



# ANNUAL REPORT 2019



**Artscape is a Non-Profit Organization that works in the field of mental wellness using Expressive Arts Therapy. It aims to enable personal transformation in all individuals for a good quality of life under any given circumstance.**

Established in 2015, Artscape is registered as an NGO, with a vision that one day every individual will be in a state of mental well-being and lead a quality life under any circumstance. To achieve this, Artscape was founded by Kamalika Guha Thakurta, who has 20 years of experience in Performing Arts and has formal training in Dance Movement Therapy from Tata Institute of Social Sciences (TISS). Artscape is registered as Srijon Foundation under the Societies Registration Act, 1860 holding a valid 80G certificate and is exempted from income tax u/s 12A of the Income Tax Act, 1961. We are registered with Guidestar and have a valid FCRA certificate.

## MISSION



To enable a state of Mental Wellbeing in which individuals realize their own potential, recognize their everyday stressors, cope with them, work productively and are able to make fruitful connections with the community at large through Expressive Arts Therapy.

One day all individuals will be in a state of Mental Wellbeing and lead a good quality of life under any circumstance.

## VISION



## WHY WE EXIST

- According to the WHO report issued on World Mental Health Day 2019, 7.5% of Indian population suffers from mental disorders. While this number reflects the identified cases, there are many issues that go unidentified and unreported.
- Even though conversations on mental health have caught momentum in comparison to the past, our country still has a long way to go in making it a priority when it comes to overall well-being.
- In an effort to advocate and support mental and emotional wellbeing, Artscape actively reached out to the community. We designed and conducted several Expressive Arts Therapy sessions across age-groups and backgrounds through various initiatives elaborated further in the report.

# LETTER FROM FOUNDER



*Dear Artscape Supporter,*

*Thank you for believing in our work and standing by us. Your generosity, with expertise, donation and time, allows us to expand our programs and reach out to more lives.*

*This year we were able to further consolidate our Care for Cancer Program in Guwahati with the support of Tata Trust and the Assam Cancer Care Foundation . Our team and work was recognized and felicitated on several occasions, with special mention of the unique process of expressive arts therapy that we use.*

*Our Beyond Academics program got an opportunity to extend to the schools under the Thane Muncipal Corporation. Under the umbrella of Project Mumbai , we contributed to the Safe School Initiative launched for both Students and Educators.*

*This year we decided to increase our beneficiary groups and started “Open Circles” , monthly engagement opportunities for anyone looking for emotional management and selfcare.*

*We are young at 4 years and the road ahead looks promising with conversations around mental wellbeing gaining support among individuals and corporations.*

*I hope that we can count on your support in the years to come as we move ahead in our journey of impacting lives with empathy, positivity and emotional wellbeing.*

*With faith & goodwill,*

*Kamalika Guha Thakurta  
Founder and CEO  
Artscape*

*PS: Do write to me at [kamalika.artscape@gmail.com](mailto:kamalika.artscape@gmail.com) with your thoughts or feedback.*

6

Year in Review

7

Programs

13

Events

14

Our Model

15

Our Process

16

Impact

20

Awards & Recognitions

23

Our Team

27

Our Partners

28

Finance

# 2019 IN REVIEW ARTSCAPE

6,309

Beneficiaries



171

Sessions Conducted



20

Organizations Reached



18

Volunteers/Interns Engaged



## HIGHLIGHTS



A year long continuous intervention at Cancer hospitals, Guwahati, in association with Tata Trusts, benefitting 6,365 patients and caregivers.

Led Mental health awareness in 50 Thane Municipal Corporation schools impacting 2,045 children as a part of The Smiling Schools project of Project Mumbai.



Organized 5 special events for Diwali celebration and launched Open circle- the first public event for individuals to come and engage in expressive arts therapy.

# PROGRAMMES: CARE FOR CANCER

ARTSCAPE



The anxiety and uncertainty of a Cancer diagnosis can create extreme disruption in the life of cancer patients and caregivers affecting their physical, psychological, social and financial environment. This disruption leads to feelings of distress which remain unaddressed. These suppressed emotions over a long period of time lead to emotional outbursts, anxiety, depression and slow recovery causing deaths or increased burden on care facilities.

Artscape recognizes the dire need to intervene in this area through its Care for Cancer programme. The objective is to provide a platform to cancer patients, survivors and caregivers to engage and express their emotions, help them relax and enable them to attain a state of mental wellbeing under any given circumstance. This is achieved through Expressive Arts Therapy using Music, Movement, and Meditation & Art. Apart from helping patients, survivors and caregivers engage and express their unaddressed emotions; Expressive Arts Therapy also increases participation, sharing of feelings and social integration of the patients and caregivers. It also increases self-awareness, enables one to identify her/his stressors and provides coping strategies available to deal with their environment. In the short term, the programme provides relaxation and relief which helps the beneficiaries divert their mind off the pain and stress momentarily.

Our programme target population are the low-income cancer patients, survivors, and caregiver from all over India. Hence, it is delivered pro-bono.



## PROJECT GUWAHATI IN PARTNERSHIP WITH TATA TRUSTS

Artscape, in association with the Tata Trusts, completed twelve months of its intervention in the month of December 2019 at two hospitals of Guwahati: State Cancer Institute (SCI) and Dr. B. Barooah Cancer Institute (BBCI). In January 2019, a team was inducted to work at each of the locations. 4,151 sessions of Expressive Arts Therapy were conducted which engaged 6,365 patients and caregivers. The main objective of the sessions was to nurture a positive mental and emotional wellbeing in order to expedite the process of treatment, recovery, and rehabilitation. Interactions with the beneficiaries were done on a daily, weekly, and a monthly basis; the various expressive art tools used were music, movement, visual arts, and meditation. An evaluation system was put in place to gather feedback after every session. An emotion-centric impact study with concentrated group of participants was conducted in the month of December. Results showed that Art therapy exercises helped participants take control of negative emotions such as anger, sadness, and fear. According to the gathered data, the work was received positively and showed a promising chance for further impact.



# PROGRAMMES: BEYOND ACADEMICS

ARTSCAPE



Each day, the pace of today's world is increasing faster than ever. With constant news and occurrences of anti-social elements, inhumanity, and wars, it is crucial to envision and work towards a world run through the power of love, compassion, and respect for each other as well as nature.

Artscape recognizes the dire need to create individuals who are empowered yet compassionate citizens of tomorrow. The Beyond Academics programme focuses on providing value and moral education among school going children for the responsible living. Sessions are designed using tools of Expressive Arts Therapy such as Music, Movement, Meditation & Visual Arts to provide value education and life skills. It helps them connect with their inner-self, understand the values, but also to reflect them in their attitudes and behaviour, and contribute to society through good citizenship and ethics. Beyond Academics enables students to put their best foot forward while stepping into the world despite their circumstances.

The programme provides learners with non- academic benefits such as promoting self-esteem, motivation, aesthetic awareness, cultural exposure, creativity, improved emotional expression, as well as social harmony and appreciation of diversity. The capacity to express oneself through the Arts empowers an individual, helping them take a step to break mental barriers and enables them to become the best version of themselves.



## THE SMILING SCHOOLS PROJECT IN PARTNERSHIP WITH PROJECT MUMBAI

The project is designed and launched by Project Mumbai to work on Mental health across MCGM and TMC (Thane Municipal Corporation) schools. Artscape is their Monitoring and Implementation partner. We made monthly visits to 50 TMC schools for a duration of 4 months starting December 2019. The objective was to create mental health awareness among teachers and work with them to ensure a safe school climate for all students of grade 5. Our facilitators supported the teachers in carrying out class activities and also conducted teacher and student surveys in the schools located in various regions of Thane.

# PROGRAMMES: CORPORATE WELLNESS



Globally, more than 25% of mental illnesses arise due to workplace stress. Job stress has professional and personal consequences. It affects workplace performance, relationship with co-workers and peers, quality of work and their relationships with superiors which trickles into their personal lives too. This disruption leads to feelings of distress which remain unaddressed. These suppressed emotions over a long period of time lead to emotional outbursts, anxiety, and depression causing inefficiency and increases the burden on the organization.

Artscape recognizes the dire need to intervene in this area through its Corporate Wellness programme to provide a platform to engage and express their emotions, help them relax and enable them to attain a state of mental well-being under any given circumstance through Expressive Art Therapy. Sessions are designed using Music, Movement, Meditation & Art. Our sessions ensure introspection, the deeper understanding of personal motives, changes in perspective to facilitate optimum communication, creativity, and efficiency in the workplace.

Sessions are designed to ensure better connection with oneself resulting in better communication, enhanced social interaction and a sense of trust amongst the entire team. The participants leave the session relaxed, stress free, motivated and positive. The fee earned through this module is used entirely to fund the Care for Cancer programme. Our target population is the employees of corporate organization.

## OPEN CIRCLE



In the current situation of intensely changing cultural, political, and environmental factors, the common man is highly vulnerable to stress, anxiety, and helplessness. Especially due to lack of 'me-time' and 'self-care', the on-goings can be really overwhelming. With this thought in mind, Artscape started a series of sessions based on Expressive Arts Therapy for individuals to relax and connect with their own self.

The sessions are open to all, irrespective of age group, occupation, and environment. It does not require prior experience or knowledge in any of the art forms.

## DIWALI

Most of our beneficiaries come from different parts of India for a better Cancer treatment in Mumbai.

With Diwali being a festival of light and joy, Artscape conducted special sessions for the patients & caregivers to feel a sense of celebration away from home. It included Bhajan singing for the elderly and storytelling through classical dance and music performances for children.



## September 2019

### SUICIDE PREVENTION MONTH

was ran an online campaign #YouMatter in September to spread awareness among youth encouraging community members to share their thoughts on why each life matters.

“

Owning our story and loving ourselves through that process is the

**BRAVEST THING THAT WE'LL EVER DO.**



## 7th -9th November 2019

### MAHINDRA OPEN DRIVE 2019

We had the opportunity to be a participating charity at Mahindra's first-of-its-kind fundraiser. It involved a collective road trip to Goa and a music concert there. The ticket money of the concert was donated to charities.



## January 2020

### TATA MUMBAI MARATHON 2020

We participated in the Asia's biggest marathon for the third time in a row. Like last year, we were fortunate to have Hiranandani group raising funds for our Care for Cancer programme. Their team of 15 employees ran for us.



## January 2020

### DREAM RUN

For the first time, Artscape also had the support of 22 individuals who fundraised and ran for our cause in the dream run category (5.9 kms) at Tata Mumbai Marathon. We are deeply grateful for all the love and support.



# OUR MODEL ARTSCAPE



Identify and collaborate with NGOs/ Corporates that can leverage the benefits of Expressive arts therapy

1

2

Identify the needs of the participating population in close liaison with all the stakeholders



Plan objectives duration of the program, and design a series of sessions based on various expressive arts tools

3

4

Trained facilitators carry out the sessions for the planned duration



Regular monitoring with feedback after each session, monthly reports, and impact studies at the end of the intervention

5

## EXPRESSIVE ARTS THERAPY

Different forms of expressive art - **music, movement, drama, visual arts**, and several other tools are used to create a safe space for individuals to engage and express their emotions non-verbally. The creative process helps one connect with their own self, thereby facilitating growth and healing.



- Creative natural movement
- Body awareness
- Improvisation

## MOVEMENT

## MEDITATION

- White light meditation
- Breathing exercises
- Breath awareness



- Singing
- Chanting
- Listening to music
- Creating Rhythm

## MUSIC

## VISUAL ARTS

- Dramatics
- Story telling
- Collage making
- Coloring/painting
- Puppetry
- Clay modelling
- Creative writing



## CARE FOR CANCER

The sessions under this programme are mostly one-time interventions. Based on the feedback and testimonials received from the participants, the sessions were received well and brought a **significant shift in their body language and demeanour**. It brought them **calmness, peace, and put their bodies and mind at ease**. They were able to **forget their physical pain as well- which is what Expressive Arts as a diversional form of therapy aims to achieve**.

## TESTIMONIALS



“

*With the help of Music, I get to stay calm during my course of Cancer treatment. I find these sessions very peaceful.*





## TESTIMONIALS



"Despite the hurdles of our lives that we might be facing, such an atmosphere really helps us overcome the griefs and tensions of our day-to-day lives and relax ourselves."

"Today, inspite of my illness, I came here to see what is going on and I feel lucky to have attended this session. I can't speak because of my throat surgery. But today after the session, I got a new hope, a new strength for the rest of my life. Thank you for giving me this energy."

- Participant, Group therapy. Cancer Survivor



## BEYOND ACADEMICS

In addition to the ongoing Arts education programme with children of Light of Life Trust (in collaboration with Flowering Tree Inc.), the two major projects under this programme were with **young adults from remand home (in collaboration with Healing Dove foundation)** and with **street children (Vatsalya Foundation)**. Different objectives were achieved.

- Focus
- Gratitude
- Problem Solving
- Emotion management
- Communication
- Leadership development
- Self-awareness and care



*“I have learned so much about focus and concentration in these sessions. I try to implement it while studying. I practice focus by standing in the garden and paying attention at a certain object for a long duration.”*

**– Participant**

*“I feel thankful that didi (facilitator) comes and makes us reflect. From not knowing myself at all, I can at least talk about my emotions.”*

**– Participant**

## CORPORATE WELLNESS

Different objectives were achieved- **self-care, self-awareness, relaxation, de-stress, etc.** The sessions gave corporate employees a break from monotony and allowed them the **time to pause and reflect on self.**



*"We always talk about self awareness but this International Women's Day thanks to Artscape, we could actually do something about it. The session packed with energy and positivity was a welcome break for us working women lost in the rigmaroles of the daily routine! A truly wonderful way to bring out the superwomen in all of us!"*  
**-Manager HR, Alliance Tire Groups**

*"We had a very interesting session by Artscape. It was phenomenal and an experience of a lifetime. It taught us how to view our life. I wish the team a many more successes to make a difference in an individual."*  
**-Head HR and CSR, RBL Bank**



The Care for Cancer project in Guwahati was given “Award of Appreciation for its contribution to ailing Cancer patients of BCCI” by Dr. B. Barooah Cancer Institute, Assam, Govt. of India, Unit of Tata Memorial Center.

The project also received media recognition:

*The Sentinel Assam*

## Art Therapy To Combat Depression Among Cancer Patients



GUWAHATI: The Department of Palliative Medicine at Dr B Borooah Cancer Institute (BBCI) organized a program “Expressive Art Therapy” in association with ARTSCAPE, Mumbai on February 28, 2019. The program was conducted in the auditorium of the Institute for the benefit of Cancer patients and relatives. Altogether 70 cancer patients and their attendants participated in the program. ARTSCAPE in association with Dr B Borooah Cancer Institute recognizes the dire need to intervene in this area through its care for Cancer patients. The program was conducted to provide a platform to cancer patients, survivors and caregivers to engage and express their emotions, help them relax and enable them to attain a state of mental well being under any given circumstance through Expressive Art Therapy, further stated Dr Bhagabati.

## Assam Cancer Care Foundation

Assam Cancer Care Foundation  
observes World Rose Day 2019:  
Brings happiness into the lives of  
cancer patients



Special events were organised to give strength to those suffering from cancer. Rose, a symbol of love, tenderness and concern, were offered to the cancer patients to give them strength to fight against cancer.

The following events were organised to raise their spirit to fight against cancer with day-long celebrations:

- Talks by doctors, survivors and patients
- Distribution of roses and juice
- Artscape programme (meditation / healing touch / some other activities with props and ribbons)

It was amazing to observe all the patients participate in all the activities with their unquenchable spirit, which made the event a success.

## Asomiya Pratidin:

Expressive Art Therapy - An exceptional step by State cancer institute for mental wellbeing of the patients.

আৰ্ট থেৰাপীঃ মানসিক অৱসাদ দূৰ কৰিবৰ বাবে ষ্টেট কেঙ্গাৰ চিকিৎসালয়ত বিশেষ কাৰ্যসূচী...



অসমীয়া প্ৰতিদিন ৰ ছাৰা — Mar 18, 2019 ত শেষ সম্পাদনা কৰা হৈছে

ডিজিটেল সৎবাদ, গুৱাহাটীঃ মহানগৰীৰ ষ্টেট কেঙ্গাৰ চিকিৎসালয়ত সোমবাৰে 'পেইন আৰু পেলিয়েটিভ' বিভাগে আয়োজন কৰে 'এক্সপ্ৰেছিভ আৰ্ট থেৰাপী' নামৰ এক অনুষ্ঠানৰ। মুহূৰ্ত্তই এটি সংস্থাই পৰিৱেশন কৰা এই অনুষ্ঠানটো অনুষ্ঠিত হয় চিকিৎসালয়ৰ ৪ নং মহল থকা ভৌতিক চিকিৎসা বিভাগৰ কক্ষত। এই অনুষ্ঠানটোত চিকিৎসালয় খনত কৰ্মৰত চিকিৎসক-নাৰ্চৰ লগতে অংশগ্ৰহণ কৰে ৰোগী তথা ৰোগীৰ পৰিয়ালবৰ্গহঁয়ো।

এই অনুষ্ঠানটিৰ মূল উদ্দেশ্যই আছিল যে, চিকিৎসালয়ৰ পৰিৱেশ সৈতে জড়িত সকলো ব্যক্তিৰ মনৰ পৰা অৱসাদ দূৰ কৰি মানসিক ভাৱে সুস্থিৰতা আৰু উৎসাহ বৃদ্ধি কৰা। উল্লেখ্য যে, এনে অনুষ্ঠান চিকিৎসালয়খনত প্ৰায়েই অনুষ্ঠিত হয় ইয়াৰ পূৰ্বেও চিকিৎসালয়খনত ৩ বাৰকৈ এনে অনুষ্ঠান অনুষ্ঠিত হৈছিল।

# AWARDS & RECOGNITION

ARTSCAPE

On 8th March 2019, founder of Artscape- an undertaking of Srijon Foundation, Kamalika Guha Thakurta, was felicitated by Union Bank of India as the 'Woman Entrepreneur of the Year'.



## CORE TEAM



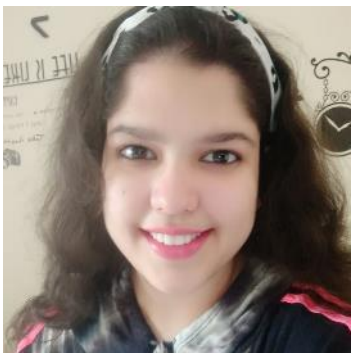
**Kamalika Guha Thakurta**  
Founder and Director



**Ravikant Upadhyay**  
Manger - Admin



**Sanjeevani Jain**  
Manager -  
Programmes



**Sakhshi Joshi**  
Asst. Manager -  
Programmes



**Tiyasha Sengupta**  
Asst. Manager -  
Programmes

## GUWAHATI PROJECT 2019 – CARE FOR CANCER

**Poonam Doley**  
Manager

**Pranami Sarma**  
Asst. Manager

**Avinash Chennuri**  
Social Media Manager

## FACILITATORS

- Aishani Shah
- Sharmishtha Basu
- Komal Ratanpal
- Charvi Budhdeo
- Atteet Bhandari
- Sejal Bhatt Paleja
- Pallavi Deshmukh
- Aditya Garud
- Sanjeevani Jain
- Kamalika Guha Thakurta
- Divya Toshniwal (Delhi)
- Angira Chakravarty (Kolkata)
- Shivangi Lakhlani (Chennai)
- Aarhie Kaushik (Bengaluru)
- Nikita Shah (Vadodara)
- Renelle Snelleksz (Pune)



## BOARD

Name	Position	Sex	Occupation	Area of Competency
Mr. Rajnish Lall	President	M	Business	Management
Mrs. Kamalika Guha Thakurta	Secretary	F	Service	Social Work
Mr. Arjun Guha Thakurta	Treasurer	M	Banking	Finance
Mrs. Shirsha Guha Thakurta	Member	F	Business	Design & Communication
Mrs. Nilanjana Sen	Member	F	Banking	Finance
Mr. Soumya Guha Thakurta	Member	M	Banking	Finance
Mr. Tapobroto Sarkar	Member	M	Banking	Finance

## VOLUNTEERS

- Swati Wadekar
- Aadita Vyas
- Kiran Londhe
- Amju Kurien
- Uttama Pandit
- Pruthvi Shah
- Derrick Braganza
- Kulpreet Kaur
- Arun Chatterjee
- Nishtha Lall
- Rashi Sanghvi
- Ashutosh Gehlot
- Aamir Khatri
- Purujit A
- Vani Arun
- Reet Sahani
- Pooja Italia (Intern)
- Jahnvi Shah
- Partha Pratim Chatterjee
- Ankit Kumawat

## PARTNERS

1. V-Care Foundation
2. Nana Palkar Smruti Samiti
3. Tata Memorial Hospital
4. Tata Trusts
5. Indian Cancer Society
6. Cancer Patients' Aid Association
7. Wadia Hospital
8. N.K. Dhabhar Cancer Foundation
9. Dr. Ernest Borges Memorial Home
10. State Cancer Institute, Guwahati
11. Dr. B. Barooah Cancer Hospital, Guwahati
12. Light of Life Trust
13. Flowering Tree Inc.
14. Vatsalya Foundation
15. Asha Kiran- Maharashtra Women State Council
16. Healing Dove Foundation
17. Project Mumbai
18. RBL Bank
19. HUL
20. Hiranandani Group
21. Alliance Tire Group
22. Indiacast
23. United Way Mumbai
24. Eureka Forbes- Euroables

# FINANCE: APRIL 19' TO MARCH 20'

## INCOME

Description	Amount (INR)
Sessions	1,903,000
Donations	1,588,199
Project with Tata trust	1,155,478
Bank Interest	11,245
<b>Total</b>	<b>4,657,922</b>

## EXPENSES

Description	Amount (INR)
Admin and Facilitators Salary	3,029,049
Other expense (stationery, travel, website etc.)	682,857
Registration towards Mumbai Marathon	43,100
<b>Total</b>	<b>3,755,006</b>

NOTE: The above figures are approximate owing to the delay in auditing due to the COVID19 lockdown.



# THANK YOU

Artscape is registered as SRIJON Foundation under the Societies Registration Act, 1860 holding a valid 80G certificate and is exempt from income tax u/s 12A of the Income Tax Act, 1961. It is registered with GUIDESTAR and has a valid FCRA certificate.