

**TRUSTEES**

Dr. Rashmi Poddar  
Mr. Pradeep Saxena  
Mr. Rohit Poddar  
Mrs. Prakriti Poddar

**ADVISORS**

Mr. Dipak Poddar  
Mr. Nanik Rupani  
Dr. T.S. Bhal  
Dr. S. Parasuraman  
Mr. Shishir Joshi  
Ms. Roshika Singh  
Mr. Jetu Lalvani  
Mrs. Dolly Thakore  
Mr. Kaiser Dopashi  
Mr. Kewal Kapoor  
Mr. Arvind Joshi

**SUPPORTERS**

FICCI FLO  
IMC

## SILENCE तोडो, INSURANCE जोड़ों

### INVITE TO THE CONFERENCE ON THE INSURANCE FOR MENTAL HEALTH

**MARCH 5, 2020, 6 PM TO 7:30 PM**  
**INDIAN MERCHANTS' CHAMBER, CHURCHGATE, MUMBAI**

On behalf of Poddar Foundation, we would like to invite you to be part of a much needed dialog to direct the dissemination of Mental Health Insurance (MHI) in India.

As you may be aware, Mental Health Disorders substantially contribute to the global burden of disease. And despite the mandate that the IRDAI put forth, it is has been challenging to create insurance products for the insurance of Mental Health.

The economic burden due to mental health concerns is extremely high in India and statistically there are over 150 million Indians in need of active treatment. The treatment for mental health is costly, making it very difficult especially for individuals to access care.

Despite the Mental Health Care Act, making provisions to ensure that mental illness is at par with physical illness, with the absence of clear guidelines for implementation and design of Mental Health insurance products, this directive poses a challenge to proper execution.

#### History

Poddar Foundation started the conversation around the implementation of insurance for mental health as a result of the unadopted mandate of the IRDAI suggesting that Mental Health Insurance be included by all insurance companies providing health insurance.

The conference in April 2019, brought to light the challenges that insurance companies were facing vis-à-vis the creation of these product/s. Therefore, post the conference a research was embarked upon and a white paper with clear recommendations on how the insurance companies can build their product/s was created by our foundation.

This will be presented at the conference.

#### The Objectives of this Conference:

1. To showcase the **need** for the Insurance Policy
2. To highlight the **readiness** of various Stakeholders, and to discuss the optimal design for coverage
3. **Dissemination** for successful adoptability
4. Launch of the **White Paper** for the Insurance for Mental Health

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### Why this Matters?

One in four people are directly or indirectly effected by mental health challenges. Unless it is treated like any other physical illness, change will not take place. We understand the need, we aim to showcase the **readiness** for the adoption of these upcoming products.

Public, Private and Not for Profit Organisations will benefit greatly as they will not only understand the need but will spearhead their readiness towards adoption of the insurance products.

This interaction will help us support society by influencing the stakeholders to create products to insure Mental Health.

### Who Should Attend?

Insurance Companies, Pharmaceutical Companies, Hospitals, Financial Institutions, Educational Institutions, Blue Chip Companies, SME's, MNC's, Hospitality, Government, NGO's, Organisations and Influencers.

### Confirmed Speakers

**Maharashtra Home Minister, Shri Anil Deshmukh**  
**Founder, Swades Foundation, Mr. Ronnie Screwvala**  
**Founder of Priyadarshini Academy, Shri. Nanik Rupani**  
**Principal Secretary, Maharashtra Human Rights Commission, Shri. V.K. Gautam**  
**Dutch Consul General, Mr. Guido Tielman**  
**CEO, Masina Hospital, Dr. Vispi Jokhi**  
**Actor, Founder, The Foundation, Mr. Rahul Bose**  
**IRDAI, Executive Director, Health, Mr. Suresh Mathur**  
**Sun Life Insurance, Country Head, Mr. Sandeep Asthana**

**Silence तोडो, Insurance जोडो** is scheduled from 6 pm to 7:30 pm, on the 5<sup>th</sup> of March at the IMC, Churchgate, Mumbai.

Do RSVP the confirmation of your attendance to [info@poddarfoundation.org](mailto:info@poddarfoundation.org) and/or to +919833093230

This is an invite only event, therefore, if you have someone else who would like to attend, do share the names and designations via email or whatsapp.

Regards,

Prakriti

**Prakriti Saxena Poddar**  
**Managing Trustee**

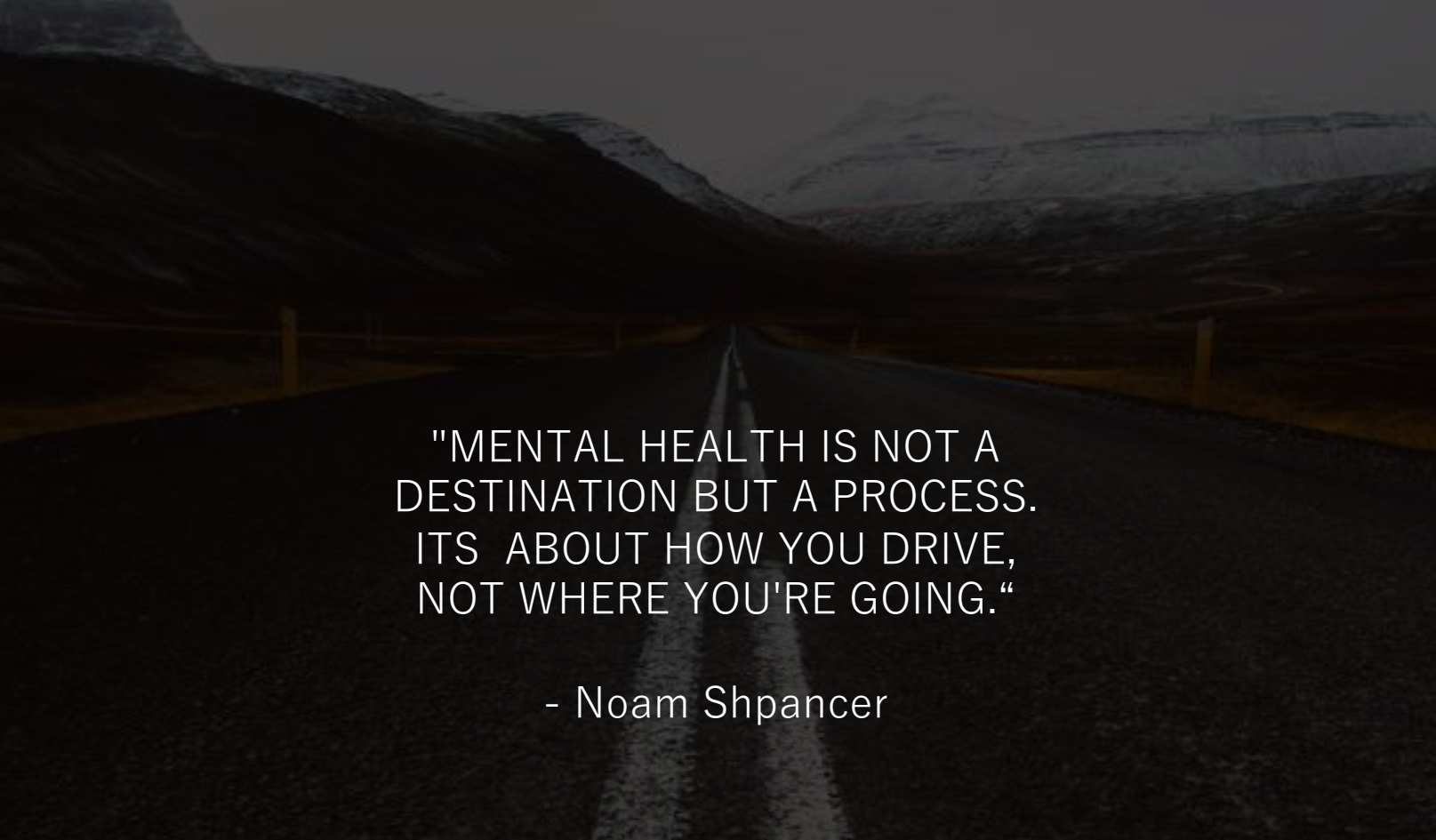
Poddar Foundation



PODDAR  
FOUNDATION

Silence तोड़ो, Insurance जोड़ें

March 2020



"MENTAL HEALTH IS NOT A  
DESTINATION BUT A PROCESS.  
ITS ABOUT HOW YOU DRIVE,  
NOT WHERE YOU'RE GOING."

- Noam Shpancer

# ABOUT PODDAR FOUNDATION

Formed in 1983 with the mandate of being in service towards health and wellness of India.

Focuses on building awareness around mental, behavioural and emotional health issues and its effects on our everyday lives.

March 2020

The Foundation works through its flagship program 'SILENCE तोड़ो' to sensitize people with understanding and knowledge about mental health and its various issues. The main agenda as the name suggests, is to stimulate the insurance companies to create their products for Mental Health Insurance.

# ABOUT THE CONFERENCE

01



## THE IDEA

Develop a common platform to focus insurance companies to develop their Mental Health Insurance as part of their offerings

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02



## YOUR BENEFIT

Be part of the change to demand insurance for mental Health

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03



## BROWNIE POINT

Add value to your CSR & be an active participant in the society's welfare

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PODDAR  
FOUNDATION



# THE TRUTH





Mental Health Disorders substantially contribute to the global burden of disease. And despite the mandate that the IRDAI put forth, it has been challenging to create insurance products for the insurance of Mental Health.

Over 150 million Indians in need of active treatment.

Cost: High, therefore access care is limited

Physical illness should be equal to Mental Health Illnesses and insurance should be made available for MH Illnesses

# WHY

SPEAKERS FROM ALL WALKS IN LIFE  
TALKING ABOUT THE NEED

March 2020



PODDAR  
FOUNDATION

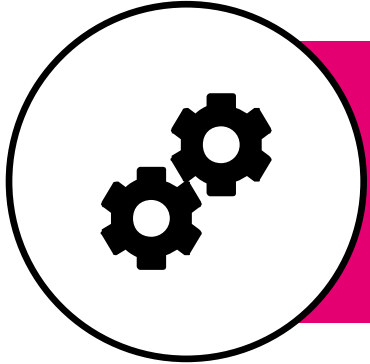


# THE CONVERSATION





# THE CONFERENCE

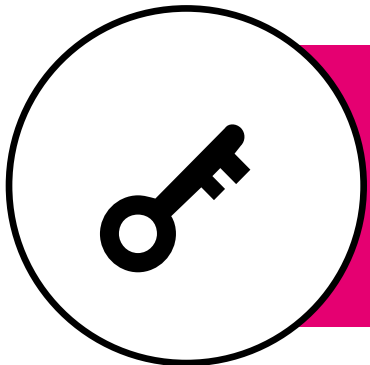
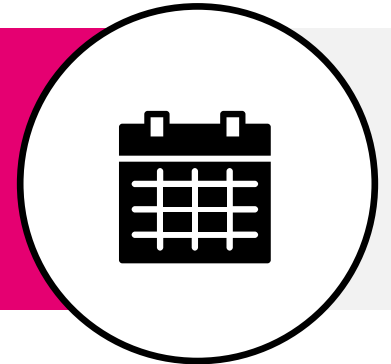


## SESSIONS

THERE ARE 2 SESSION  
A) INAUGURAL  
B) PANEL

## DATE & VENUE

5<sup>TH</sup> MARCH 2020  
IMC CHURCHGATE, MUMBAI

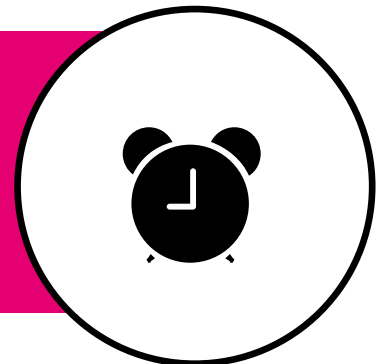


## KEY TO SUCCESS

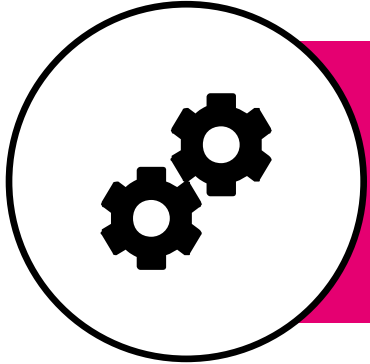
WHITE PAPER LAUNCH AND  
DISTRUBUTION TO AID MENTAL  
HEALTH INSURANCE

## TIME

5:30 REGISTRATION  
SESSIONS START FROM 6 TO 7:30 PM



# THE CONFERENCE OBJECTIVES

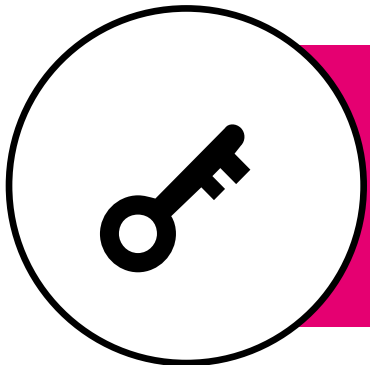
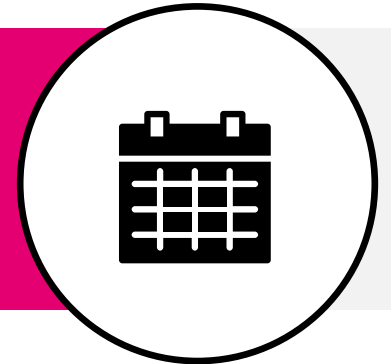


## OBJECTIVE 1

To showcase the need for the Insurance Policy

## OBJECTIVE 2

To highlight the readiness of various Stakeholders, and to discuss the optimal design for coverage

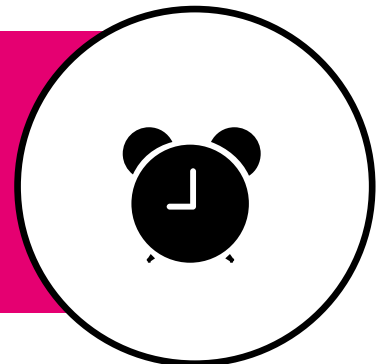


## OBJECTIVE 3

WHITE PAPER LAUNCH AND DISTRIBUTION TO AID MENTAL HEALTH INSURANCE

## OBJECTIVE 4

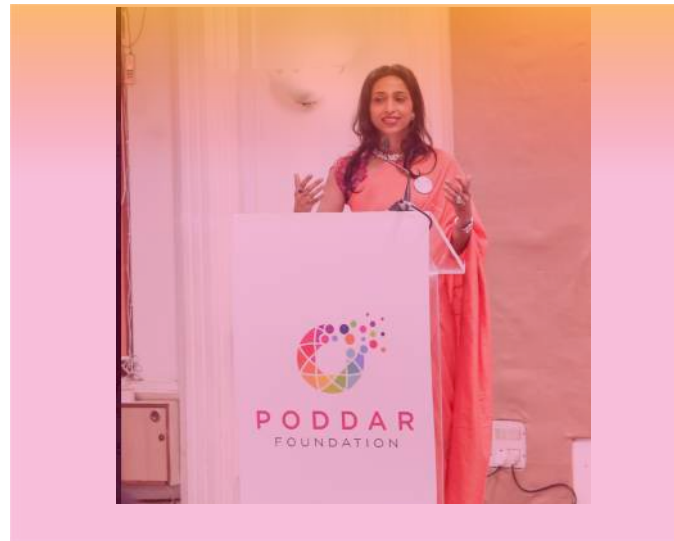
Dissemination for successful





# ENSURE YOUR MENTAL HEALTH 2019

Snapshots from last year





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# THE SPEAKERS



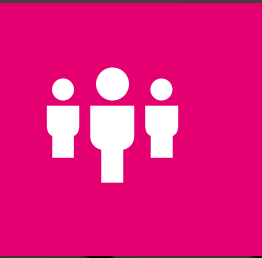
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Actor, Founder, The Foundation, Mr. Rahul Bose  
IRDAI, Executive Director, Health, Mr. Suresh Mathur  
Sun Life Insurance, Country Head, Mr. Sandeep Asthana

# SEAKERS

SPEAKERS FROM ALL WALKS IN LIFE  
TALKING ABOUT THE NEED

March 2020





# SPEAKERS

Shri Anil Deshmukh



Mr. Ronnie Screwvala



Shri. Nanik Rupani



Ms. Prakriti Saxena Poddar



Mr. Rahul Bose



Shri. V.K. Gautam



Dr. Vispi Jokhi



Mr. Guido Tielman



Mr. Sandeep Asthana



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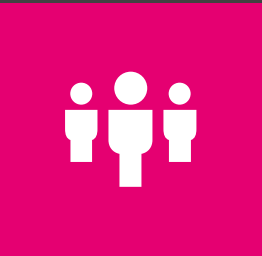


**WHO SHOULD  
ATTEND**

**Silence तोड़ो, Insurance जोड़ें**

**WHO SHOULD ATTEND**

**Insurance Companies, Pharmaceutical Companies, Hospitals,  
Financial Institutions, Educational Institutions, Blue Chip Companies,  
SME's, MNC's, Hospitality, Government, NGO's, Organisations and  
Influencers**



# WE ARE GRATEFUL FOR YOUR SUPPORT



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DESTINATION BUT A PROCESS.  
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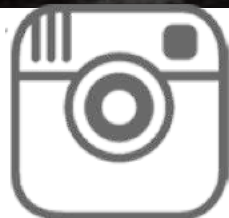
SILENCE तोड़ो

Thank you for being  
involved in breaking the  
silence around Mental  
Health and it's need to be  
insured!

March 2020



# PoddarFoundation



# PoddarFoundation



# MentalHealthPod



**PODDAR**  
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**RSVP REQUIRED**

**THANK YOU**

[INFO@PODDARFOUNDATION.ORG](mailto:INFO@PODDARFOUNDATION.ORG)

**91-9821625000**