

Caregiver Counselling Pilot Programme with Cuddles Foundation

In 2016, Adveka Foundation partnered with Cuddles Foundation, an organization that works with children suffering from cancer, for a pilot caregiver counselling programme. Over a period of three months, Adveka successfully worked with eight



dieticians of the Bombay chapter, who interact with and take care of the specific dietary needs of children who are cancer patients. They regularly face situations with high emotional stress in their work. The curriculum

covered six sessions: self care, assertiveness training, emotional management parts I and II, dealing with lack of motivation and enthusiasm, and dealing with grief. The eight participants were graded for baseline and endline scores, before and after the curriculum sessions respectively, on four parameters: posttraumatic stress disorder (PTSD), resilience, coping, and caregiver burden. Comparing baseline and endline scores after the pilot, Adveka found that all eight dieticians had better coping and resilience scores, while both PTSD and caregiver burden had significantly reduced.

Adveka founder one of 2016's 50 Most Impactful Social Innovators

On February 18, 2017, World CSR Day, Adveka's founder and CEO, Maitreyi Pawar, was recognised as one of the "50 Most Impactful Social Innovators", for her work in the field of mental health. Maitreyi established Adveka Foundation in September 2015 with the aim to promote mental health and wellbeing in every section of society, and eradicate the stigma attached to mental illness.



She has previously worked in the field of child protection, and counselled cancer patients and individuals dealing with mental health issues.



Adveka Foundation
An Organisation for Mental Health

Founder's Note

People suffering from mental or debilitating physical illnesses go through severe psychological distress, as do their caregivers. Having personally experienced and witnessed these struggles, I started Adveka Foundation in September 2015 as a way to provide them professional support. In just 18 months, Adveka has already achieved far more than we ever imagined. We've partnered with several organizations, reached out to countless people through our events and workshops, and encouraged many others to share their stories about living with a mental illness. The philosophy at the heart of Adveka is to strive for and work towards a world where every individual — regardless of gender, religion and economic background — can access professional mental health help without fear of discrimination or stigma, and where mental health issues are accepted as a natural reality of life. This need is more urgent than ever considering the increasing stresses and strains we face in our everyday lives, but cannot afford the time, finances, or resources to seek professional help. Adveka is perfectly poised to provide this invaluable support. The success Adveka has seen so far has been due to our remarkable staff, mentors, volunteers, partners, and our generous funders and donors. To all of you, we say thank you. Thank you for taking a chance on us, for working with us, and for helping us spread our message. None of this would be possible without you.

— Maitreyi Pawar