



# MASTERMIND FOUNDATION

Service to Humanity is Service to God

20

Years of Service  
to Humanity



The Journey 2005 - 2025

# A MESSAGE FROM FOUNDER



Welcome to Mastermind Foundation.

Since 2005, our mission has been guided by a simple principle: "Service to Humanity is Service to God." We are committed to addressing society's most critical challenges across six key pillars: Mental Health, Suicide Prevention, Rural Development, Women Empowerment, Environmental Protection, and Natural Disaster Relief.

We offer a compassionate hand through our mental health and suicide prevention helplines, empower women to lead with strength, restore our planet by planting trees, and provide immediate aid when disaster strikes.

Our work is made possible by our dedicated volunteers and generous supporters. Together, we are building a more hopeful and compassionate world. Join us.

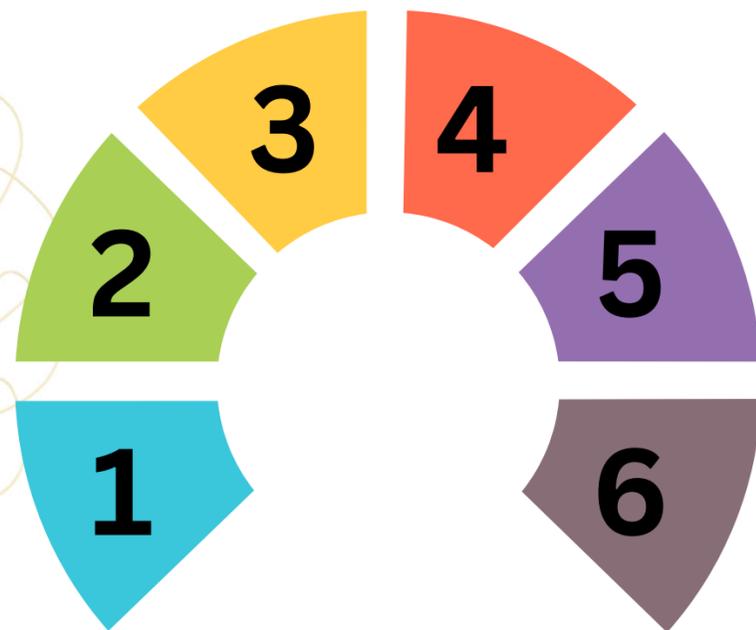
With deepest gratitude,

Dr. Lakshmi T. Rajan  
Founder, Mastermind Foundation

# OUR VISION & SERVICES

Without discrimination of Caste, Creed, Region and Religion

At Mastermind Foundation, we are driven by a profound commitment to empower individuals and communities through compassionate, sustainable, and transformative initiatives. Our work spans across:



## OUR SERVICES

1. **Environmental Protection** – Championing ecological balance through tree plantations, conservation drives, and environmental awareness campaigns.
2. **Women’s Empowerment** – Enabling women to flourish through skill-building, counseling, education, and economic opportunities.
3. **Natural Disaster Response** – Delivering immediate, empathetic support during crises with on-ground relief operations and psychological assistance.
4. **Mental Health** – Promoting holistic well-being through accessible counseling services,
5. **Suicide Prevention** – and our Jeevanline 24x7 Suicide Prevention Helpline, a lifesaving resource offering reliable support at any hour.
6. **Rural Development** – Fostering inclusive growth in rural areas via education, livelihood support, and health programs.



# Environmental Protection

Unwavering dedication and a commitment to fostering mental well-being, we have made a significant impact in the lives of countless individuals and communities.

Healing Minds



# ENVIRONMENTAL PROTECTION

Viruksham, the environmental initiative of Mastermind Foundation, is committed to protecting and restoring nature through large scale tree plantations, and water body rejuvenation in both urban and rural areas. Through CSR-driven programs, we enable corporates and communities to actively reduce their carbon footprint while nurturing a culture of sustainability. From afforesting city landscapes to reviving lakes and ponds, Viruksham creates lasting green impact for future generations.

🌱 Join us in creating a healthier planet and building a sustainable tomorrow.



# RURAL PLANTATION

## RURAL LIVELIHOOD FARMERS SUPPORT PROGRAM

Viruksham's Rural Livelihood Farmers Support Program unique pilot program to empowers rural communities through sustainable afforestation and livelihood enhancement. In specially selected, tree scarce regions of Tamil Nadu, we partner with local farmers particularly women to plant coconut and fruit trees that generate long term income while greening the landscape. By planting two saplings per farmer, we enable year-round harvests and foster economic resilience through coconut produce, coir, and related goods.



22  
Villages  
Adopted  
5000 +  
Farmers  
Benefitted

# OUTCOME OF THE PROJECT

Small Village	<p><b>Former minimum income per month 1500/-</b></p> <p>Small village 500 former Per Month Income 7,50,000/- Year Income – 90,00,000/- Carbon Offset Per Year 48,000 Pounds</p>
Medium Village	<p>Medium village 750 former Per Month 11,25,000/- Per Year – 1, 35,00,000/- Carbon Offset Per Year 72000 Pounds</p>
Large Village	<p>Large village 1000 former Per Month 15,00,000/- Per Year – 1, 80,00,000/- Carbon Offset Per Year 96000 Pounds</p>

This CSR driven model delivers a multi faceted impact:

- **Environmental:** Enhances biodiversity, expands rural green cover, and contributes to carbon sequestration.
- **Economic:** Provides sustainable, self-reliant income streams for farmers via coconuts and coir-based products.
- **Social:** Promotes women's empowerment, reduces poverty, and strengthens community wellbeing.
- **Ecological:** Helps regulate local climate, enrich soil, and promote water retention.

# URBAN PLANTATION PROGRAM

Tailor-made carbon offset program

Mastermind Foundation's Viruksham initiative has set a remarkable precedent in the realm of environmental conservation. With the successful plantation of hundreds of thousands of trees across urban landscapes, we've pioneered a green revolution that transforms concrete jungles into thriving ecosystems through CSR activities.

## CSR Plantation Highlights

- SIPCOT Green Belt: 50,000+ trees creating urban green corridors.
- CRPF Campus: 60,000+ fruit trees for troops and recreation spaces.
- Indian Army: 30,000+ eco-friendly trees enhancing green cover.
- Universities & Schools: 100,000+ trees planted across premier institutions, fostering environmental education and youth engagement.





## WE HAVE PLANTED 3 LAKH + TREES & ADAPTED 21 VILLAGES

50000+

SIPCOT OSR Green Belt Area

60000+

CRPF Green Belt Area

30000+

Indian Army Green Belt Area

1 Lakh+

University and School



**Viruksham**  
Grow & Save Tree

# WATERBODY RESTORATION

## Desilting, Deepening, and Reviving Waterbodies

Our Waterbody Restoration Program focuses on desilting, deepening, and reviving lakes, ponds, and community tanks across Tamil Nadu. These efforts improve groundwater recharge, support biodiversity, and build climate resilience in both rural and urban regions.

By combining water conservation with carbon offset goals, we help corporates create measurable social and environmental impact. Each restored waterbody not only sequesters carbon through surrounding green cover but also sustains local livelihoods by ensuring year-round water availability.



### **PARTNERING WITH US**

ALLOWS YOUR ORGANIZATION TO GO BEYOND COMPLIANCE RESTORING ECOSYSTEMS, EMPOWERING COMMUNITIES, AND OFFSETTING CARBON FOOTPRINTS THROUGH A HOLISTIC, NATURE BASED CSR INTERVENTION.



# Mental Health Services

Unwavering dedication and a commitment to fostering mental well-being, we have made a significant impact in the lives of countless individuals and communities.

Healing Minds

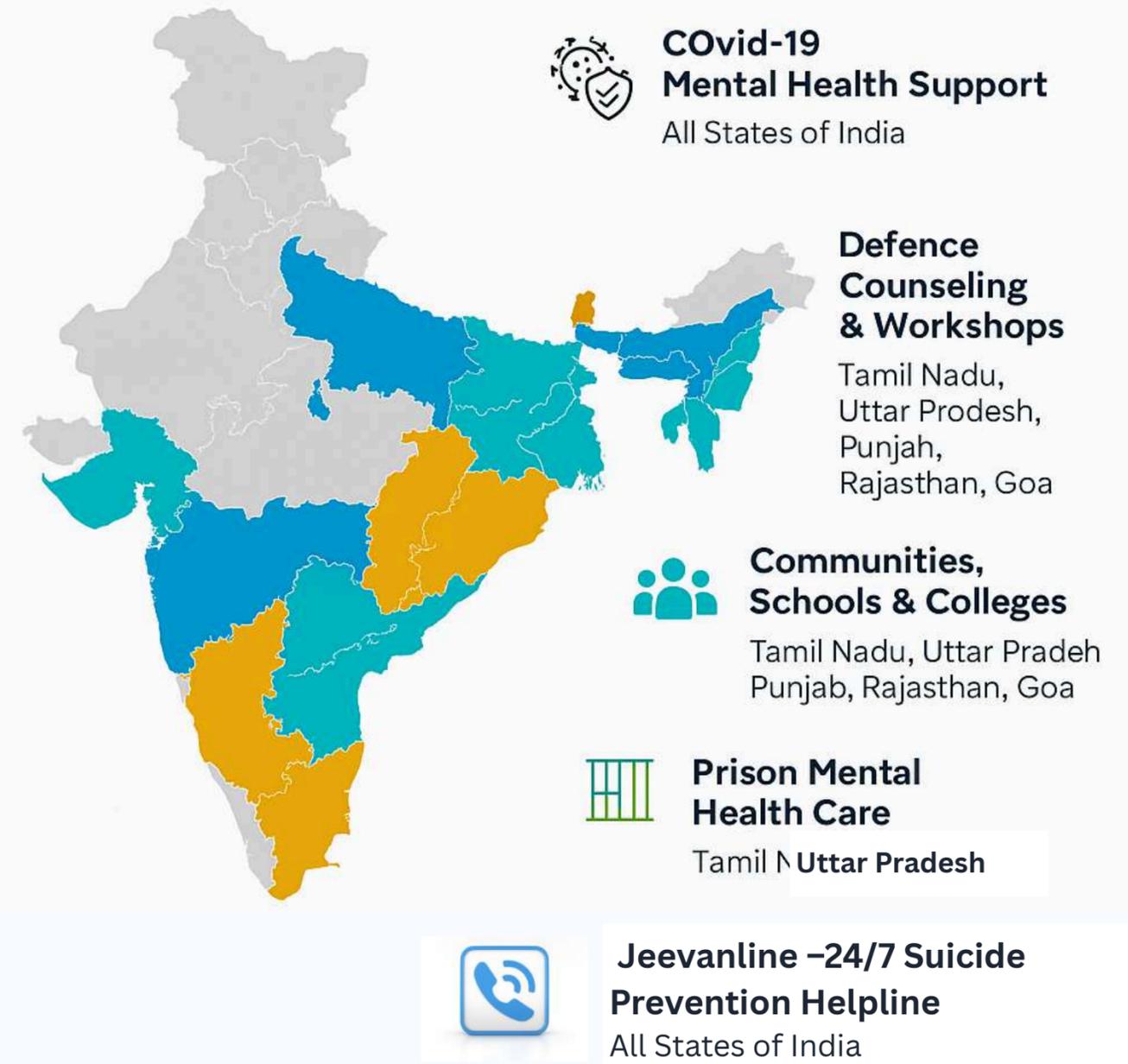


# MENTAL HEALTH SERVICES

At the forefront of mental health advocacy and services in India

Mastermind Foundation has been at the forefront of mental health advocacy and services in India for over a decade, reaching diverse segments of society with impactful, evidence-based interventions. Our programs have been recognized by national and international media, and endorsed by state governments, making us one of the most credible organizations in the mental health ecosystem.

# PAN INDIA SERVICES REACH



# COVID-19 MENTAL HEALTH SERVICE

Mastermind Foundation was the only organization in India to provide counseling in 12 regional languages under one roof during the COVID-19 crisis. With a team of 72 psychologists working 24x7, we partnered with the Government of Tamil Nadu, Government of Punjab, and Government of Puducherry to extend mental health support across the nation. Our services were recognized in national and international media, reaching lakhs of people who benefitted during the pandemic.

## ONLY NGO PROVIDED



72 Psychologist



12 Languages



PAN India



**WE**  
**SAVE LIVES**



**JeevanLine**

**SUICIDE**

**PREVENTION**

Jeevanline is a 24/7 suicide prevention helpline, manned by trained psychologists who provide immediate bilingual (Tamil & English) support. Integrated into The Mind Care app, the helpline features a one-touch SOS button that directly connects individuals in crisis to professional help. Jeevanline is designed to save thousands of lives by offering timely, confidential, and accessible intervention.

## Journey till date

4500+

**Lives  
Saved**

21

**Years of  
Service**

10+

**Years of  
Saving Lives**

180,000

**Cases  
Handled**

24\*7

**Suicide  
Support**

# OUR MENTAL HEALTH SERVICES HAS TOUCHED MILLIONS

Since 2005, our founder Dr. Lakshmi T.K. has worked with unwavering dedication, devotion, and tireless service to humanity. Her vision in the field of mental health has reached millions of people across India, shaping Mastermind Foundation into a beacon of hope and transformation.

We invite CSR partners to join hands with us in this mission to expand access to mental health services, strengthen communities, and together build a healthier and more compassionate nation.

1

Defence Forces

2

Police Forces

3

Prison

4

Community

5

Schools, and  
Colleges

6

Corporates



CSR



# Natural Disaster Rescue & Relief

“We stand as a beacon of hope, delivering immediate aid, rescue, and relief to communities during their most challenging times.”

We Save Life



# MMF'S QUICK RESPONSE TEAM FOR RESCUE AND RELIEF

*"You Are Not Alone, We Are With You"*

## NATURAL DISASTER RESCUE & RELIEF

Mastermind Foundation has been a first responder during India's major calamities, from the Chennai floods and Kerala floods to Cyclones Vardha, Gaja, and Michaung. Our teams have conducted rescue missions, distributed relief materials, and operated mobile medical camps, reaching lakhs of affected people across Tamil Nadu, Kerala, and Puducherry.

Our work has been formally recognized by the Kerala Government and the Indian Army, reflecting our credibility, speed, and compassion in times of crisis.

## OUR ACTIONS

- ▶ **Chennai floods 2015**
- ▶ **Vardha Cyclone 2017**
- ▶ **Kerala floods 2018**
- ▶ **Gaja Cyclone 2018**
- ▶ **Chennai Rain 2021**
- ▶ **Michaung Cyclone 2023**
- ▶ **Chennai Rain 2024**



# FEW OF OUR VALUABLE CONTRIBUTORS



**GROUPON**<sup>®</sup>



**HUSKY**<sup>®</sup>



**KUEHNE+NAGEL**

**Caspex.**

**FULL**









At Mastermind Foundation, every initiative is rooted in compassion, resilience, and sustainable change. From mental health and suicide prevention to disaster relief, environmental protection, and community empowerment, our journey is dedicated to building a healthier and more hopeful India.

We invite CSR partners, organizations, and individuals to join hands with us in this mission. Together, we can save lives, restore ecosystems, and empower communities—creating a legacy of hope for generations to come.

### **Mastermind Foundation**

Registered NGO

80G Certified | CSR Compliant

80G Reg. No: AAETM1257D/05/16-17/T-0163/80G

CSR Reg. No: CSR00015603

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**THANK  
YOU**