The Mariwala Health Initiative is a personal philanthropic initiative of Harsh Mariwala, Chairperson, Marico Limited. MHI supports innovative mental health initiatives, with a focus today on making mental health accessible to marginalized persons, and communities. MHI supports and champions initiatives and works with and alongside partners to help meet the needs of people living with mental health challenges. MHI has taken an intersectional perspective on mental health, understanding that mental health challenges are interwoven with other forms of oppression, and that solutions need to be intersectional in nature. MHI engages with organizations and works to build, support, and scale innovative mental health programs that are evidence-based, user-centered, and community-driven. MHI is committed to creating a world where the lives of people living with mental health challenges are transformed, and mental health is a right, not a privilege.

In 2015, MHI became the sole funder for iCall, which has since expanded the scope of its activities, going beyond service provision to include advocacy, research, capacity building, and networking. With MHI’s financial and strategic support, iCall has made significant additions to its technological infrastructure to ensure effective service delivery – refining the quality of, and enabling greater access to, its services. Sustained support from MHI has helped iCall extend their on-job training period for counselors to three months (from a week), and implement policies for self-care and burnout prevention at the workplace. Since inception, through MHI’s support, iCall has collaborated with different government stakeholders in various capacities to help develop and strengthen various government programs.

In 2015, MHI founded the Marico Collaboratory, a think tank to help drive innovation in the health and wellness space. The Collaboratory also seeks to create a more inclusive and diverse landscape of mental health organizations in India, providing a platform for the exchange of ideas and best practices in the field.

During the FY 2015-2016, MHI worked with various partners in the area of mental health and reproductive health.

Government of Maharashtra: MHI supported the Government of Maharashtra in the establishment and smooth running of the 181 MHI Mental Health Helpline for Women in Distress. MHI provided technical support to the helpline, including the development of a helpline manual and training of helpline staff. MHI also played a role in the development of a helpline for transgender persons.

Government of Madhya Pradesh: MHI supported the Government of Madhya Pradesh in the establishment and smooth running of the 181 MHI Mental Health Helpline for Women in Distress. MHI provided technical support to the helpline, including the development of a helpline manual and training of helpline staff. MHI also played a role in the development of a helpline for transgender persons.

Government of Uttar Pradesh: MHI supported the Government of Uttar Pradesh in the establishment and smooth running of the 181 MHI Mental Health Helpline for Women in Distress. MHI provided technical support to the helpline, including the development of a helpline manual and training of helpline staff. MHI also played a role in the development of a helpline for transgender persons.

Gujarat Government: MHI supported the Government of Gujarat in the establishment and smooth running of the 181 MHI Mental Health Helpline for Women in Distress. MHI provided technical support to the helpline, including the development of a helpline manual and training of helpline staff. MHI also played a role in the development of a helpline for transgender persons.