

HuesTherapy by Huesofthemind

An initiative to make help easier.



**Introduction to
Huesofthemind**

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**Introduction
to
HuesTherapy
Project**



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and more**



“You, yourself, as much as anybody in the entire universe, deserve your love and affection.”



— **Buddha**



About us

Click [here](#) to visit our website.





Huesofthemind

Huesofthemind Foundation is United Nations member, non-profit organization to advocate mental health.

We have been awarded by the former Health Secretary of India for our efforts to spread awareness and reduce the stigma around mental health.



Impact in numbers (2020-2022)

50,000+



Beneficiaries Impacted

In corporates,
organisations,
schools, colleges,
NGOs and more

200+



Collaborations

We've worked with
multiple
organisations that
share our vision

150+



Events

Conferences,
workshops, camps
and webinars

1200+



HuesLetter Subscribers

Our digital, free of
cost newsletter with
multiple mental
health resources

Mission and Vision

- **Mission**

We share resources for wellbeing & mental wellness.

- **Vision**

We aspire to encourage inclusivity and reduce the stigma around mental health.





Goal

Our goal is to make mental health resources more accessible, affordable, and available in our nation, India.

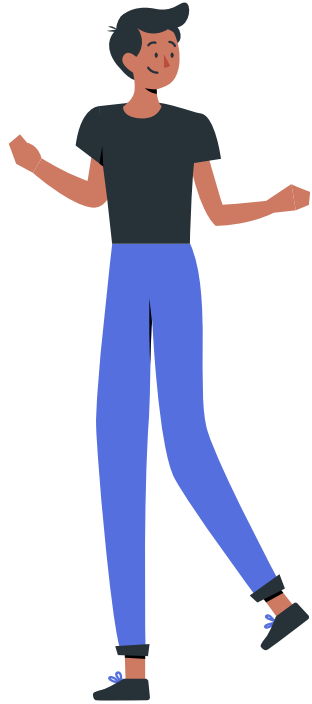


The Mental Health Challenge in India

There is a **treatment gap of 70-92%** when it comes to mental health resources in India. One of the core reasons for this is the **lack of financial accessibility**

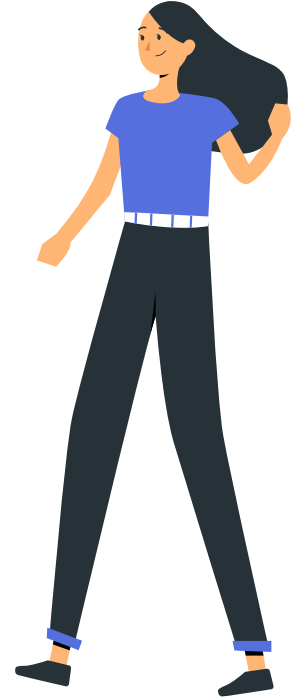
In the pandemic, large masses of the population suffered a lot because of grief and uncertainty. There is a pertinent need to have access to mental health care, specially after the pandemic.

The HuesTherapy Project is a one-step solution for them to reach out for help, as a step towards improving their mental health.



HuesTherapy

A two-fold approach of
Preventative Mental Healthcare
along with
Accessible Resources for Beneficiaries



We aim to bridge the mental healthcare gap by



Making an interactive Ed-tech platform

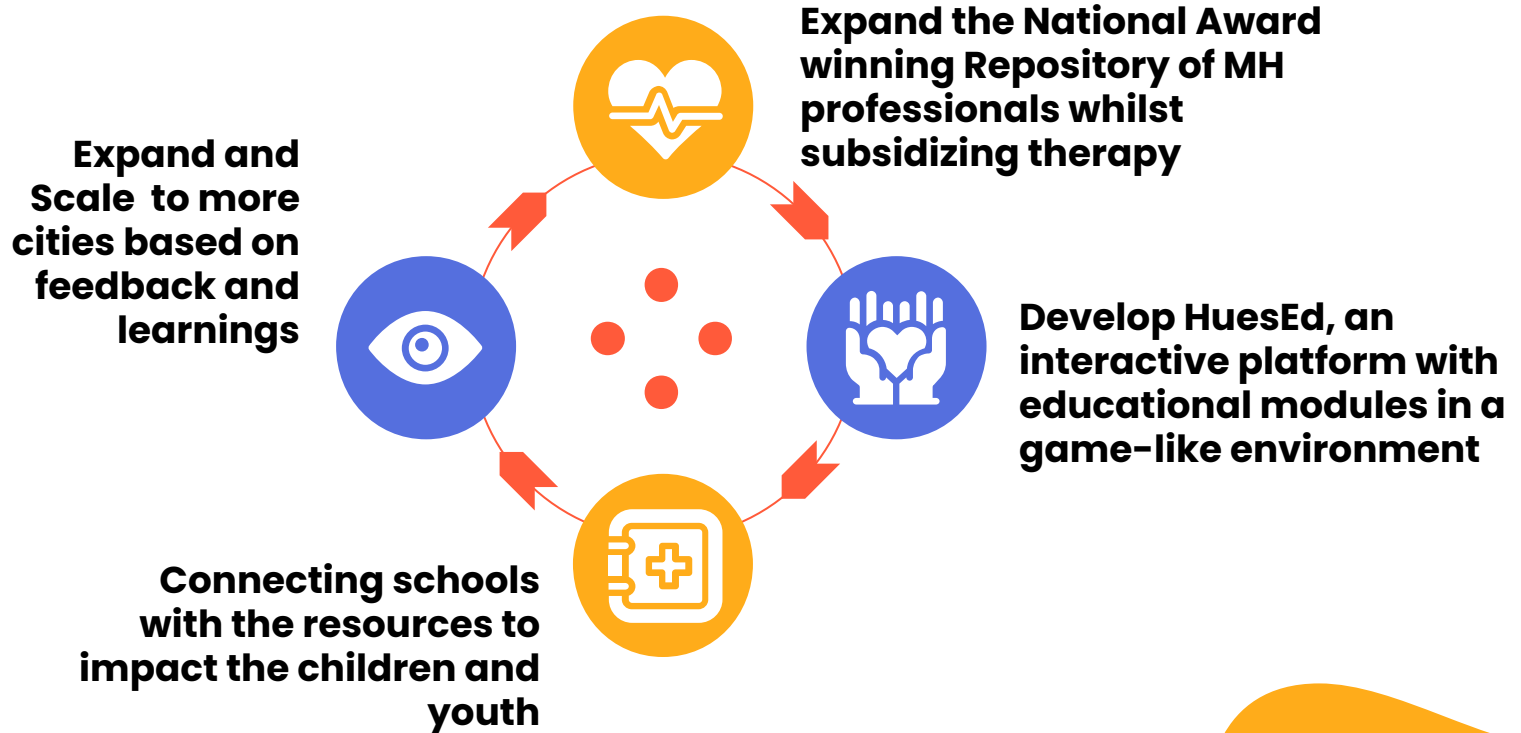
Development of educational resources that are vital for preventative care.



Making therapy accessible and affordable

Improving the Mental Health Repository and Subsidising the cost of therapy sessions.

Our Process



Features of the project

**Interactive
Ed-tech**

**Game like visuals to
increase appeal**

**Repository by Name,
Issue, or City**

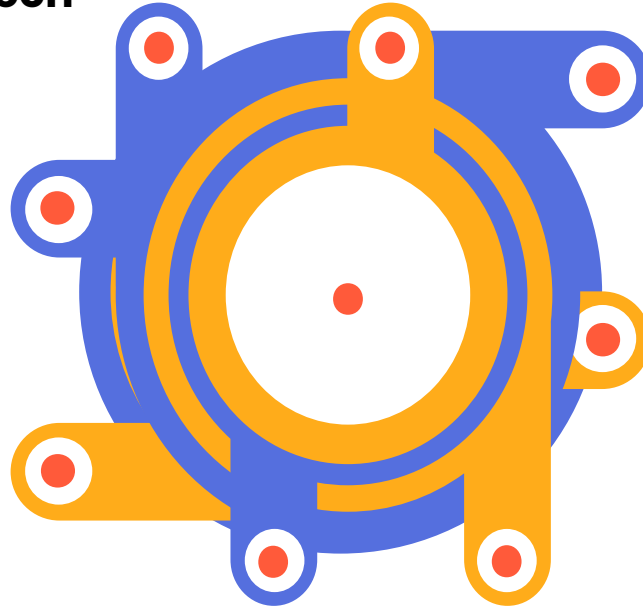
**SoS help
available**

**Financial help,
Discounts offered**

**All therapists
available virtually**

Pocket- friendly

**Tailor made for
children**



Innovations



Availability

All resources
made available
in one location



Accessibility

Innovative and
digitally
available
solutions



Affordability

Subsidised
resources
offered

Impact in Key Numbers



1 million

Beneficiaries to raise awareness about Mental Health



200

Partnerships with Schools and Non-profit organisations



10

States across India

Financial Feasibility

€ 5000

Team

Product specialists:
Content, Design,
Psychologists

€ 5000

Logistics

Costs for events
in different
locations

€ 7000

Technology

Building the
ed-tech
platform

€ 3000

Marketing

Leveraging
social media
and offline
campaigns



Proof of Concept

HOTM REPOSITORY

Thank you for reaching out to us and taking a step towards improving your mental health. Contact the therapist you wish to proceed with and refer HuesoftheMind to avail a discount. All the Mental Health Professionals here are available for virtual therapy. We hope we can help you help yourself.

Note: If you are a therapist and want to be listed here, kindly drop a mail. We will contact you.

[Drop a mail!](#)

Search for your issue or a therapist by name or location

Counselling

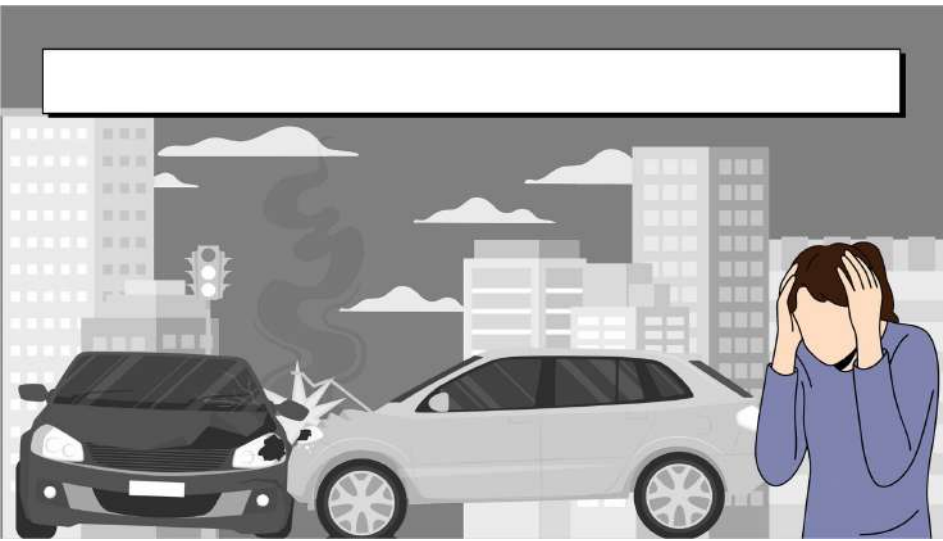
Specialized Therapy and more



Anupama Das

Location: Kolkata





Proof of Concept

Figures above:
Our interactive educational
module with visual scenarios
and a quiz based approach.

Awards & Recognition



IHW Digital Health Award

The youngest team to be awarded the Award amongst 2000+ nominations



Mass media

Interviewed by the Times of India, Smiley News, Published in iOWN magazine



Digital Leadership Awards

Digital Youth Champion by mEducation Alliance(2022), Awarded by TCS AIESEC (2020)

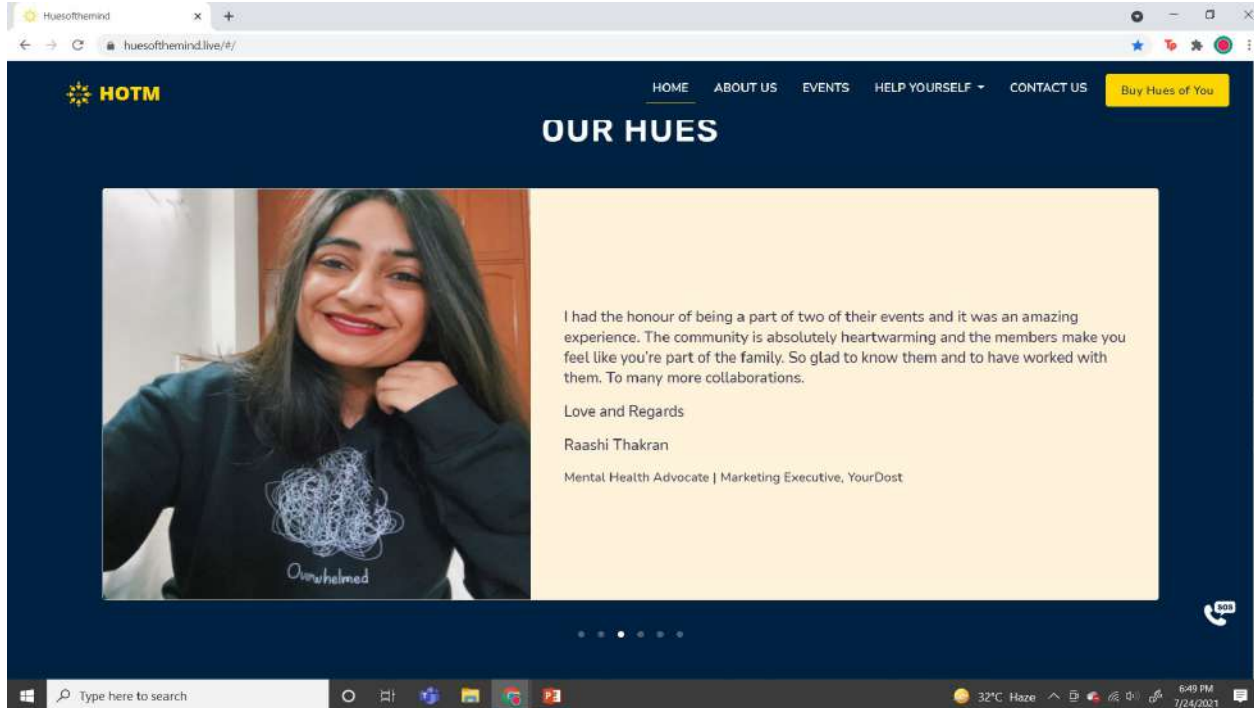


Social media features

Noble work featured by 50+ organisations

Testimonials

Ms Raashi Thakran- International Mental Health Advocate




The screenshot shows a web browser displaying the HuesoTheMind website. The browser's address bar shows the URL "huesothemind.live/#/". The website has a dark blue header with the "HOTM" logo on the left and navigation links for "HOME", "ABOUT US", "EVENTS", "HELP YOURSELF", and "CONTACT US" in the center. A yellow button labeled "Buy Hues of You" is on the right. The main content area features a large yellow testimonial card. On the left side of the card is a photograph of Ms. Raashi Thakran, a woman with long dark hair, smiling and wearing a black hoodie with a white graphic and the word "Overwhelmed" printed on it. To the right of the photo, the testimonial text reads: "I had the honour of being a part of two of their events and it was an amazing experience. The community is absolutely heartwarming and the members make you feel like you're part of the family. So glad to know them and to have worked with them. To many more collaborations." Below the text, it says "Love and Regards", "Raashi Thakran", and "Mental Health Advocate | Marketing Executive, YourDost". At the bottom of the testimonial card, there are five small white dots, with the second one from the left being filled, indicating the current slide in a carousel. The Windows taskbar is visible at the bottom of the browser window, showing the search bar, task view icon, and system tray with the date and time "7/24/2021 6:49 PM".

HOTM

HOME ABOUT US EVENTS HELP YOURSELF CONTACT US Buy Hues of You

OUR HUES



I had the honour of being a part of two of their events and it was an amazing experience. The community is absolutely heartwarming and the members make you feel like you're part of the family. So glad to know them and to have worked with them. To many more collaborations.

Love and Regards

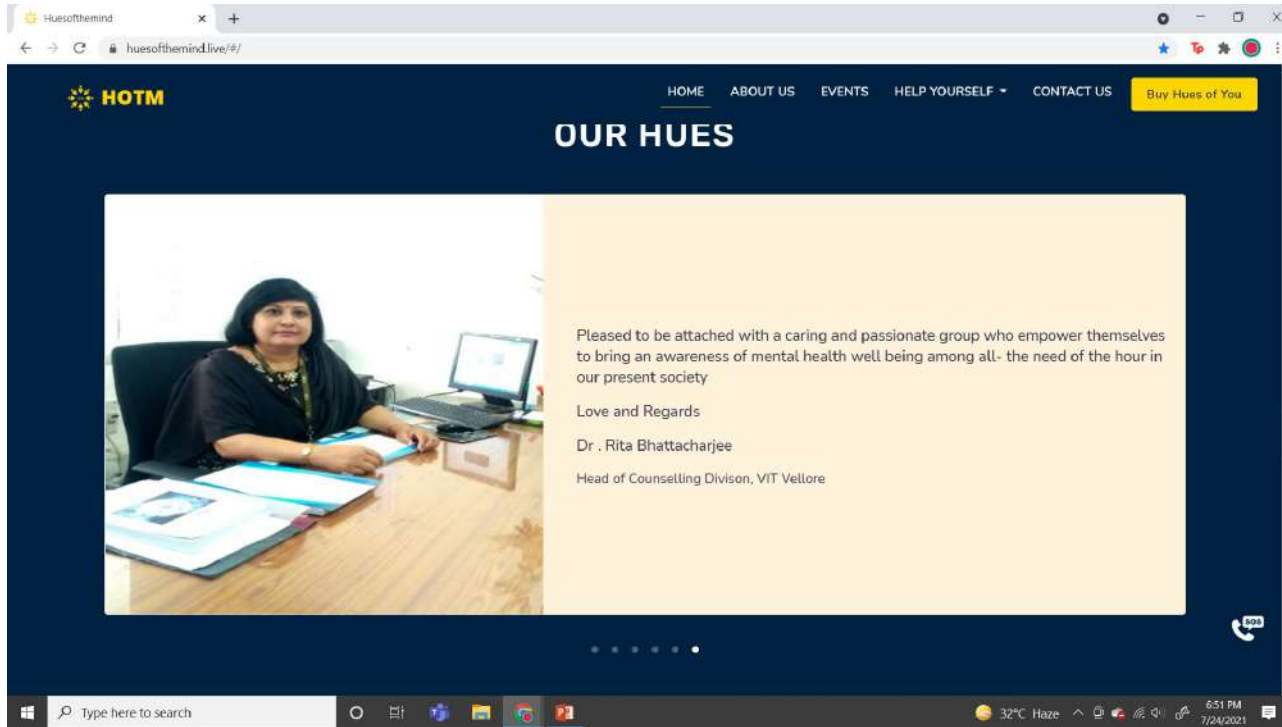
Raashi Thakran

Mental Health Advocate | Marketing Executive, YourDost

Type here to search 32°C Haze 7/24/2021 6:49 PM

Testimonials

Dr. Rita Bhattacharjee - Head of Counselling Division, VIT Vellore




The image shows a screenshot of a web browser displaying a testimonial on the 'Hues of You' website. The browser's address bar shows 'huesofthemind.live/#/'. The website has a dark blue header with the 'HOTM' logo on the left and navigation links for 'HOME', 'ABOUT US', 'EVENTS', 'HELP YOURSELF', and 'CONTACT US' in the center. A yellow button labeled 'Buy Hues of You' is on the right. The main content area features a large photograph of Dr. Rita Bhattacharjee sitting at a desk with a laptop and papers. To the right of the photo, the testimonial text is displayed on a light yellow background. At the bottom of the browser window, the Windows taskbar is visible, showing the search bar and system tray with the date and time '6:51 PM 7/24/2021'.

HOTM

HOME ABOUT US EVENTS HELP YOURSELF CONTACT US Buy Hues of You

OUR HUES



Pleased to be attached with a caring and passionate group who empower themselves to bring an awareness of mental health well being among all- the need of the hour in our present society

Love and Regards

Dr . Rita Bhattacharjee
Head of Counselling Divison, VIT Vellore

6:51 PM 7/24/2021

Thank you

- **Contact us,**

huesofthemind@gmail.com

- **Know more**

<https://huesofthemind.live>

<https://instagram.com/instagram>

<https://linkedin.com/company/huesofthemind>

