



## it's ok, not to be ok. Stand up against mental health stigma

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### **Abstract:**

The irony of mental health in India is that stigma is still part of the conversation. A study conducted by WHO in 2015 shows that 1 in 5 Indians may suffer from depression in their lifetime equivalent to 200 million. Almost 89% Indians are bogged down by stress related to health, finance and high pressure jobs and majority of them are not comfortable talking about their issues. Due to the stigma associated with mental illness, a lack of awareness, and limited access to professional help, only 10-12% of these sufferers will seek help. Stigma can be defined as a mark of disgrace associated with a particular circumstance, quality, or person which is contrary to awareness. It's therefore important for all Health & Wellness players to create awareness around depression and break the stigma. Its important for people to be more empathetic and acknowledge the range of emotions human beings can feel such as hatred, love, sadness, anger, sympathy and many more. Each of these emotions have a different impact on our daily lives. It is high time that we learn the art of feeling emotions as they are and help friends, family or just another human being in their journey of the same. People these days are extremely aware and conscious about their physical fitness and weight loss programs- they know what functional training programs to get enrolled on and what super foods to eat in order to stay in shape. But unfortunately when it comes to mental health, the awareness just isn't there. Through marketing campaigns, public talks, on ground activations and digital awareness we should reach out to people and be that friend with whom people can share all their apprehensions without having to worry about getting disclosed, judged or misguided.

### **Biography:**

A self-motivated, committed and result driven individual with more than 10 years of experience who believes in growing continuously whilst improving business perfor-



mance. From a practicing Dental Surgeon to a marketer who is in a leadership position, Divya Verma has come a long way. It is a journey which is both unconventional and at the same time, enriching. A sharp student with a flair for creativity, Divya served at the NHS in England for a couple of years. The international exposure she received during her 2-year stint studying various marketing and healthcare practices gave her a solid foundation for a career in Marketing. Divya has worked with big healthcare companies like- Max Healthcare, Fortis Healthcare, Clove Dental and is now currently working as General Manager & Head of Marketing at Daivam Wellness which is a joint venture with Dabur Research Foundation. Divya received the "WOMEN LEADERSHIP AWARD" IN MUMBAI 2019 for Accomplishment in Marketing Strategies in Healthcare and she has also been listed in the TOP 100 MOST INFLUENTIAL GLOBAL MARKETING LEADERS, 2019 by WORLD MARKETING CONGRESS & CMO ASIA. During her tenure at Clove Dental, she and her team received the BEST DENTAL WEBSITE AWARD- 2017 and Clove Dental also won the BEST BUILDING OF THE BRAND AWARD at LONDON-HBI AWARDS

### **Publication of speakers:**

1. World Health Organization Report, 2015
2. EconomicTimes- <https://economictimes.indiatimes.com/magazines/panache/mental-health-in-india-7-5-of-country-affected-less-than-4000-experts-available/articleshow/71500130.cms>

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