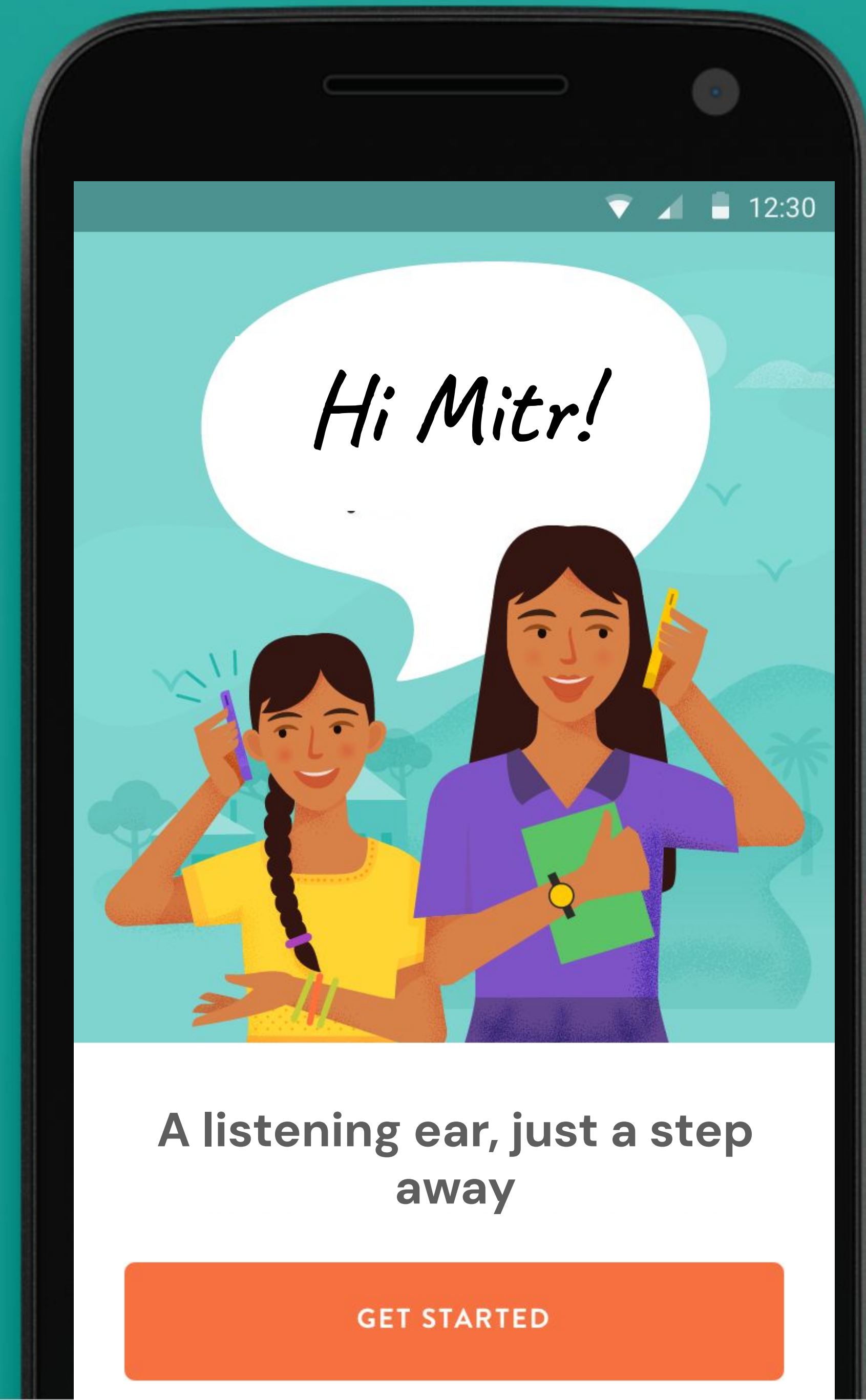


Mitr

Championing mental
health, one *conversation*
at a time



The background of the image is a split-screen photograph of two women. The woman on the left is a Black woman with short, dark, curly hair, wearing a green top with a patterned neckline. She is smiling and holding a white smartphone to her ear. The woman on the right is a white woman with long, dark hair, wearing a red top. She is also smiling and holding a white smartphone to her ear. A black watch is visible on her left wrist. The image has a dark, semi-transparent overlay across the center where the text is located.

Mitr connects college students to a trained mental health champion, via a **digital platform**, for **conversations** that promote positive mental health

Problem

85%

People struggling with mental health receive no support.

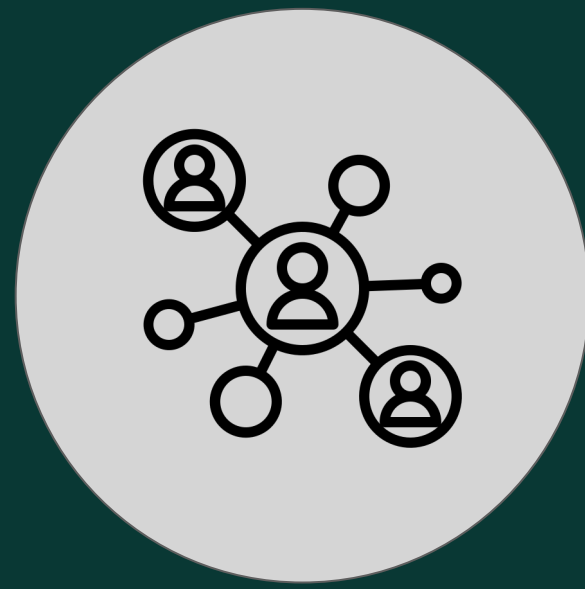
20%

Indian adolescents develop mental health conditions by the age of 14.

90%

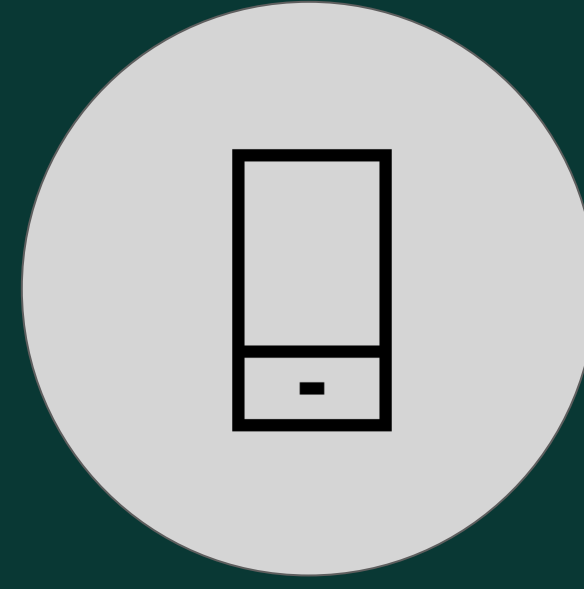
Trained healthcare professionals experience compassion fatigue.

Foundations



Community champions

'Paraprofessionals' effective supporting a range of mental health needs (Nadkarni et al 2016)



Digital

Custom app to onboard match, support conversations

Whatsapp to train community champions



Evidence-based learning

'Just in time' learning

Conversation guides on topics designed by experts

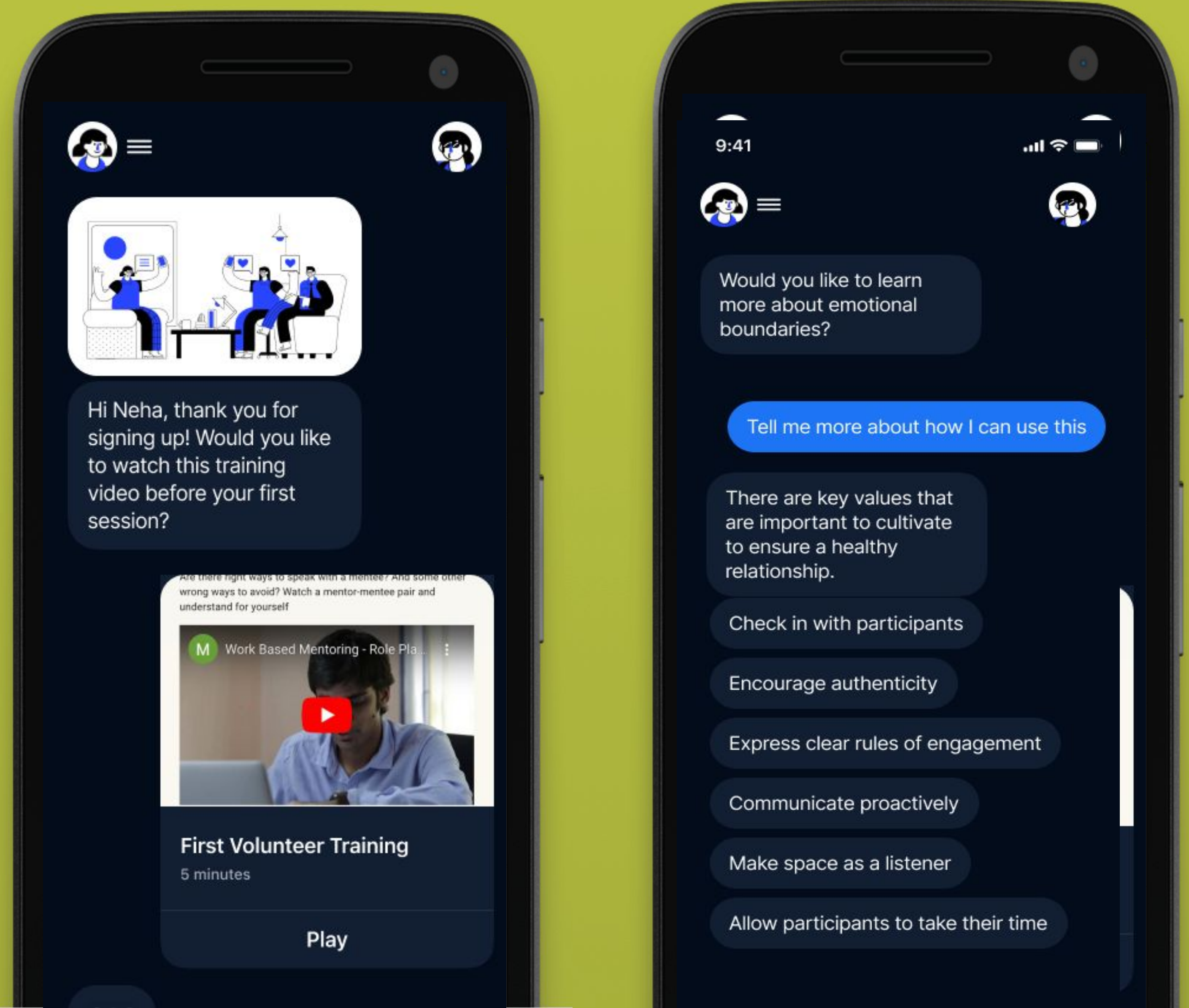
Onboarding

- Students (above 18) sign-up through college outreaches
- They share topics they're struggling with



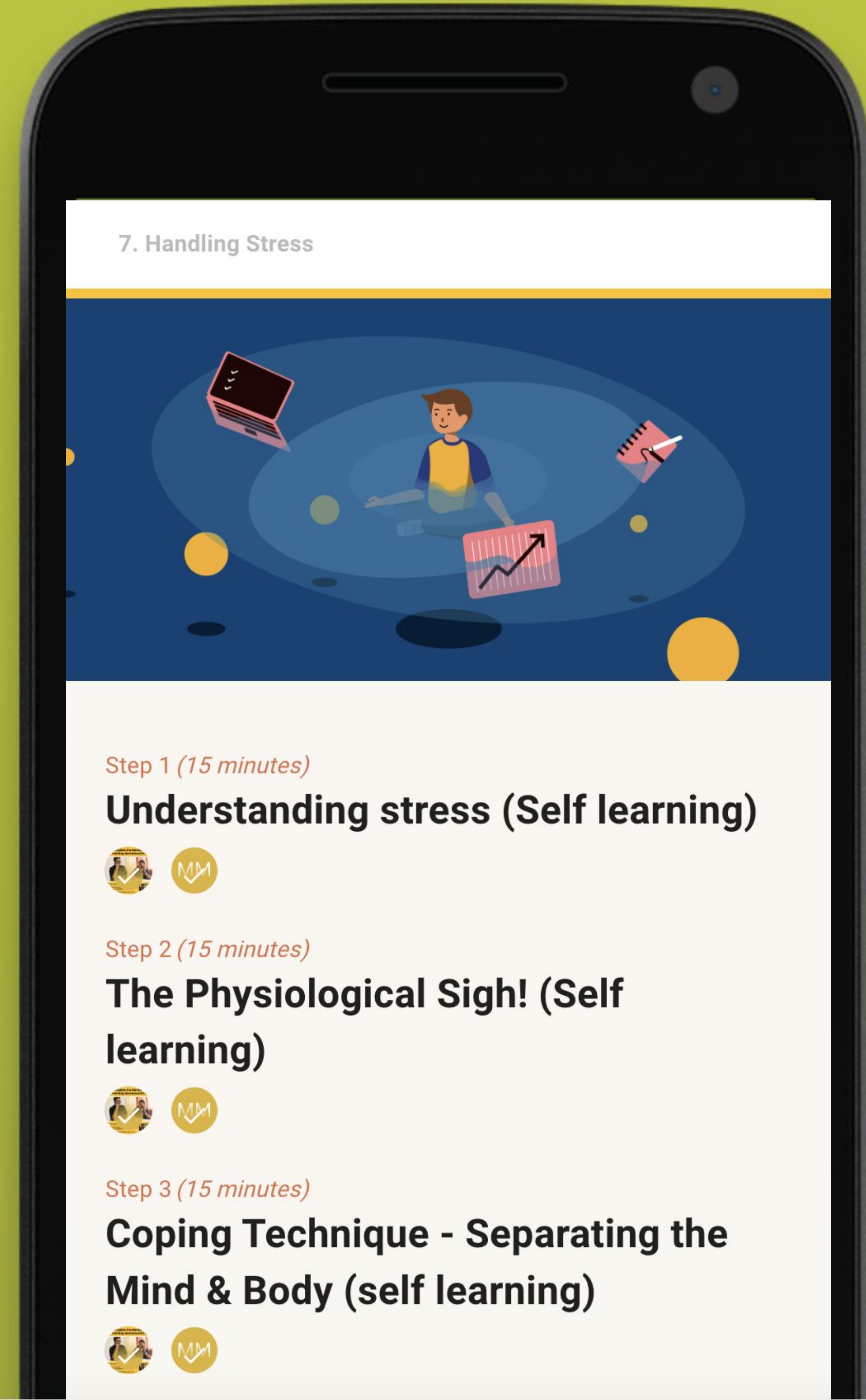
Learning

- Community champions receive byte-sized learning via whatsapp
- They converse with our *AI supermentor* who answers questions they have on topics



Conversations

- Community champions and students meet at scheduled interactions
- They use learning material to structure discussions



Reflections from Fukuoka

Importance of messaging & personal stories

Support & community for champions is key

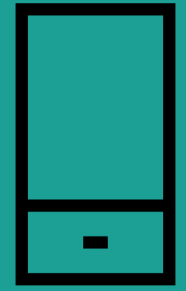
Treat the community as experts; learning not training

Platforms are scalable, not content

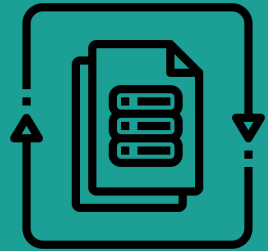
Live Ops & real-time adjustments based on data

De-jargoned

Progress



App to onboard, match, support conversations



Knowledge-bases, learning content v1

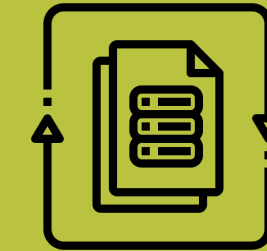


Volunteer base of 15,000+, partner network of 250+ colleges

Way Forward



Whatsapp for business API integration (June 2024)



Have experts vet and adapt learning & conversational guides (July 2024); \$



Finalise pilot location (mostly Karimnagar, Telangana); screen & select 75 mentors for pilot (September 2024)

Thank you!

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