

Mental Health

A Path to Well-being

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What is Mental Health?

Mental health refers to emotional, psychological, and social well-being.



- Impacts physical health and longevity.
- Affects relationships and social interactions.
- Contributes to overall life satisfaction and happiness
- Influences productivity and success.

Why Mental Health Matters



Understanding of the problem



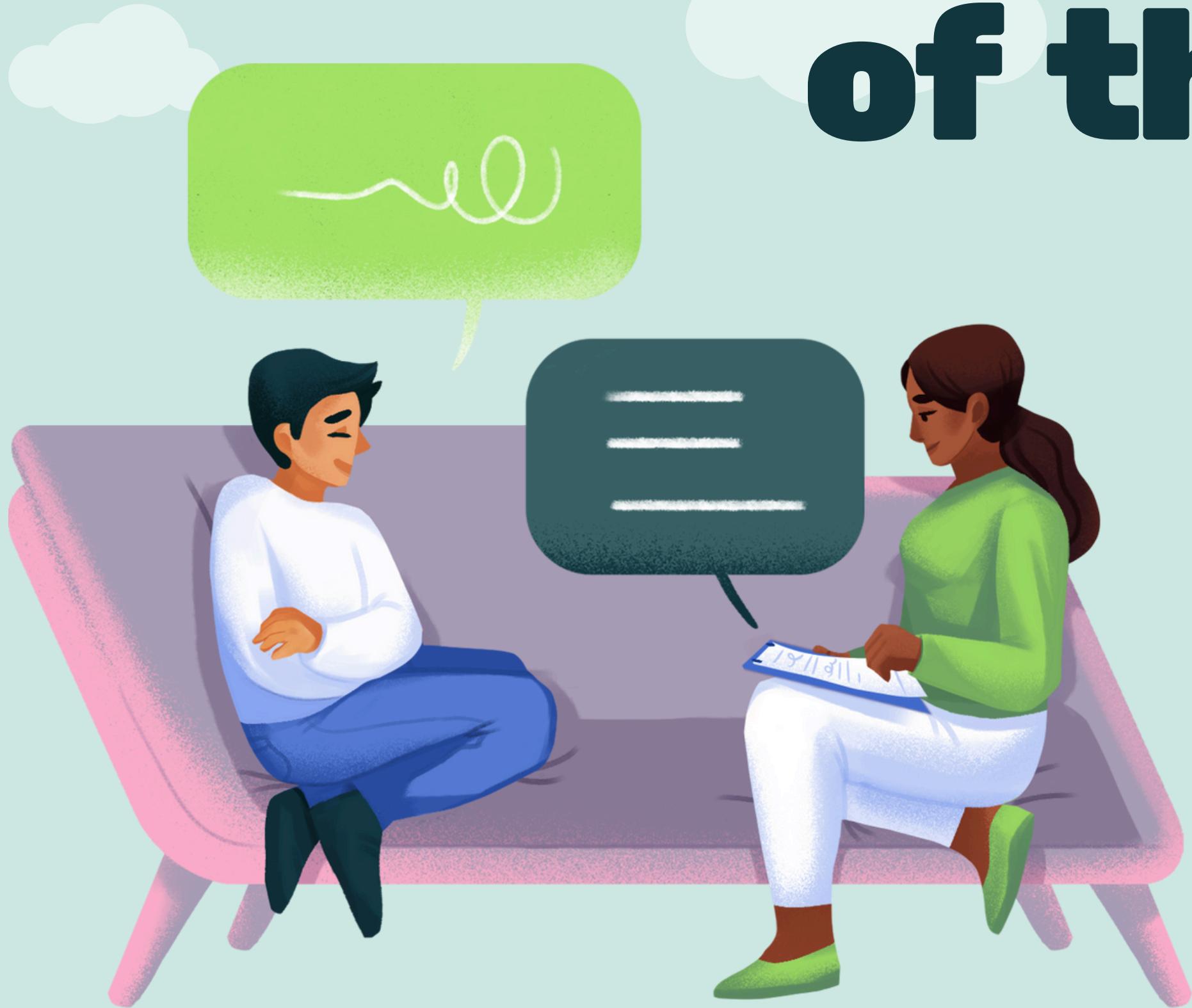
Background

- Mental health in India is still heavily stigmatized, underfunded, and largely inaccessible.
- As per WHO, nearly 56 million Indians suffer from depression and 38 million from anxiety disorders.
- Majority of India's population lives in Tier 2 and Tier 3 cities with limited access to therapists.

The Core Challenge:

- Despite growing awareness, accessibility, affordability, and acceptability of mental health care are low.
- The need is to integrate immersive and intelligent technologies to bridge this gap.

Understanding of the problem



AVIKA's aim:

- To develop an AI and VR-based therapeutic solution that delivers:
- Accessible therapy
- Immersive experiences to simulate calming environments
- Data-driven mental wellness insights

The Core Challenge:

- College students
- Working professionals
- Homemakers

Differentiator:

- Unlike standard digital therapy apps, AVIKA aims to offer AI-based diagnostics with immersive VR therapy, promoting user comfort and deeper emotional connection.

Primary Research

Target Groups:

- Psychologists and psychiatrists
- Working professionals (HR heads)
- Therapy users and students

Key Methods:

- Structured surveys and semi-structured interviews
- Focus on experience with traditional vs. digital therapy, openness to VR

Key Insights:

- 65% respondents were open to trying VR-based therapy if privacy was ensured.
- Many expressed skepticism toward AI-only models but openness if backed by professionals.
- Corporates are keen on scalable, low-cost wellness tools.



Secondary Research

Sources Reviewed:

- Research papers on AI/VR in therapy (Global + India)
- WHO and NIMHANS mental health reports
- Case studies of mental health startups (e.g., InnerHour, Wysa)

Key Takeaways:

- VR exposure therapy is already being used for phobias and PTSD globally.
- AI-based emotional recognition is a growing field but lacks personalization in many cases.
- Indian regulations are evolving, making this a good time for innovation.



Data Collection Status

What We've Collected So Far:

- Surveys from over 60 respondents (mix of therapists, students, working professionals)
- Interviews with 5 psychologists, 3 corporate wellness heads, and 10 therapy users.

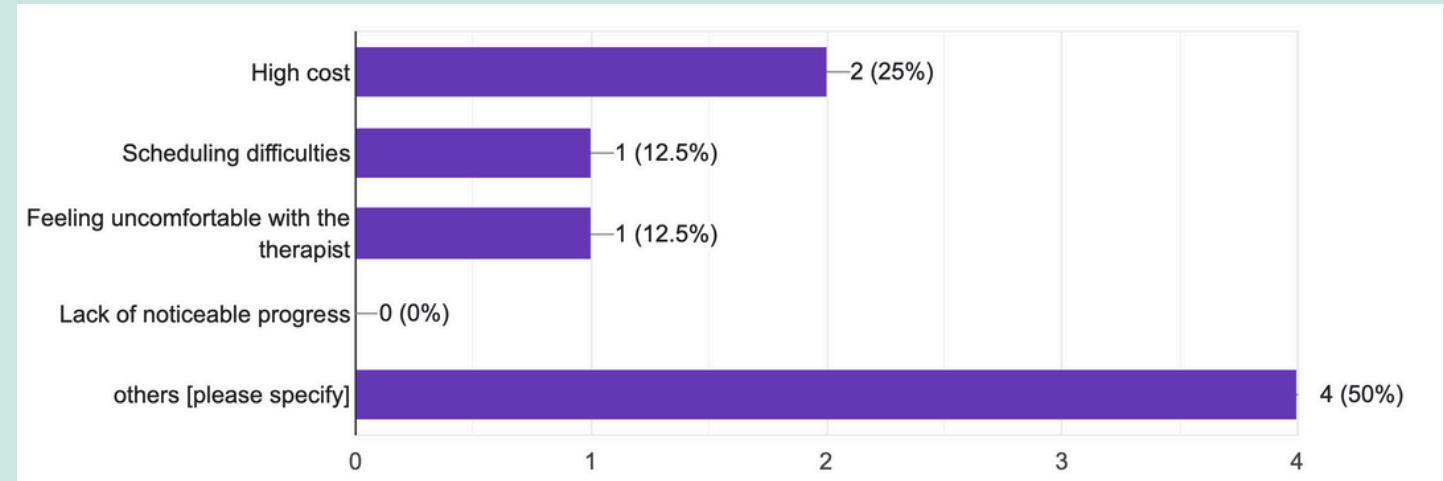
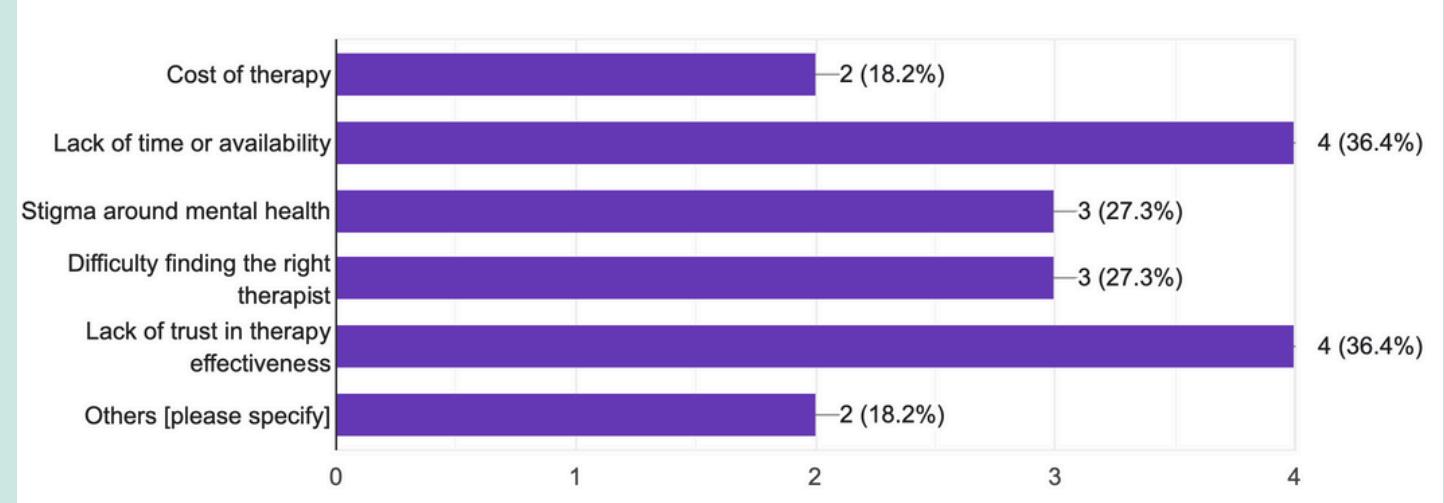
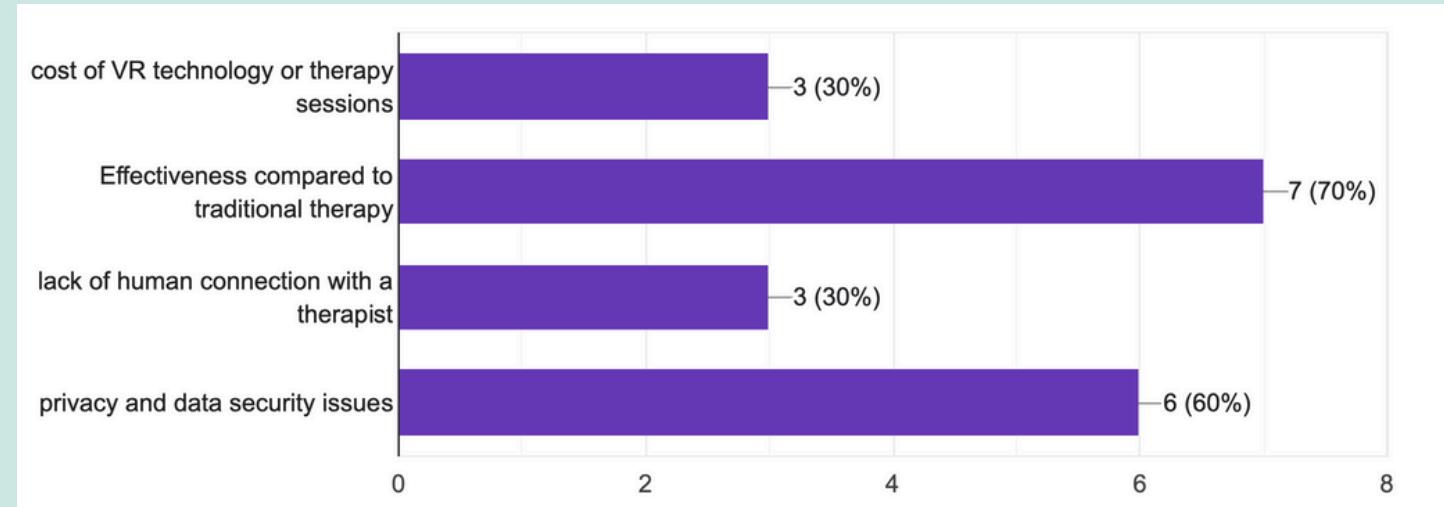
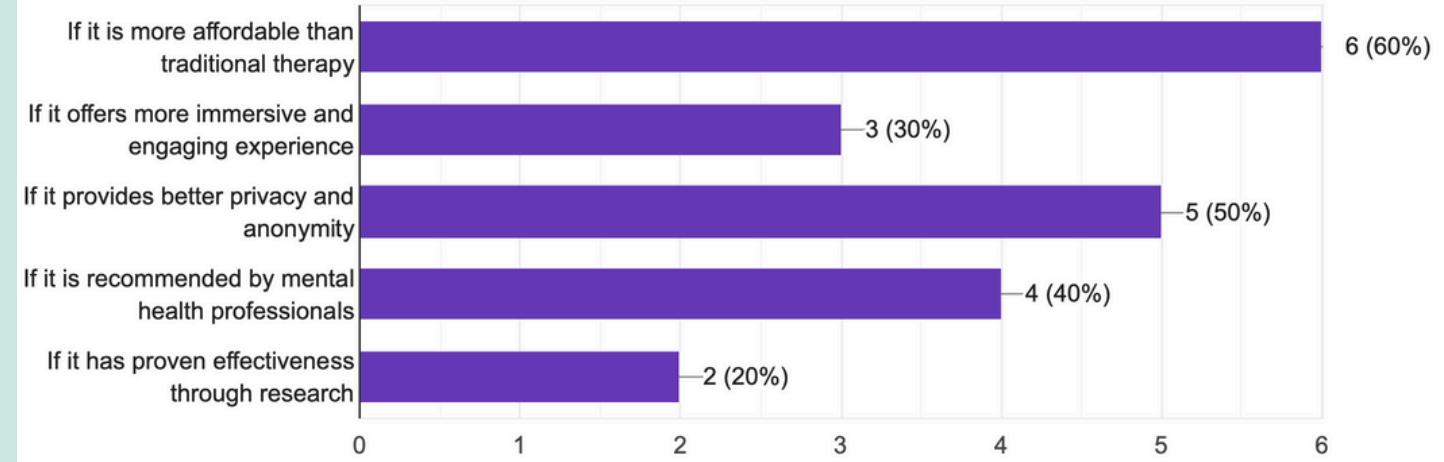
Key Findings:

- High willingness to explore VR therapy among Gen Z and Millennials
- Cost, privacy, and digital trust are major concerns
- Professionals expressed support if therapy is monitored by licensed practitioners.

Data Analysis Status:

- Qualitative data being coded using thematic analysis
- Quantitative responses being statistically summarized

<https://forms.gle/w6v3bywWeq4mYCH4A>



Next Steps

Short-Term Goals:

- Finalize analysis of survey and interview data
- Prototype development for VR therapy modules (focus: anxiety and burnout relief)
- Collaborate with a psychologist to validate the AI-generated therapy content.

Medium-Term Goals:

- Conduct pilot testing with early users from colleges and coworking spaces
- Create awareness campaigns on social media using case storytelling + expert voices
- Approach corporates for partnership under employee wellness initiatives

Long-Term Vision:

- Align with Mental Health Tech guidelines for national expansion



Thank You

