



Community Outreach Programme (Phase I)

Central Institute of Psychiatry

Prepared by Department of Psychiatric Social Work



**Conducted By: Department of Psychiatric Social
Work/Clinical Psychology/DDAP & Tele Manas.**



PREAMBLE

Mental health is part of everyday life. Yet too often, people and families in India face barriers to getting the help they need: limited services nearby, lack of awareness, stigma, and difficulty getting mental health services in hospitals. Community mental health programs change that by bringing care, information, and support into the places where people live and work. It helps identify problems early, connect people with appropriate treatment, support families, and build local capacity for better well-being.

Jharkhand's geography makes the community outreach program especially important as villages and small towns can be far from mental health specialist centres, and many people don't know where to turn when emotional or substance-related problems arise. The Community Mental Health programme described in this document is a practical response to those challenges. It focuses on awareness, screening, psychosocial support, and linking people to specialist centers providing care efforts that matter for individuals and for the wider community.

This initiative became possible because of bold, collaborative leadership. The Director (Dr. V.K Chaudhary) of the Central Institute of Psychiatry (CIP), Ranchi, together with the National Health Mission (NHM) Mission Director (Mr. Shashi Prakash Jha, IAS), Jharkhand, coordinated by Additional Chief Secretary, Health and family Welfare Govt. of Jharkhand (Dr. Ajoy Kumar Singh) have taken a notable step to strengthen mental health outreach across the state. NHM's support, including provision of an Information, Education and Communication (IEC) vehicle, has been a game-changer. That vehicle has allowed teams to travel to remote areas and run awareness drives. In short, the IEC vehicle made much of this work practical and visible and it played a real part in the programme's early success. The Department of Psychiatric Social Work (PSW), CIP, has taken the initiative to plan and coordinate the programme in collaboration with various departments. The Department is responsible for maintaining records and documentation, facilitating interdepartmental coordination, and ensuring the smooth and effective implementation of the programme at CIP.

The outreach is delivered by a team effort from several departments at CIP. The Department of Psychiatric Social Work leads community engagement, family interventions, and rehabilitation efforts. Tele-Manas Jharkhand extends tele-mental health services to reach people who cannot come to the centre. The Department of Clinical Psychology provides assessments, psychological

treatments, and training for local caregivers. The Drug De-addiction programme tackles substance use through counselling and linkages to treatment. Together, these teams provide a blend of clinical care, psychosocial support, education, and capacity building that fits the needs of diverse communities across Jharkhand.

This document shares how the programme was planned and done and put into action, and what we have learned so far. It is written for policymakers, field workers, community leaders, and anyone interested in strengthening mental health services at the community level. We hope the practical examples and lessons here will help others adapt similar approaches in their areas.

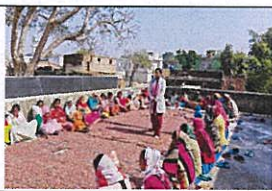
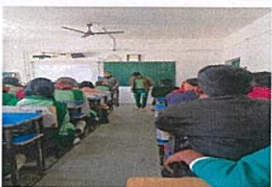
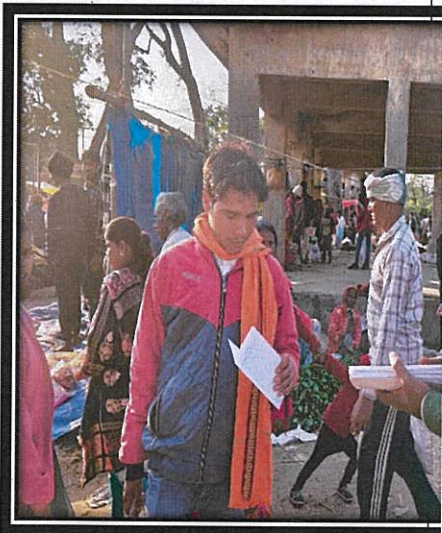
We are grateful to the leadership, clinicians, NHM partners, and the many local people who welcomed and supported this work. Their commitment shows how institutional expertise, government support, and community partnership can come together to reduce barriers to care and build mental health resilience. We look forward to seeing this programme grow and inspire more collaboration so that quality mental health services reach every corner of Jharkhand.

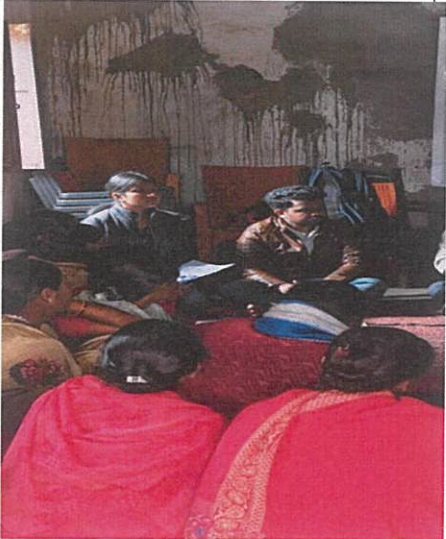
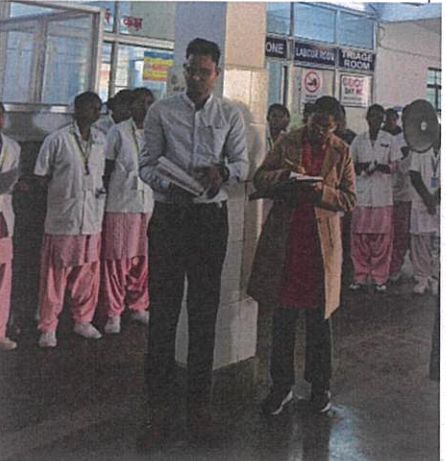
Visit No.	Date	Venue	Number of Participants	Details of the visit	
01	30 Dec 2025	Community Health Centre (CHC), Kanke, Ranchi, Jharkhand	25-30	A Community Mental Health Outreach Programme was jointly organised by Central Institute of Psychiatry (CIP), Kanke and Tele-MANAS Jharkhand at CHC, Kanke to promote mental health awareness and available services. The programme focused on common mental health issues, substance abuse-related behavioural problems, treatment facilities at CIP, and Tele-MANAS helpline services. Participants were sensitised regarding stigma reduction and help-seeking behaviour. Discussions also highlighted plans for future awareness programmes across districts and institutions in Jharkhand using IEC and social media platforms for wider mental health promotion.	

02	01 Jan 2026	Khalari Block, Ranchi, Jharkhand	20	A Community Awareness Programme was organised by Tele-MANAS Jharkhand State Cell and Mentoring Institute in Khalari Block, Ranchi, to promote mental health awareness and Tele-MANAS services. Activities included sensitisation sessions in villages, marketplaces, schools, and coordination meetings with panchayat representatives and railway authorities. Special emphasis was placed on adolescent mental health, stress management, help-seeking behaviour, and free confidential tele-mental health support services. The programme witnessed active participation from community members, local authorities, and educational institutions, resulting in increased awareness and positive community engagement toward mental health services.	
03	02 Jan 2026	Ormanjhi Bazar, Ranchi	40-50	A Community Awareness Programme was conducted by the DDAP CIP team at Ormanjhi Bazar, Ranchi, to promote awareness regarding mental health issues and substance abuse. The programme focused on early identification of mental health concerns, timely help-seeking behaviour, stigma reduction, and available treatment services at CIP, including counselling and de-addiction support. IEC materials were distributed, and interactive discussions encouraged community participation. The initiative improved public understanding of mental illness and addiction, while several individuals and families approached the team for guidance and clarification regarding mental health and substance use problems.	

04	03 Jan 2026	North and South areas of Sukruttu	15-20	A Community Awareness Programme was organised by the Department of Clinical Psychology in the North and South areas of Sukruttu to promote mental health awareness and strengthen liaison activities. The programme focused on identifying mental health issues, encouraging help-seeking behaviour, and reducing stigma associated with mental healthcare and CIP. Outreach activities included visits to a veterinary clinic, the local post office, and meetings with the Purb Mukhiya to discuss future awareness programmes on addiction and common mental health concerns. The initiative enhanced awareness regarding available mental health services and the importance of destigmatization within the community	
05	05 Jan 2026	Patratu Block, Ramgarh	30	A Community Awareness Programme was organised by Tele-MANAS Jharkhand State Cell and Mentoring Institute at Patratu Block, Ramgarh, to strengthen sensitisation and networking regarding mental health services. The outreach focused on promoting awareness about the Tele-MANAS toll-free helpline (14416), available CIP facilities, myths and facts related to mental health, and accessibility of treatment services. Demo calls, interactive discussions, and IEC pamphlet distribution were conducted among stakeholders and community members. The programme resulted in invitations from CHC Patratu and local Panchayat leaders for future outreach activities and participation in community health events.	
06	07 Jan 2026	Health Mela, CHC Patratu, Ramgarh	50	A Community Awareness Programme and Mental Health Camp was organised by Tele-MANAS Jharkhand State Cell and Mentoring Institute during the Health Mela at CHC Patratu, Ramgarh. The initiative aimed to promote awareness regarding Tele-MANAS services, mental illness symptoms, and CIP treatment	

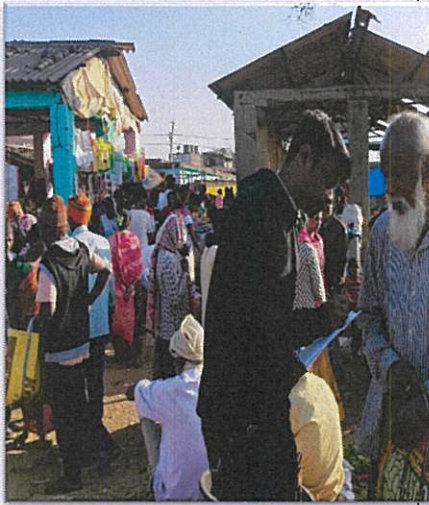
				facilities through networking activities, IEC distribution, and awareness sessions. Psychiatric consultations were provided, where 12 patients were diagnosed and prescribed medication, while individuals requiring counselling or inpatient care were referred to Tele-MANAS and CIP services. The programme received appreciation from dignitaries and health officials, highlighting the growing need for local mental health services.	
07	07 Jan 2026	Health Mela, CHC Patratu, Ramgarh	25-30	A Community Awareness Programme and Mental Health Camp was organised by Tele-MANAS Jharkhand State Cell and Mentoring Institute during the Health Mela at CHC Patratu, Ramgarh. The initiative aimed to promote awareness regarding Tele-MANAS services, mental illness symptoms, and CIP treatment facilities through networking activities, IEC distribution, and awareness sessions. Psychiatric consultations were provided, where 12 patients were diagnosed and prescribed medication, while individuals requiring counselling or inpatient care were referred to Tele-MANAS and CIP services. The programme received appreciation from dignitaries and health officials, highlighting the growing need for local mental health services	 
08	08 Jan 2026	Block Office, Khalari, Ranchi	48	Jointly organized by Tele-MANAS and DDAP, this outreach camp provided psychiatric consultations, counseling, and pharmacological treatments to 48 local patients at a health mela.	
09	12 Jan 2026	PHC, High School & Panchayats, Pithoria	40-50	The Tele-MANAS team conducted strategic liaising with medical officers, school staff, and panchayat members to schedule future mental health awareness drives.	

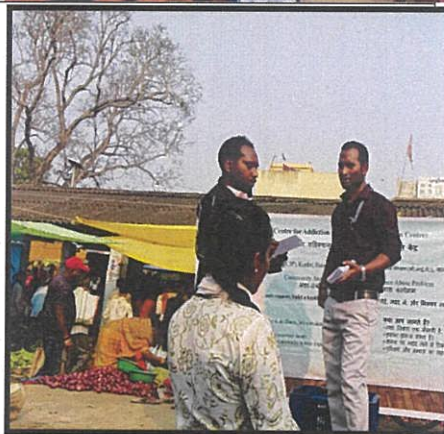
10	13 Jan 2026	Gagi Panchayat, Ranchi	42	DDAP team conducted interactive psychoeducation and open discussions with rural residents to debunk deep-rooted myths surrounding mental illness and substance abuse.	
11	14 Jan 2026	Kanke Area Market places	50-60	Counselors used megaphones, healthy group discussions, and live demo calls across local markets to promote Tele-MANAS toll-free helpline numbers.	
12	15 Jan 2026	Sadar Hospital, Ranchi	40-50	The Psychiatric Social Work department hosted an awareness program and direct enquiry desk to counsel visitors on psychiatric disorders, de-addiction, and admission protocols.	
13	16 Jan 2026	Rajakya Madhya Vidyalaya, Sutiyaambe	50-70	Mental health professionals delivered interactive lectures to students and faculty regarding adolescent psychology, early identification, and constructive examination stress coping mechanics.	
14	17 Jan 2026	Career Power Institute, Lalpur	40-50	Senior medical consultants hosted a targeted mitigation workshop for competitive aspirants to address severe academic anxiety, burnout, and emotional wellness management.	
15	19 Jan 2026	Kamahariya Bazar	30	A Nasha Jagrukta and Mental Health Awareness Programme was conducted on 19 January 2026 at Kamahariya Bazar, Ranchi, to educate the general public about substance abuse and mental health. Supported by the National Health Mission (NHM), the programme focused on raising awareness about the harmful effects of drugs and alcohol, promoting emotional well-being, and encouraging early identification and treatment of substance use disorders. Participants were informed about available mental health services and support systems. Interactive discussions highlighted risk factors, preventive measures, healthy lifestyle practices, and stigma reduction. The programme successfully enhanced community awareness and encouraged help-seeking behaviour.	

16	20 Jan 2026	Hethkonki Village, Pithoria	35	A Community Outreach Programme was conducted on 20 January 2026 at Hethkonki Village, Pithoria, for members of women self-help groups to enhance mental health awareness and address psychosocial concerns. The programme provided information on severe mental illnesses, common mental disorders, substance use disorders, neurodevelopmental disorders, and organic mental disorders. Participants were educated about early identification, stigma reduction, timely treatment, and available support services. Interactive discussions addressed substance use issues affecting families and communities. Mental health awareness pamphlets were distributed, and a stress management session with breathing exercises was conducted. The programme improved awareness, encouraged help-seeking behaviour, and promoted community well-being.	
17	27 Jan 2026	Angara CHC	40	A Mental Health Community Outreach Programme was conducted on 27 January 2026 at Angara Community Health Centre, Ranchi, by the Community Mental Health Team of the Central Institute of Psychiatry. The programme aimed to promote mental health awareness, encourage early identification of mental illnesses, reduce stigma, and enhance help-seeking behaviour among community members. Participants were educated about common and severe psychiatric disorders, their signs and symptoms, available treatment facilities, and consultation procedures at CIP. IEC materials were distributed to reinforce awareness. Approximately 50 community members attended the session, actively participated in discussions, and received clarification regarding mental health concerns.	

18	30 Jan 2026	Ranchi University & SPM College	30	An Outreach Interaction Programme was conducted on 30 January 2026 at Ranchi University and Shyama Prasad Mukherjee College by the Department of Clinical Psychology, CIP. The programme aimed to raise awareness about mental health services, substance abuse, and community support among students and staff. Team members interacted with students, police personnel, guards, and other staff, emphasizing early identification of psychological distress, stigma reduction, and the importance of timely help-seeking. Mental health information leaflets were distributed, and participants were informed about available support services and toll-free helpline numbers. The programme enhanced awareness, accessibility, and engagement with mental health resources.	
19	31 Jan 2026	Observation Home, Gumla	52	An outreach programme was conducted on 31 January 2026 at the Observation Home (Samprekshan Grih), Gumla, by Tele-MANAS Jharkhand State Cell and the Mentoring Institute in collaboration with DMHP, Gumla. The programme aimed to increase awareness about mental health issues, substance abuse, and Tele-MANAS services among adolescent inmates and staff. Experts provided information on behavioural changes during adolescence, the harmful effects of substance use, addiction management, and available mental health support services. IEC materials and pamphlets were distributed to participants. A total of 52 adolescents and staff attended, enhancing their understanding of mental health, substance abuse prevention, and the Tele-MANAS helpline services.	

20	03 Feb 2026	Arsande Panchayat Bhawan	32	A Community Mental Health Awareness Program was conducted on 3 February 2026 at Panchayat Bhawan, Arsande, by the Department of Psychiatric Social Work, Central Institute of Psychiatry, Ranchi. The programme aimed to increase awareness about mental health and mental illnesses, promote early identification of symptoms, reduce stigma, and provide information about treatment services. Participants received psychoeducation on common mental disorders such as depression, anxiety, OCD, schizophrenia, bipolar disorder, and dissociative disorders. Interactive discussions encouraged villagers to share concerns and seek clarification. IEC pamphlets were distributed to reinforce learning. The programme enhanced community understanding, reduced misconceptions, and promoted help-seeking behaviour.	
21	05 Feb 2026	Panchha Bazaar	50	A Community Awareness Programme was conducted on 5 February 2026 at Panchha Bazaar, Ranchi, by the Drug De-Addiction Programme (DDAP), Central Institute of Psychiatry. The programme aimed to increase awareness about mental health issues, substance use disorders, early identification of symptoms, and available treatment services. Community members, including shopkeepers, vendors, and local residents, were educated about anxiety, depression, epilepsy, addiction, and the importance of timely intervention. Information regarding counselling, de-addiction services, and rehabilitation facilities at CIP was shared. IEC materials were distributed to reinforce key messages. The programme successfully reduced stigma, encouraged help-seeking behaviour, and strengthened community understanding of mental health and substance abuse.	

22	06 Feb 2026	Utkramit Prathamik Vidyalaya and Government Primary School, RVC Mawesi	25-30	An awareness programme on mental health and substance abuse was conducted for students, teachers, and non-teaching staff. The programme focused on early identification of psychological distress, stigma reduction, and timely help-seeking behaviour. Information regarding mental health services, support systems, and toll-free helpline numbers was shared to improve awareness and accessibility of mental health care.	
23	09 Feb 2026	Getalsud Bazaar, Ranchi	50-70	A sensitization and awareness programme on mental health and substance abuse was conducted to promote awareness regarding mental health issues, substance use disorders, and available support services. Participants were educated about signs and symptoms, early identification, stigma reduction, and timely intervention. Psychoeducation, interactive discussions, IEC material distribution, and information regarding Tele-MANAS services were provided.	
24	23 Feb 2026	Kamahariya Bazar, Ranchi	70-75	A Nasha Jagrukta and Mental Health Awareness Programme was conducted with support from NHM to create awareness regarding substance abuse and mental health. Participants were educated about the harmful effects of drugs and alcohol, stigma reduction, healthy lifestyle practices, and available support services, encouraging early intervention, community awareness, and timely help-seeking behaviour.	

25	24 Feb 2026	Gender Resource Centre (GRC), Ratu, Ranchi	15	A Mental Health Awareness Programme was conducted to promote awareness about mental health and mental illness, encourage early identification, reduce stigma, and enhance help-seeking behaviour. Mr. Tushar, Ms. Monaspika Das, Ms. Chopin Chena, and Ms. Komal Sharma provided awareness regarding psychiatric disorders, signs and symptoms, and available mental health services. IEC materials were distributed, followed by interaction and clarification of doubts.	
26	09 Mar 2026	Thakur Gaon Bazar, Ranchi	70-100	An awareness programme on substance abuse and mental health was conducted with support from NHM IEC Van to reach the community. Participants were educated about harmful effects of drugs and alcohol, mental well-being, stress management, stigma reduction, and available de-addiction services. Information regarding free treatment, rehabilitation facilities, and timely professional help was also provided.	
27	10 Mar 2026	Anganwadi Centre, Tutlo Village, Bero Block	20-25	A mental health awareness and psychosocial outreach programme was conducted, in collaboration with Ranchi Cancer Hospital and Research Centre (RCHRC), targeting villagers, ASHA workers, Anganwadi workers, CHOs, and ANMs. Led by Dr. Senthil M., Mr. Atindra Paul, and Mr. Tushar Kumar, the programme focused on severe mental illnesses, common mental disorders, substance use disorders, neurodevelopmental and organic mental disorders, emphasizing early identification, stigma reduction, and timely treatment. Mental health awareness pamphlets and information regarding available treatment services were also provided.	

28	11 Mar 2026	Usha Martin University, Angara, Ranchi	30-45	Liaison and networking activities were conducted by the Tele-MANAS team at Usha Martin University, Angara, Ranchi, to plan a mental health awareness outreach programme for students and staff. Discussions focused on mental health awareness, Tele-MANAS services, relationship and family issues, social media impact, interactive sessions, and conducting separate programmes for better student participation and engagement.	
29	13 Mar 2026	Rajkiyakrit Madhya Vidyalaya, Chutiya, Ranchi	60-70	A mental health awareness programme was conducted for students of classes 5-7 to promote mental health literacy, early identification, and stigma reduction. Ms. Ankita Paul, Ms. Purnima Jain, Ms. Satyapriya Patra, and Mr. Satyajit Medha addressed myths regarding mental illness, epilepsy, anxiety, substance abuse, depression, and learning disability, while also sharing treatment information and helpline numbers.	
30	14 Mar 2026	Usha Martin University, Angara, Ranchi	200	An outreach programme was conducted by the Tele-MANAS team to promote mental health awareness, stress management, and available mental health support services among students and staff. Sessions focused on stress, anxiety, depression, coping strategies, suicide prevention, emotional well-being, and the importance of early help-seeking. Information regarding Tele-MANAS 24x7 helpline services and professional support was shared. Interactive discussions addressed concerns related to emotional distress and mental health challenges. IEC materials were distributed to reinforce awareness and encourage utilization of mental health services.	

31	16 Mar 2026	Chanho, Sons Village	60-70	The DDAP team conducted an outreach and awareness programme on mental health and substance abuse to promote awareness regarding the harmful effects of substance use and the importance of mental well-being. The programme focused on stigma reduction, early help-seeking, available treatment facilities, and support services. Information about CIP facilities and Tele-MANAS (14416) was also shared, along with the distribution of IEC materials to reinforce key messages.	
32	17 Mar 2026	Community Health Centre, Namkum	50-60	A Community Mental Health Awareness Program was conducted to enhance mental health literacy and promote awareness regarding common and severe mental illnesses. The programme emphasised early identification, referral, stigma reduction, and the importance of professional help and family support. Participants were also taught simple relaxation techniques for stress management and emotional well-being. IEC materials were distributed to reinforce awareness and support community-level mental health promotion.	
33	19 Mar 2026	Yuwa Trust India, Ormanjhi, Ranchi	15	A mental health awareness and sensitization programme was conducted for principals, teachers, and counselors to promote understanding of mental health concerns and intellectual disability in children. The sessions focused on early identification, screening, referral services, treatment processes, government schemes, and Tele-MANAS services. IEC materials were distributed, and participants appreciated the informative sessions, acknowledging enhanced knowledge and awareness.	

34	20 Mar 2026	Government Upgraded Middle School Ormanjhi, Hochai, Ranchi	60	The Department of Clinical Psychology conducted a Community Outreach Programme to promote mental health awareness among school students. The sessions focused on understanding mental health, common mental illnesses, stigma reduction, and available treatment options, including counselling, therapy, medication, and family support. Myths related to epilepsy, anxiety, depression, substance abuse, learning disabilities, neurodevelopmental disorders, and psychosis were addressed through interactive discussions.	
35	24 Mar 2026	St. Xavier's College, Ranchi	110	A community outreach programme on mental health awareness and promotion was conducted for students of St. Xavier's College, Ranchi through a collaborative effort between the Central Institute of Psychiatry, Avishkaar Foundation, and the Department of History, St. Xavier's College. The sessions focused on mental health awareness, stigma reduction, self-awareness, concentration, anxiety management, relaxation techniques, and the importance of timely help-seeking. Interactive discussions and practical demonstrations encouraged active student participation and promoted understanding of mental well-being and available support systems.	
36	01 Apr 2026	Primary Health Centre (PHC), Barkakana, Ramgarh and local market, Birsa chowk, Bhurkunda	150-200	A community awareness programme was conducted by the Tele-MANAS Jharkhand State Cell to promote awareness regarding mental health and Tele-MANAS services. IEC materials were distributed among healthcare staff and community members, and awareness was created about symptoms of mental illnesses, available mental health support, and Tele-MANAS services. The programme successfully enhanced awareness and encouraged community engagement regarding mental health support services.	

37	04 Apr 2026	Atal Smriti Vendors Market, Ranchi	200	A mental health awareness programme was conducted by the Tele-MANAS team to promote awareness regarding mental health concerns and available support services. Through interactive discussions and pamphlet distribution, participants were sensitised about depression, anxiety, stress, sleep problems, substance use, self-harm, family conflicts, and workplace stress. Information regarding Tele-MANAS 24×7 toll-free helpline services and government mental health facilities was also shared.	
38	07 Apr 2026	Old Age Home, Chiraundi, Ranchi	60	A mental health community outreach programme was conducted to promote awareness regarding mental health issues among older adults and provide psychosocial support. The sessions focused on loneliness, depression, anxiety, dementia, early identification of mental health concerns, and practical coping strategies. Participants were also introduced to mindfulness and relaxation techniques for stress management. Interactive discussions and individual support sessions encouraged emotional expression and help-seeking behaviour. Information regarding mental health services available at the Central Institute of Psychiatry and Tele-MANAS was also shared.	