



“ It felt like they listened to me. They gave useful tips for exams, how to study, and how to write etc. I've called and listened to the programme again and again - I really enjoyed it. I would have listened to each episode almost five times. ”

Girl, 15, Perambur

“ I learnt a lot through the programme, mind relaxation... I also made notes, under each date, I wrote what was told in that episode. They talked about a lot of things... about child abuse, about helping others in the house, locus of control, about self respect. They also spoke about unity, not to fight with others... I remember this during fights, I feel relaxed. ”

Boy, 15, Pudukottai

Take it Eazy

Wellbeing during the pandemic

Take it Eazy was launched in 2020 to help disadvantaged teenagers in Tamil Nadu destress during the COVID-19 pandemic through stories and art-based activities. This was designed as a 30-day project. Listening to 'Take it Eazy' was easy. Students gave a missed call to a number and an automated call was placed back to their number using IVRS technology and the story of the day was played. Each story was under 6 minutes.

The stories were based on themes such as body image, the role of hormones, anxiety and stress, coping with loss, dealing with emotions, addictions, COVID-19, technological adaptation, self-esteem, and more.

Owing to the project's success in Tamil Nadu, Take it Eazy II was launched in Bihar, Jharkhand, and Jammu and Kashmir in 2021. 10 stories were created for teachers as well. This project was implemented in collaboration with UNICEF India and the state governments.

Our monitoring and evaluation also revealed improvements in emotional wellbeing, problem-solving ability, gratitude, social relationships, closeness to others, perseverance, and decision-making ability.



Numbers:

Total number of calls received from students: **17,22,061**
Active listeners: **45,320**
Feedback received: **11,855**

Some of the strategies used to foster mental wellbeing:

- Sketching
- Doodling
- Goal-Setting
- Writing poems and stories
- Relaxation
- Surya Namaskar
- Doing Random Acts of Kindness
- Journaling
- Positive Affirmations
- Selfcare routine
- Coping strategies
- Practicing Gratitude