

## UNLEASH YOUR CREATIVITY WITH LOVYOUZINDAGI BY CARING MINDS



**M**inu Budhia is a woman on a mission, a rather big one—to normalise conversation on mental health; to make it fashionable. She has completed a decade chasing this end goal with her mental health institute Caring Minds, and as part of the 10-year celebration, has introduced a new project LovvYouZindagi, a fest on happiness and mental health that aims to engage young minds in a number of creative competitions. A tete-a-tete with the spirited lady before the project kicks off.

**The 10th-year celebrations of Caring Minds already saw a book launch, two new courses at Jadavpur University and Suffer to Safar initiative at Calcutta airport. What is it that made you come up with LovvYouZindagi?**

There were a couple of factors. One, every day I would read in the newspapers about the youth committing suicide and being distressed. I feel bad that they are not happy despite having more than what we had. I realised that the stigma is still there regarding counselling. So I wanted to touch these young minds and involve them in some creative work that would also create an awareness on mental health and other neurological disorders. I don't want them to engage in a serious way rather do it in a fun way. It's important for young people to perceive their own minds first and then touch others' minds and remove the stigma related to depression, anxiety and other issues. If they will engage then only the conversation will get normalised. It is a drop in the ocean but every drop counts.

**Are you targeting only young minds with LovvYouZindagi?**

At the moment, yes. There are two groups—classes IX to XII and young professionals from the age group of 18-30. I think to start with it's enough. Maybe later we could increase the bandwidth.

**And is it only for Calcutta?**

To start with it's limited to Calcutta but we can surely make it a pan-India thing



in the coming years.

**What are your expectations from LovvYouZindagi?**

I want it to become an annual event of Caring Minds so that even if I am not there it keeps engaging young minds year after year.

**The name is so catchy. It reminds us of the film Dear Zindagi.**

Yes, that movie was also for young minds and this is also for young people to take control of their lives.

**Caring Minds is 10 years old now. How does it feel and what were the high points in the last decade of your journey?**

Today, over 10 years, Caring Minds has touched over 2.5 million lives. When I wanted to start, almost everyone I consulted said "Don't do it, it will not work". Even the doctors I spoke to said the same thing. People have already discouraged me, as usual, for LovvYouZindagi as well. I am a very determined person. If it works fine and if not then we will do something else. The fear of failing doesn't keep me from trying. In fact, I get pumped up when people give me negative feedback.

From what I started to what I am now has been a big journey; we have come a long way. Caring Mind's self-reference has increased a lot. The stigma has been removed a lot but there's still a long way. I want people to talk about mental health in a normal way. Just like they discuss skin care and ask who your dermatologist is, I want them to ask about who is your psychologist and counsellor. I want to make mental health fashionable and a cocktail conversation. Why hide so much? We all have suffered so much. People tell me how

I talk so openly about my personal mental health. I do it because I have suffered and it's only when we will talk that things will change. Somebody has to talk so let me be that person. We are a family with a mission.

**When will the finals of LovvYouZindagi happen?**

The first round will be in-house and then the final will be through celebrity judges. Finals will be held on World Mental Health Awareness Day, October 10, just before Puja. It will be a gala event. It will be a big recognition for all talented youths out there who just need a platform to showcase their creativity.

**What's in store for the winners?**

I want to keep it a surprise.

**Are there any other plans for the 10th year?**

My biggest target is to get a fully independent facility for Caring Minds just like we have one for ICanFlyy. We have just two floors here and there is a space crunch. So that it becomes a mental health clinic. Also, we made one of our dreams come true with Suffer to Safar, a sensitisation workshop at Calcutta Airport, wherein I trained airport officials about the needs of special travellers. It's my aim to do it in airports across India. Talks are going on and I want to start with North East as it's also a virgin area in terms of mental health. There's total ignorance.

**Farah Khatoon**

Pictures: Rashbehari Das

### CONTEST RULES

#### Eligibility:

The contest is open to all Indian citizens in the following categories:

**Category 1:** High school students (Class 9-12) (age group: 14 to 18 years)

**Category 2:** Young professionals (age group: 18 to 30 years) (Individual entries from graphic designers, writers, videographers, photographers, composers, singers, and other creative professionals)

#### Submission of Entries:

Participants must submit the registration form on <https://caringminds.co.in/project-lovv-you-zindagi/> by providing their name, age, school and section or organisation and designation, email ID, phone number, and Instagram handle.

Participants must send their entries exclusively to [lovvyouzindagi@caringminds.co.in](mailto:lovvyouzindagi@caringminds.co.in)

#### Important Information:

Contest begins: July 15  
Last date of submission: July 31

### CONTEST INCLUDES

#### 1. Tagline Contest:

Are you a wordsmith with a passion for mental health? Create a compelling mental health tagline consisting of just three-seven words. Let your creativity flow as you inspire others to embrace their mental health journey. Submit your entry as a word document

#### 2. Short Essay on Mental Health:

Share your thoughts, experiences and insights through the power of the written word. Choose from three unique writing styles—personal experience, creative storytelling, or an engaging interview—and craft a captivating essay on mental health. With 350-500 words, your heartfelt words have the potential to touch the lives of many. Submit your entry as a word document. The font should be Calibri and the font size should be 16

#### 3. Photography Contest:

A picture is worth a thousand words, they

say. Capture a powerful image that illuminates the importance of mental health awareness. Whether you choose vibrant colours or the timeless elegance of black and white, let your photography speak volumes and inspire change.

It can be shot on your smartphone or a digital camera. The maximum file size is 5 MB

#### 4. Mental Health Awareness Poster:

Break the barriers of stigma with your artistic talents. Design a thought-provoking poster that challenges societal perceptions surrounding mental health. Let it become a visual catalyst for change.

The poster size can be A4 or A3

The poster orientation can be vertical or horizontal

The poster should be a digitally designed one. The maximum file size is 5 MB

#### 5. Make a Micro-Documentary on Mental Health:

Lights, camera, action! Express your creativity through the art of visual storytelling. Create a compelling micro-documentary with a duration of 1.5 to 3 minutes that delves into the complexities of mental health. Incorporate video footage, animation, and interviews to craft a moving narrative that sparks conversations. The documentary can be in colour or black-and-white. It can be shot on your smartphone or a digital camera. The maximum duration is 3 minutes. Upload your documentary to YouTube and email that link. Do not attach the video file.

#### 6. Radio Jingle/Ad Contest:

Harness the power of sound to amplify mental health awareness. Craft a captivating radio jingle or advertisement lasting 15 to 30 seconds that resonates with listeners. The maximum duration is 30 seconds. The maximum file size is 5 MB

For more information: [www.caringminds.co.in/project-lovv-you-zindagi/](http://www.caringminds.co.in/project-lovv-you-zindagi/)