Legal status	Registered as Section 25 under the company act 2013			
Registration Details	Reg. No. U74999Pn2016NPL165792 Date of Registration : 01-Aug-2016			
Income Tax Registration	a)Under Section 12A / 80G of Indian Income Tax Act b) FCRA – Application is in Process by which all donation to INDUS CORE EDUCATION FOUNDATION are exempted.			
Name of the Contact Person Designation	Atul Prabhakar Joshi Director, Indus Core Education Foundation			
Staff Position & Number	Staff Categories	Male	Female	Total
	Professional	03	02	05
	Para Professional	03	03	06
	Support Staff	02	01	03
	Advisors	04	03	07
	Volunteers	02	02	04



# TARGET TO ACHEIVE

- Number of Beneficiaries to reach : 8,000
- Total batches to be carried out : 20+
- Trades to be covered : 4
- CoE to be setup : 4

**States focused : Madhya Pradesh, Orissa, Jharkhand, Uttar Pradesh, Chhattisgarh**

## Some of the sessions



DDUGKY program - session on communication skills as a part of employability skill class



DDUGKY Technical training - Domain training class - meeting the all the compliance as per the DDUGKY SOP

## IMPACT

Currently all the programs are done with the volunteering and the individual contribution. No agency has been participated in this project, as we are reaching out to the funding institution to contribute to this cause

We bring together new paradigms that fully exploit modern technology and incorporate anticipated developments

We shall establish collaborations with corporates facilitate the continuous improvement into the education delivery



## TEAM



Mr. Atul Joshi is passionate about enabling people to excel in their personal and professional lives and working in the field of Mental health from last 15 years



Mr. Nawnath Gaikwad is having more than 30+ years of experience in Hypnotherapy and guided more than 1,00,000 students on Mental Health and avoid Suicidal Tendencies



Mrs. Aruna Shete - having worked on women's issues for over 30 years as a grassroots worker, trainer, implementer and a leader enabling women to live a life of dignity, freedom



Dr. Sangeeta Joshi being a Homeopath by profession - has 26 years of experience in handling health system research projects in tribal and urban areas specialized in Clinical Psychology and Counselling



Mr. Vinod Patrikar is a part of the foundation's legal team, he primarily worked on compliance with the tax laws applicable and monitoring international grants, and overseeing corporate governance



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