

Mpower Marks a Decade of Mental Health Impact at the Tata Mumbai Marathon

Category: Business

written by News Mall | January 21, 2026



Mpower, an initiative of the Aditya Birla Education Trust, marked a significant milestone at the Tata Mumbai Marathon this year as it completed **10 Mindful Years** of sustained work in India's mental health space. Founded by Mrs. Neerja Birla, Founder and Chairperson of Mpower and the Aditya Birla Education Trust and Mpower.



Mpower Team at Tata Mumbai Marathon 2026

Over 700 participants – including employees and senior leadership from Mpower and Aditya Birla Group companies, along with college students from across Mumbai – came together at the Tata Mumbai Marathon to spotlight the importance of mental health through collective, visible action. While many joined the Dream Run, others took on the half marathon (21 km) and full marathon (42 km), reflecting a strong personal and organisational commitment to mental wellbeing. Student volunteers lined the route, cheering runners and amplifying mental health messages, reinforcing the belief that mental wellbeing is a shared responsibility across generations and communities.

Over the past decade, Mpower has built an integrated mental health ecosystem spanning prevention, early intervention, and clinical care, with 14 clinical units including mental health centres, affordable care foundations, and counselling cells embedded in college campuses across India. Through its

partnerships with government and public institutions, Project Samvedana strengthens rural mental health screening and referrals through district hospitals and Primary Health Centres – saving an average of 410 hours and Rs. 3,754 per individual by reducing delays and access-related costs.

Mpower works closely with frontline and vulnerable populations through targeted, high-impact interventions. Project Saksham, implemented with the Mumbai and Maharashtra Police, provides trauma-informed counselling and mental health support to survivors of violence, police personnel, alleged perpetrators, and their families – integrating mental health care into routine policing processes. Project Masoom supports children in state-run Child Care Institutions through trauma-focused counselling and caregiver sensitisation, while Project Mann, in partnership with the Central Industrial Security Force (CISF), delivers mental health literacy, psychological first aid, screening, counselling, and dedicated helpline support across high-stress security environments. At the national level, Mpower supports the Government of India's Tele-MANAS initiative and operates the Mpower 1-on-1 Mental Health Helpline (toll-free: 1800-120-820050), a 24x7 free counselling service, while COPE Clubs across colleges train peer supporters to normalise mental health conversations and enable early help-seeking among young people.

Since its inception in 2016, Mpower has reached **over 7 million beneficiaries**, with impact spanning awareness, counselling, clinical care, and crisis support. Its work has contributed to measurable improvements in mental health literacy, increased utilisation of services, and stronger institutional responses across education, healthcare, and public systems.

The Tata Mumbai Marathon provided a fitting moment to reflect on this decade-long journey – underscoring Mpower's belief

that mental health must be embedded into everyday life and supported through continuity, collaboration, and long-term engagement rather than episodic interventions.

As Mpower completes **10 Mindful Years**, the focus remains on building responsibly and sustainably, while ensuring that mental healthcare in India continues to be credible, ethical, accessible, and trusted.

About Mpower

Mpower, an initiative of Aditya Birla Education Trust is a pioneering social enterprise dedicated to transforming India's approach to mental health. Founded 10 years ago, Mpower has emerged as a leading force in spreading awareness, reducing stigma, and delivering holistic mental health care. With a robust team of over 200 trained professionals, Mpower impacts more than 121 million lives across seven cities, including Mumbai, Bengaluru, Kolkata, Delhi, Kota and Pune. Operating through five key verticals – Movement, Clinical Care, Outreach, Academia, and Mpower 1 on 1 – Mpower offers a comprehensive range of services. The Movement focuses on changing cultural perceptions and alleviating stigma. Clinical Care provides world-class mental health services through the Centre, the Foundation, and the Cell, catering to various needs from holistic care to affordable support for the underprivileged. The Outreach vertical drives awareness and capacity-building through IGNITE Programs for schools, colleges, NGOs, and corporates. Academia equips individuals and professionals with skills to handle mental health crises and foster empathy. The Helpline offers 24/7 multilingual support, while special projects like Samvedana enhance mental health care in primary health centers. Mpower's integrated approach and collaboration with government agencies underscore its commitment to creating a supportive and stigma-free mental health landscape.

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