

A survey
was recently conducted by
Mpower

**to understand
employees'**

mental health

at workplace

8 CITIES

MUMBAI

KOLKATA

DELHI

CHENNAI

HYDERABAD

BANGALORE

AHMEDABAD

PUNE

SECTORS



FMCG

EDUCATION



AUTOMOBILE

HEALTHCARE



DURABLES

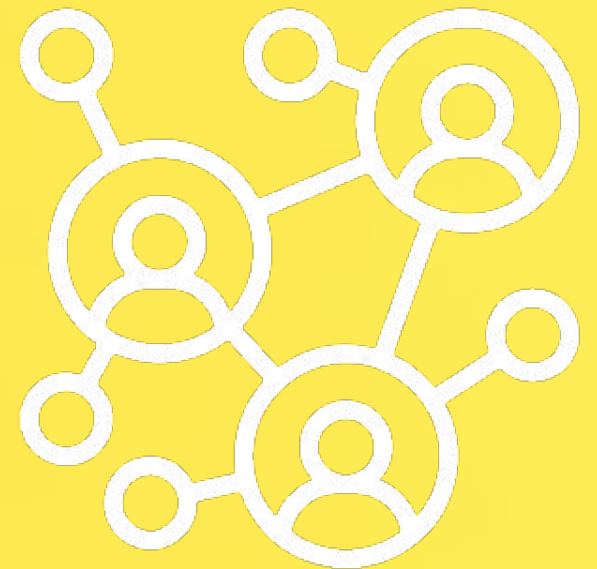
IT

BPO

HOSPITALITY

BANKING

E-COMMERCE



3000
TOTAL

1627



MALE

1373

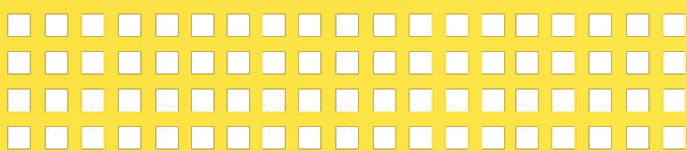


FEMALE

2640 PARTICIPANTS
30-45 YEARS

291 PARTICIPANTS
46-60 YEARS

69 PARTICIPANTS
> 60 YEARS



the
findings reveal
a shocking
picture

47% of employees are at risk of **poor mental health** today

80% female employees agreed they **face stereotypes** at workplace from their male counterparts

40% of employees have an **unhealthy sex life** due to workplace stress

9 out of 10 employees lack **work-life balance**

Mpower - Workplace Mental Health and
Wellness Quotient - 2023

[Full Report Here](#)



It's time to
bring in a

positive change

on

10th October 2023

World Mental Health Day

brands across sectors

will stand united

on **social media**

to **create awareness on**

mental health





You're
INVITED!



No charges. No fees.

Here's all that
you need to do..



Step 1

Think of a pledge for your brand

Examples:

- We pledge to take care of the mental health of our employees
- We pledge to create a safe space for employees to seek help without fear of judgment

These are just examples, you can pledge whatever works best for your organization



Step 2

Send us your pledge

We standardise the look and feel with your **logo and the pledge and send you the creative, along with the caption you can use**



Step 3

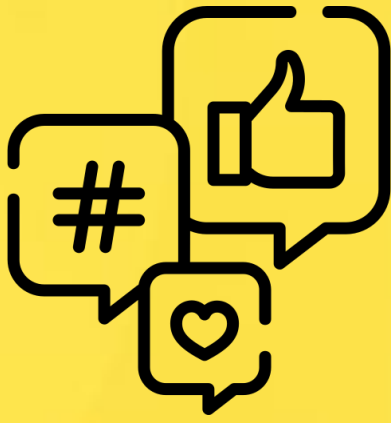
Post on 10th October 2023

You post on your brand's social media handles and Mpower will repost.

On 10th October 2023

Your brand handle

Your pledge

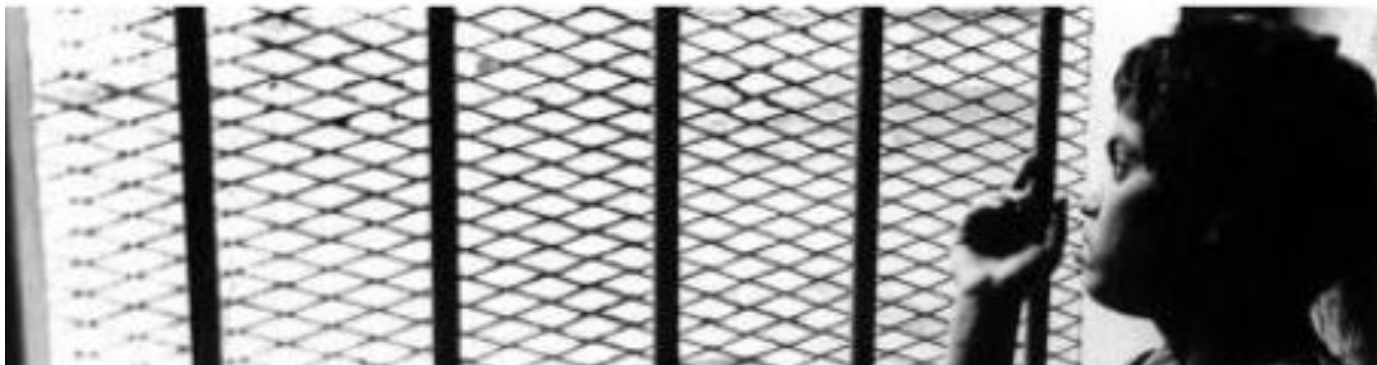


All participating brands put out similar posts on that day

Over 60 corporates participate in mental health pledge

By: Express News Service

Pune | October 14, 2022 19:26 IST



60+ brands took the

#PledgeForMentalHealth

in 2022

INDIA TODAY

Mpower and Aditya Birla World Academy Leads the Way for Stigma-free Conversations on Mental Health

Flags of powerful initiatives to bring mental health awareness to the masses on World Mental Health Day

- Mpower, an initiative by Aditya Birla Education Trust (ABET), spearheaded the #PledgeForMentalHealth to encourage corporates to focus on mental health and wellbeing for their employees, this year 65 corporates participated
- The Aditya Birla World Academy (ABWA) part of ABET hosted their annual, India's first student-led mental health festival with the focus on the theme of Resilience, to create awareness about mental health in students
- Led by Dr. Neerja Birla, Mental Health Champion, Founder Chairperson of ABET, hosted a powerful conversation creating awareness about 'Emotional Abuse' to mark World Mental Health Day and draw attention to a rarely spoken mental health distress

PRESS TRUST OF INDIA

India's Premier News Agency

The #PledgeForMentalHealth was a virtual initiative that urged brands across corporates in India to stand united in creating awareness about mental health and pledge to implement one mental-health-friendly policy at their workplace. For instance, an organisation could pledge to implement flexible work hours or a hybrid work model or they could pledge to ensure that their employees have free access to mental health services such as counselling etc. 65 corporates participated in this mental health pledge touching over 7.5 million followers spreading massive awareness for mental health on World Mental Health Day. Some prominent companies such as Aditya Birla Group companies, IPSOS, Mudrex, Artech Infosystems, Neuron Energy, etc. participated in the #PledgeForMentalHealth to support its employees.

Press Trust of India



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The Indian Express

India Today



Mpower and Aditya Birla World Academy Leads the Way for Stigma-free Conversations on Mental Health

PTI | Updated: October 14, 2022 13:59 IST

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Business Today

Commenting on the various initiatives, Dr. Neerja Birla, Mental Health Champion, Founder and Chairperson of Mpower, said, "Mental health is one of the most important issues of our generation and there is a silent crisis that is engulfing millions of people across the country. Every year, on October 10, World Mental Health Day is observed around the world with the aim of raising awareness about mental health issues and mobilising support as well as creating access for mental health counselling for those in need. We at Mpower chose to mark this day with a series of initiatives that were in planning for months on end. Together, with our #PledgeForMentalHealth, The Happy Place - a student-led mental health festival organised by ABWA in association with Mpower and focus on therapies and unspoken issues such as 'Emotional Abuse', we want to ensure mental health is 'spoken openly' and 'help' is sort more readily, by eliminating the stigma associated to mental health."

Business Today

The Week



Join the movement

[#PledgeForMentalHealth](#)

10th October 2023



ADITYA BIRLA EDUCATION TRUST

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