

Mpower Youthopia Sets World Record with Largest Student-Led Mood Parade

Category: Business

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Mpower Youthopia, a youth mental health festival organised by Mpower, an initiative of the Aditya Birla Education Trust, has received an Official World Record from the Official World Record Association (OWRA) for hosting the largest student-led Mood Parade at BK Birla College, Kalyan.



Largest Student Mood Parade for Mental Health Awareness at Mpower Youthopia

Held as part of Birlotsav, the college's intercollegiate youth festival, the Mood Parade witnessed the participation of over 900 students aged between 8 and 20 years, who came together to express 12 identified emotions. The parade aimed to normalise emotional expression and spark meaningful conversations around mental health among young people.



Mpower Youthopia sets a world record for the Largest Student Mood Parade for Mental Health Awareness

The two-day Mpower Youthopia festival saw an overwhelming response, with over 7,000 students from more than 50 colleges

across Mumbai and neighbouring regions taking part in a wide range of awareness-driven activities.

In addition to the record-breaking event, Mpower conducted an on-ground survey among students attending the festival to understand their emotional support-seeking behaviour and the challenges influencing it. The findings revealed that 55 percent of students turn to friends when seeking emotional support, while 25 percent rely on family members. Notably, 15 percent reported not seeking support from anyone, and only 5 percent approached psychologists or teachers, highlighting the continued low engagement with formal mental health services.

The survey further identified academic pressure (30 percent) as the leading concern among students, followed by personal relationship issues (25 percent). Career-related anxiety (20 percent) and anxiety or overthinking (20 percent) were also prominent, while body image issues and social bullying (5 percent) emerged as additional stressors.

Commenting on the initiative, **Mrs. Neerja Birla, Founder of Mpower and the Aditya Birla Education Trust**, said, *"Mental health support must reach young people where they are—on college campuses and within their everyday lives. Initiatives like Mpower Youthopia bring together awareness, access and peer engagement, empowering students to seek support without fear and actively contribute to a culture of well-being. This is an investment in the emotional resilience of India's future."*

With recent data indicating that over 7 percent of Indian adolescents experience mental health challenges and a significant care gap persists, Mpower is strengthening and expanding its campus-focused initiatives to improve awareness

and access to timely mental health support for young people across the country.

About Mpower

Mpower, an initiative of Aditya Birla Education Trust is a pioneering social enterprise dedicated to transforming India's approach to mental health. Founded 9 years ago, Mpower has emerged as a leading force in spreading awareness, reducing stigma, and delivering holistic mental health care. With a robust team of over 200 trained professionals, Mpower impacts more than 121 million lives across seven cities, including Mumbai, Bengaluru, Kolkata, Delhi and Pune. Operating through five key verticals—Movement, Clinical Care, Outreach, Academia, and Mpower 1 on 1—Mpower offers a comprehensive range of services. The Movement focuses on changing cultural perceptions and alleviating stigma. Clinical Care provides world-class mental health services through the Centre, the Foundation, and the Cell, catering to various needs from holistic care to affordable support for the underprivileged. The Outreach vertical drives awareness and capacity-building through IGNITE.

Programs for schools, colleges, NGOs, and corporates. Academia equips individuals and professionals with skills to handle mental health crises and foster empathy. The Helpline offers 24/7 multilingual support, while special projects like Samvedana enhance mental health care in primary health centers. Mpower's integrated approach and collaboration with government agencies underscore its commitment to creating a supportive and stigma-free mental health landscape.

