

## Policy Document: MindSwasth Bharat Abhiyan (MSBA)

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**Title:** MindSwasth Bharat Abhiyan (MSBA)

**Subject:** National Policy for Battling Mental Health Disorders Among Youth and Women

**Issued By:**

**Date of Issue:**

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### 1. Background

India faces a growing mental health crisis, with depression, anxiety, and other disorders significantly affecting the 15-49 age demographic, particularly women. Suicide is the leading cause of death among youth aged 15–29. Yet, over 70% of mental health issues in the country go untreated. To address this urgent issue, the Government of India proposes the "MindSwasth Bharat Abhiyan (MSBA)," a national mental health mission focused on early detection, support, destigmatization, and systemic reform.

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### 2. Objectives

- Promote mental well-being among youth and women.
  - Ensure early diagnosis and timely intervention.
  - Establish an institutional support system in educational and workplace environments.
  - Encourage public discourse and awareness about mental health.
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### 3. Key Policy Components

#### 3.1 Mandatory Mental Health Checkups

- Annual psychological assessments for students from Class 6 onwards, in all schools and colleges.
- Conducted by licensed mental health professionals.
- Confidential data handling; parental involvement when appropriate.

#### 3.2 Institutional Support and Counseling

- Minimum one trained counselor per 500 students in all educational institutions.
- Establishment of Peer Support Clubs to provide basic emotional first aid.

### **3.3 24x7 National Helpline and Mobile Application**

- Toll-free, multilingual mental health helpline with confidentiality.
- Companion app to offer anonymous chat/call support, self-help tools, and therapist locator.

### **3.4 Awareness and Anti-Stigma Campaigns**

- Nationwide campaigns through social media, print, and broadcast media.
- Engagement with celebrities and influencers to promote mental wellness.
- Mental Health Week celebration in schools, colleges, and workplaces.

### **3.5 Curriculum Integration**

- Introduction of emotional intelligence, mindfulness, and coping strategies into CBSE, ICSE, and state board curricula.
- Inclusion of real-life mental resilience stories and practical skill-building.

### **3.6 Therapy Access and Affordability**

- Public-private partnerships to offer subsidized or free therapy for students.
- Integration with Ayushman Bharat for therapy vouchers and reimbursement models.

### **3.7 Workplace and Higher Education Reforms**

- Mandatory mental health leave policy (minimum one day per month).
- Establishment of mental health cells in all higher education institutions and government workplaces.

### **3.8 Research and Data Monitoring**

- National dashboard for mental health indicators, updated annually.

- Regular surveys in collaboration with NIMHANS, ICMR, and WHO.
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## **4. Implementation Plan**

### **Year 1: Pilot Phase**

- Launch in Maharashtra, Karnataka, Delhi, Kerala, and Assam.
- Recruitment and training of 10,000 mental health professionals.
- Development of app, helpline, and curriculum modules.

### **Year 2: Expansion Phase**

- Extend coverage to Tier 1 and Tier 2 cities.
- Nationwide awareness campaign rollout.
- Begin Ayushman Bharat therapy subsidy pilot.

### **Year 3: National Rollout**

- Mandatory annual checkups implemented nationwide.
  - Full integration with Ayushman Bharat for subsidized therapy access.
  - Launch of Mental Health Index in collaboration with NITI Aayog.
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## **5. Budget and Funding**

Funding to be sourced from:

- Ministry of Health and Family Welfare
- Ministry of Education
- Corporate Social Responsibility (CSR) initiatives from private sector
- Grants from international bodies such as WHO, UNICEF, and World Bank

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## 6. Key Stakeholders

- Ministry of Health and Family Welfare
- Ministry of Education
- National Council of Educational Research and Training (NCERT)
- University Grants Commission (UGC)
- National Institute of Mental Health and Neurosciences (NIMHANS)
- NGOs and mental health advocates

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## 7. Monitoring and Evaluation

- Annual performance reviews of checkup and therapy participation rates.
- Real-time analytics from the national dashboard and mobile app.
- Quarterly progress reports submitted to Parliament.

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## 8. Conclusion

MindSwasth Bharat Abhiyan is a visionary step toward securing the mental well-being of India's future generations. Through early intervention, accessible care, and cultural transformation, this policy aims to make mental health a national priority.

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