

Mrs. Neerja Birla Initiative Mpower Strengthens CISF Mental Health, Driving a Significant Decline in Suicide Incidents

Category: Business

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Mpower, an initiative of the Aditya Birla Education Trust, has significantly enhanced the mental well-being of the Central Industrial Security Force (CISF), contributing to a remarkable 40% reduction in suicide rates since 2020. This achievement highlights the success of Project Mann by Mpower, a Public-Private Partnership (PPP) that addresses the unique mental health challenges faced by CISF personnel, including prolonged working hours, loneliness, interpersonal issues, financial stress, and high-pressure living conditions.

Through this partnership over the years, Mpower has developed a comprehensive mental health support system tailored for CISF personnel across India. The comprehensive and holistic [program includes a 24/7 counselling helpline that has managed](#) over 24,200 calls since 2020, providing immediate, confidential assistance and sustained well-being checks across 70 airports and 51 non-airport units. In addition to the Tele counselling, the team of psychologists have provided one-to-one therapy sessions. The change to seek help started when we conducted awareness across [India](#) for CIS personnel. Our efforts have impacted over 2 Lakh personnel.

These sustained efforts have yielded remarkable results, including a significant reduction in suicides among Central Industrial Security Force (CISF) personnel. In 2024, CISF

reported a 40% decline in suicides-the lowest since the partnership began. This highlights the tangible impact of Mpower's [mental health](#) interventions in fostering emotional resilience and cultivating a supportive mental health culture within the organization.

A senior CISF official expressed his views, stating, *"Mpower's consistent support and tailored interventions have normalized help-seeking behavior within the CISF, reducing stigma around mental [health](#) and creating a healthier, more resilient environment for our personnel. This [cultural](#) shift is critical for those entrusted with safeguarding the nation's critical infrastructure.*

Mrs. Neerja Birla, Founder and Chairperson of Mpower, ABET emphasized the broader implications of this collaboration, saying *"Our partnership with [CISF demonstrates how public-private partnerships can institutionalize mental health support not only in the workplace but also in high-stress professions like paramilitary services. By integrating mental \[health\]\(#\) as a core component of resilience-building, we can equip personnel to thrive under pressure while fostering emotional strength. The 40% reduction in suicide rates within the CISF \[highlights the tangible impact of our initiatives\]\(#\) by the Mpower team. Working in a collaborative manner has resulted in a \[customized step-by-step approach to address the mental health\]\(#\) of a large community service workforce and creating stigma-free space for mental health conversations for an audience who were hesitant to seek help.](#)*

Looking ahead, Mpower aims to expand its support with family engagement workshops, movement therapy programs, and specialized stress management training for CISF personnel. Mpower is also driving multiple initiatives across [India for a large-scale community service](#) workforce to drive acceptance of recognising and seeking help for mental health. This effort reinforces a growing openness in [India](#) toward seeking mental health support, mirroring trends in Western nations.

About Mpower

Mpower, an initiative of the Aditya Birla Education Trust, is a pioneering social enterprise transforming [Indias](#) approach to mental health. Founded eight years ago, Mpower operates through five verticals-Movement, Clinical Care, Outreach, Academia, and Mpower 1 on 1-delivering [comprehensive services](#) to over 121 million individuals across seven cities. Mpower's integrated approach, backed by a team of 200+ professionals, continues to shape a stigma-free mental [health](#) ecosystem.

