

# THANK YOU



## CONTACT US

 22, Ground Floor,  
Unique Apartments, Sector -13  
Rohini Delhi 110085.

 Call:  
+91 9999 75 7676

 Email: [daffodilstherapystudio@gmail.com](mailto:daffodilstherapystudio@gmail.com)




JAN - DEC  
2023

## ANNUAL REPORT



 22, Ground Floor,  
Unique Apartments,  
Sector -13, Rohini

 Call:  
+91 9999 75 7676

 Email: [daffodilstherapystudio@gmail.com](mailto:daffodilstherapystudio@gmail.com)



# TABLE OF CONTENTS

01 | Introduction: Our Journey of Sowing the Seeds of Compassion, Growth & Healing

02 | The Year in Review - The Fruits Borne 2023

03 | Part 1: We are Daffodils Therapy Studio

a) Our Story- Sketching the Dream of Growth & Healing

b) Our Team - Reflections with the Team

04 | Part 2: Clinical Numbers and Narratives

a) Data-Driven Analysis - An Expression of Quantity of Clinical Work

b) Our Modalities- An Expression of Quality of Clinical Work

c) Client Protocols- The Real Grind

d) Team Protocols- Ingredients to Rich Work

05 | Part 3: Outreach Programs that Build Future

a) Internships- Cultivating Future Leaders

b) Awareness Programs- Igniting Change and Dialogue

c) Webinars- A Journey Beyond the Obvious

d) SheSpeaks- Each Voice Matters

06 | Part 4: From Insights to ActionsFuture

a) SWOT Analysis- Unveiling our Risk and Protective Factors

b) Way Forward- Charting Our Course to Success





# FOREWORD FROM OUR FOUNDER

We exist in a whirlwind. Our days are a relentless pursuit of external expectations, set by ourselves, our families, and the competitive world surrounding us. As a child, I often felt this acutely. Life seemed solely focused on fulfilling basic needs, leaving unexplored the vast territory of emotions, relationships, and genuine connection.



Deep conversations were discouraged, curiosity dismissed, devoid of exploration and self-discovery. I was never truly taught to celebrate life – only to navigate it with a basic, limited understanding of it.

Sometimes, a catalyst is needed – a nudge, human or otherwise – to awaken thoughts long suspended, yearning for space and exploration. For me, this catalyst was the field of psychology. I entered it burdened by what I believed to be my personal, idiosyncratic struggle – of being controlled and guarded through the charts of limited understanding of life. To my surprise, through my studies and the countless experiences in clinical practice, I discovered this wasn't just my burden, but a shared human experience, albeit manifested in diverse contexts and with individual adaptations.

This newfound understanding, coupled with academic knowledge and clinical experience, gave birth to Daffodils Therapy Studio, my firstborn. It became a seed of commitment, passion, inclusivity, training, and healing – not just for me, but for a community of therapists, students, clients, and anyone who resonates with our core values. I would like to take a moment to welcome you all to Daffodils.

In a world that continues to starve itself of real human connection, Daffodils has become a haven for growth and healing, asking critical questions: Are we fueling our lives with purpose, or simply going through the motions? Are we truly living, connecting, and taking time for personal well-being? Can we embrace the wholeness of our existence – emotions, vulnerability, and the richness of human connection?

As we move forward, Daffodils remains steadfast in its mission. We offer a safe space for individual and group psychotherapy, nurture young minds through internships and in-house trainings, and curate educational programs for individuals and institutions. Through it all, we hold fast to our core : to be real, human, and embrace the full spectrum of emotions and the power of connection.

**Welcome To Daffodils.**



# INTRODUCTION

The world is slowly realising that having good mental health and putting conscious efforts into self-growth are the only paths to a fulfilling life. We at Daffodils Therapy Studio are committed to empowering people to achieve these fulfilling lives.

Daffodils has been creating a significant impact in the field of Mental health and Wellness for four years now. We started as a venture to provide accessible and ethical therapy services to people during COVID-19. When the world was grappling with changes in all domains, the therapy space also changed. We managed to adapt efficiently to the use of technology in the field of mental health and evolved into a thriving therapy studio in the years that followed.

Today, we offer a range of clinical services, including 1:1 therapy and assessment services to children, adolescents, and adults. Our team of psychologists expertly navigates the therapy space and, along with that, provides training and development to budding psychologists through internships. We also collaborate with colleges, NGOs, individuals, and corporations to spread awareness about mental health and well-being.

In our journey, the year 2023 was incredible as we saw a number of new beginnings, widespread recognition, and growth. To celebrate our journey and to show you a glimpse of what Daffodils is all about, as well as what it can be, we have compiled our year's journey in this report. The report is divided into four parts:

<b>Part 1</b> : We are Daffodils Therapy Studio	This section gives a glimpse of our story and introduces our magnificent team.
<b>Part 2</b> : Clinical Numbers and Narratives	This section will cover a data-driven analysis of our clientele. Along with that, it will give an insight into the way we work with our clients and within Daffodils.
<b>Part 3</b> : Outreach Programs that Build Future	This section details the Training and Outreach work we have done in 2023.
<b>Part 4</b> : From Insights to Actions	Last section of this report carries some of our reflections, lessons, and our way forward for the years to come.

In a world driven by Quantity, we have made sure that we not only pay attention to but also highlight the quality we provide in our work. Thus, while we have captured numbers and metrics in our report, we have also given space to our carefully curated procedures that ensure quality is always maintained. As we move through this review, we hope that the year 2024 pushes towards more growth, more opportunities, and more ability to contribute to the world.



# 2023 YEAR IN REVIEW

- Celebrating 3 years of Daffodils

- Talk in KMC, DU: Gender Violence
- Onboarding Queer Affirmative Therapist
- Celebrating World Health Day with InstaLive

- Summer Internship (UG and PG)
- Pride Month awareness campaign
- Story Telling Workshop with Ankur Oberai

- Received The Economic Times HealthCare Award 2023 for "Excellence in Clinical Services - Mental Health & Wellness"

- Webinar Series on "Mental Health and More"
- Mental Health Awareness Programs via InstaLives

- Paper Presentation in ICIAHP 2023
- Co-Chairing a session in ICIAHP 2023

Jan

- Winter Internship 2023

Feb

Mar

- Yearly team Meet
- Team shoots
- Celebrating Women's Day

Apr

May

- Onboarding Psychoanalytic Psychotherapist

Jun

Jul

- Summer Internship (11th-12th)
- Team's day out

Aug

Sep

- Backend Work for SheSpeaks and Webinars

Oct

Nov

- Launch of SheSpeaks
- Invited Chief Guest in "Psy- Fiesta", Cambridge School

Dec





# A LOOK INTO DAFFODILS THERAPY STUDIO

NOT JUST A CLINIC BUT A SPACE TO EXPLORE, INDULGE,  
ACCEPT, CHERISH AND RECREATE YOUR SELF



# OUR STORY

*Your story is what differentiates you from your competitors.*

*Olivia Christian*

Daffodils Therapy Studio is a center for holistic mental health services that offers clinical services, in-house training & internships, and awareness-building workshops to fulfill the growing mental health demands of the world.

Many of us grew up in a hustle culture that is too quick to sacrifice well-being. This forgetfulness of wellbeing reached its peak in COVID-19, which is when we began our journey. We started offering an empathetic and supportive space for people of different backgrounds. One of our mottoes was to remind the world that you don't have to reach an unbearable level of pain to seek help. Therapy is for anyone and everyone.

As the lockdown lifted, Daffodils transformed into a rare mental health organisation that not only employed mental health professionals but was also run by a trained clinical psychologist, a clear contrast to many other organisations out there. Today, Daffodils is a growing organisation with a clear vision and mission.

## OUR VISION

Envisioning a world of Understanding and Empathy: Transforming Lives through the dialogue of Mental Health.

## OUR MISSION

We are dedicated to breaking down barriers to mental health care by providing accessible, empirical, ethical and high quality therapy, education and outreach services led by experienced Mental Health Experts. Our aim is to nurture a network of strong professionals that together empower individuals, foster resilience, enrich organisations, and uplift communities to create a more empathetic and understanding world.

*Being an organisation run by women, intersectionality, inclusivity, and empowerment are our core values. We see mental health as a right of every individual, irrespective of caste, class, gender, age, or social strata, and are working consistently to facilitate the materialization of this right.*





ET THE ECONOMIC TIMES  
**HEALTHCARE LEADERS SUMMIT 2023**

REDEFINING INDIAN HEALTHCARE ECOSYSTEM





# A WORD FROM OUR TEAM MEMBERS

*We are not a team because we work together; we are a team because we respect, trust, and care for each other.*

*Vala Afshar*

At Daffodils, we pride ourselves on our team. We are a group of people who are diverse in both our professional and personal identities but continually support each other in our professional and personal journeys. Each of our therapists works differently and views Daffodils differently. Captured below are their reflections on their work in Daffodils, in their own words and unique styles.

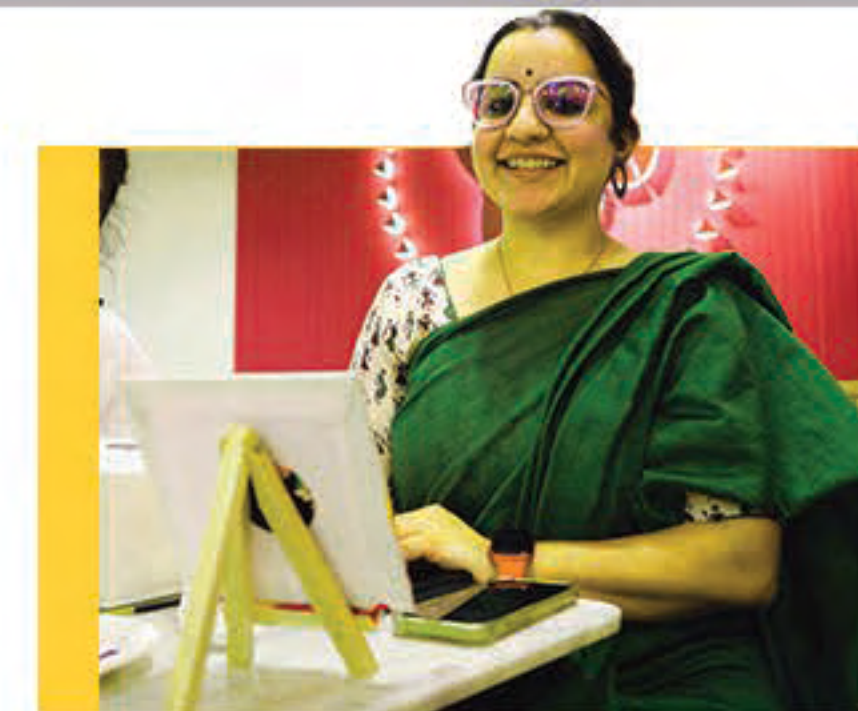


## Astha Nagpal

Being a mama is worth all the exhaustion. Daffodils, my firstborn, is turning 4, and I am elated and glazing in absolute pride of being able to create a baby with a team of diligent, committed mental health professionals.

My work allows me experiences, impressions, and difficult life stories. I feel humbled and responsible for keeping that safe and under the right guidance. My client-therapy work is usually a long-term commitment, and it allows me to be in a continuous learning and reflection space to ensure the effectiveness of the work that I offer in the capacity of a psychotherapist. The introduction of Peer Supervision amongst the team this year has allowed us to be more receptive and engaging to different schools of thought while sharing case stories and exploring the nuances through the means of conversations, readings and discussions.

I strongly believe the nature of the initial connection with the client and being able to address more fully the queries that come along has allowed us as a team a positive long term client work. I think it is extremely crucial to create a team where one can candidly display the difficult trajectories of their work whilst being understood and respected for the experiences they bring to the table. I strongly feel Daffodils is a testimony to the same.





## Dr. Jyoti Ssharma

Daffodils Therapy Studio is like a fresh dew on a flower that ignites the charm of the flower with the freshness of being alive. Daffodils entails every person's journey to blossom in them, in their own way and pace,

by holding a nonjudgmental space filled with compassion, understanding, and love for both clients and employees.

Daffodils Therapy Studio is like a fresh dew on a flower that ignites the charm of the flower with the freshness of being alive. Daffodils entails every person's journey to blossom in them, in their own way and pace, by holding a nonjudgmental space filled with compassion, understanding, and love for both clients and employees.

In my role as a therapist working with young, middle, and older adults at Daffodils, I perceive and feel this journey to Querencia, a place where one feels safe and a place from which one's strength of character is drawn. Individuals come into this space with silence, confusion, and too many things to pour, many a time surrounding themselves with barriers, yet open to that ray of hope to unveil and cocreate the path to connect with one's soul. The individuals are connected at a deeper understanding level, where they feel seen, heard, and held with compassion and patience. I aim to connect individuals with the present moment with the help of expanding awareness of and towards body and emotions and helping in the process of integration. This process is like noticing the fast-paced ripples in a lake slowing down, expanding the sphere, and noticing the lake becoming stabilized, which provides a clear view of the entire scenery around. Through this therapeutic process, the tangled thoughts and emotions are very gently and slowly untangled. The therapeutic process includes inner child healing, connecting different parts of self-carrying the wounds that emerge in the behavior of the "self" today and integrating the individual's Self as whole and complete.

It is a slow process filled with noticing the shields, mellowing down to reach out to other parts of Self with compassion and kindness, and integrating them together. This process is like a lotus blossoming and opens up the sky with its grace and beauty.





## Aprajita Rana

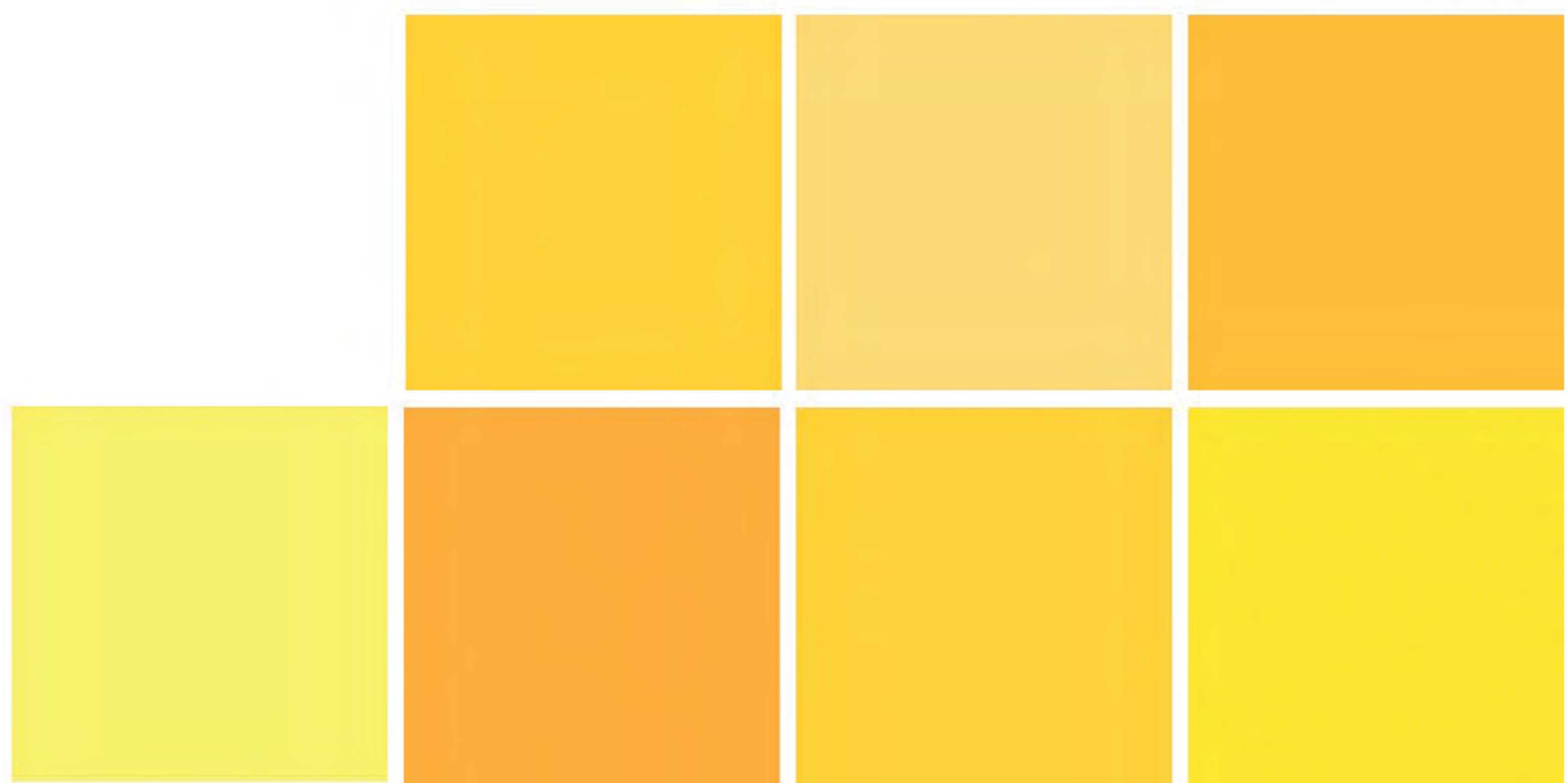
Daffodils therapy studio is like a field of flowers of Daffodils, nurturing each flower and allowing them to bloom in their own individual capacity. My journey in Daffodils as a child and adolescent psychologist has been that of learning, growing, and marveling at what therapy space can achieve.



In my work with varied age groups: children, adolescents, young adults, and adults, I have had the chance to truly see what the phrase “Going to pieces without falling apart” truly means.

When a parent/client comes for therapy, the first thing that is obvious is fear. Fear of what they/their child is going through, thoughts on “will it ever be okay?”, how much time will it take, what will happen, and whether therapy will actually work are racing in their minds. Many come after experiencing rejection from their safe spaces, spaces that were meant to nurture them. It is with this fear that we begin, and as they interact more with me, they are able to give a shape, name, and meaning to their fear. They slowly begin to trust and allow themselves to “break down”. Unlike the outside world, which tells them to “get it together”, in therapy, I ask them to let it scatter. Piece by piece, we build a Self that they feel happy in. And piece by piece, we acknowledge and nurture all the parts that were ignored.

There can be many solutions when we have space to discuss our problems freely, and that is exactly what Daffodils offers. The precious part is that this space is available for me, too. I know that I am never alone in my journey as a therapist, just like my clients know that they are not alone in their journey when they are at Daffodils.





## Shreshtha Malhotra



Embarking on my journey at Daffodils Therapy Studio has been an enlightening experience filled with meaningful encounters and invaluable insights. Being part of the team, I found myself immersed in a dynamic work environment where contemporary concerns intersect with timeless human emotions, shaping my therapeutic approach in profound ways.

At Daffodils, I encountered a diverse clientele grappling with issues of our times. I got to witness clients struggle with the magnifying feelings of isolation, uncertainty, and existential angst, among many other contemporary issues. Moreover, the evolving dynamics of familial structures and functions have added layers of complexity to the emotional landscape, fostering a delicate balance between individual agency and the quest for belongingness. Navigating through these multifaceted challenges has been both humbling and enlightening as I bear witness to the intricate interplay of human experiences within the therapeutic space.

The supportive and diverse team at Daffodils has been instrumental in shaping my journey, offering a broad tapestry of perspectives and insights that enrich my practice. Engaging with young practitioners brimming with passion and enthusiasm has invigorated my own approach, infusing it with fresh ideas and innovative strategies. The collaborative nature of our interactions fosters a sense of mutual growth as we draw upon a myriad of resources to serve our clients better.

One of the most gratifying aspects of my journey at Daffodils has been witnessing the gradual transformation of clients as they navigate their personal journeys of self-discovery. To see individuals gradually open up and embrace the therapeutic process, forging a deeper connection with their inner selves, is nothing short of awe-inspiring. In creating a safe and nurturing environment conducive to introspection and growth, Daffodils becomes more than just a physical space—it becomes a sanctuary where healing and transformation flourish.

In essence, my journey at Daffodils Therapy Studio is a testament to the power of human connection and the boundless potential for growth and healing. As I continue to work with this remarkable team, I am reminded of the profound privilege and responsibility inherent in the therapeutic profession. I am deeply grateful for the opportunity to walk alongside my clients on their journey toward wholeness and self-discovery.



## Sanchita Johri



In my role as a Therapist working with Young adults at Daffodils, I see it as a journey of metamorphosis of nurturing a Daffodil flower. At first, they may arrive like a closed bud, guarded, shielding themselves from

vulnerability. Observing the silent battles they have in their mind, along with the judgments and awkwardness they might be facing, I begin by providing a safe and nurturing environment in the therapy space. Gradually, they unfurl, just as a daffodil opens its petals to the sun. Through the therapeutic process, they begin to blossom, revealing their inner beauty and strength at their own pace. Like the daffodils, they may face storms and adversity, but with support, they learn to bend without breaking.

Many clients enter the therapy process looking for a solution to their problems. In my work, I encourage them to listen to their inner voice that has been shunned down in the layers of childhood emotional neglect and interpersonal conflicts in family dynamics and societal expectations. The space offers a room where the language of pain is spoken, heard, and seen in a non-judgemental way, allowing for vulnerability and suppressed emotions to surface safely. My role is more of a navigator in the process of their healing through ruptures and repairs. I offer a compassionate space to acknowledge, validate, and reassure the ache that stems from a past where emotional needs were dismissed or overlooked. Slowly, they begin to identify and recognise the emotions, gradually minimising the walls of self-blame that have stood for far too long.

As we delve into the depths of their struggles, the shadow of obsessive thoughts emerges; through the lens of grief and trauma, we explore the roots of these relentless thoughts. I guide them toward understanding that obsessive thoughts are not reflections of inherent flaws but residuals of unresolved pain. We work on building a bridge between their present selves and the wounded inner child, fostering a compassionate dialogue that gives way to healing. In the safety of our therapeutic cocoon, we confront the ghosts of the past, peeling the layers of emotional distress that have intertwined with their very essence. Through this journey, I witness the transformation of pain into resilience as these young adults confront their past with courage. The therapeutic process becomes a vehicle for self-discovery, self-compassion, and understanding. As they name their feelings, acknowledge their pain, and embrace the complexity of their emotions, a newfound sense of empowerment emerges.

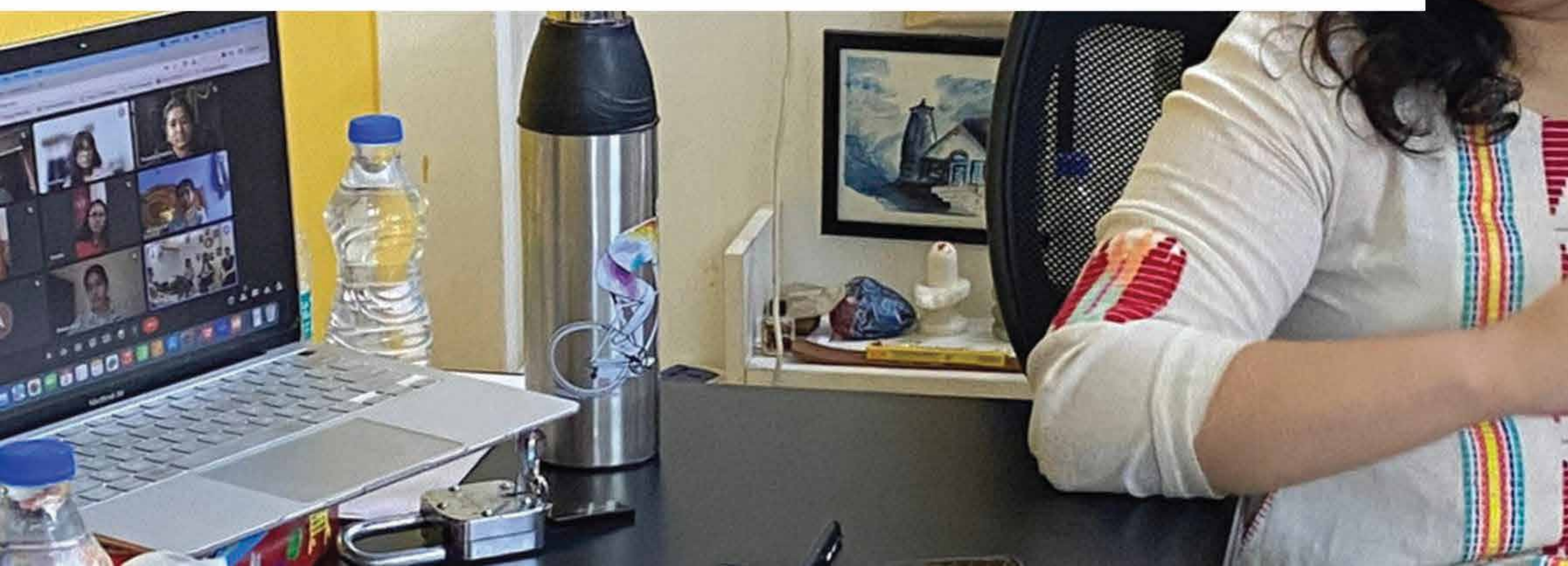
In the therapeutic space, we redefine their narratives, allowing room for growth and self-compassion, fostering a sense of agency over their lives. It is a privilege to witness the metamorphosis of vulnerability into strength as these young adults bravely reclaim their voices and rewrite the stories that once confined them.





# OUR THERAPY SPACE

OUR ROOTS ARE CLINICAL, AND THEY HAVE BORNE  
FRUITS THAT ARE ASTOUNDING AND ENCOURAGING





# CLINICAL WORK METRICS

*If you don't collect any metrics, you're flying blind. If you collect and focus on too many, they may be obstructing your field of view.*

*Agile Scrum*

When an organisation is devoted to quality work, there is a sure growth that is witnessed. In the year 2023, we saw an increase in the number of clients and sessions.

Our team of psychologists conducted a total of 1268 sessions, an average of roughly 106 sessions per month. We assisted over 100 clients in various capacities, including 1:1 therapy, career assessments, clinical assessments, and diagnosis.

1268

Total Sessions

~106

Sessions Per Month

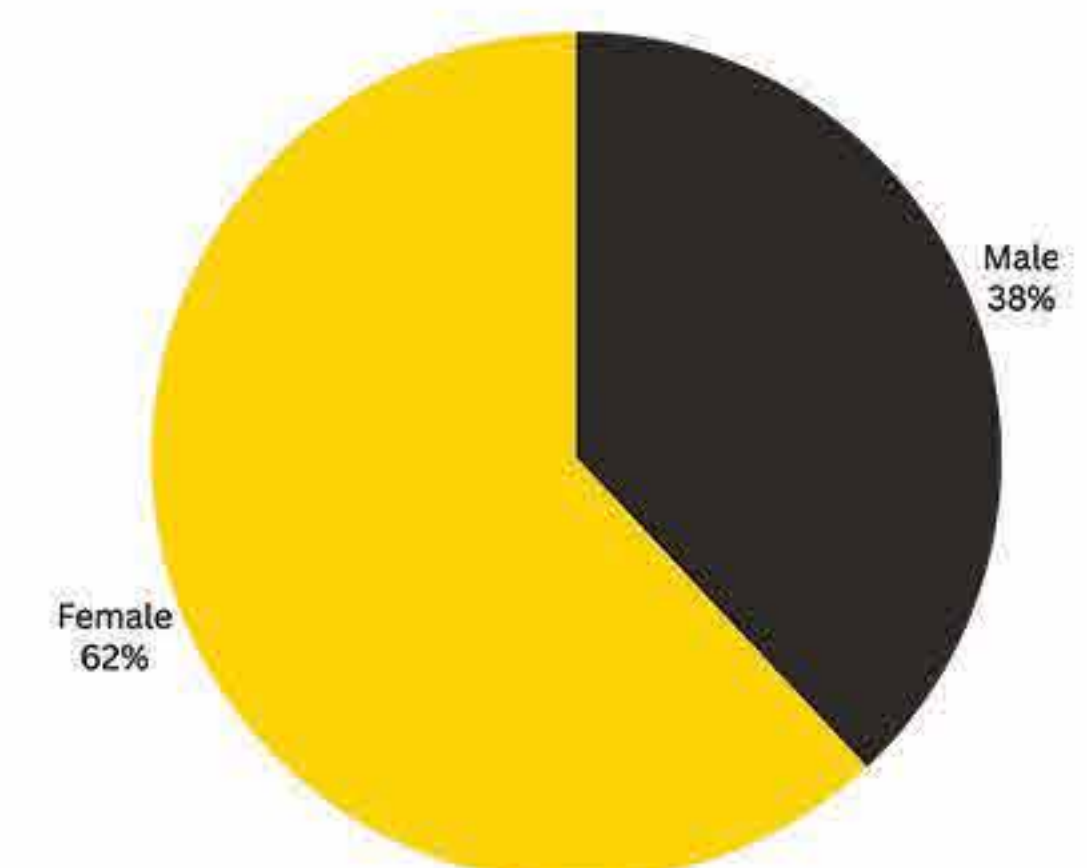
108

Total Clients

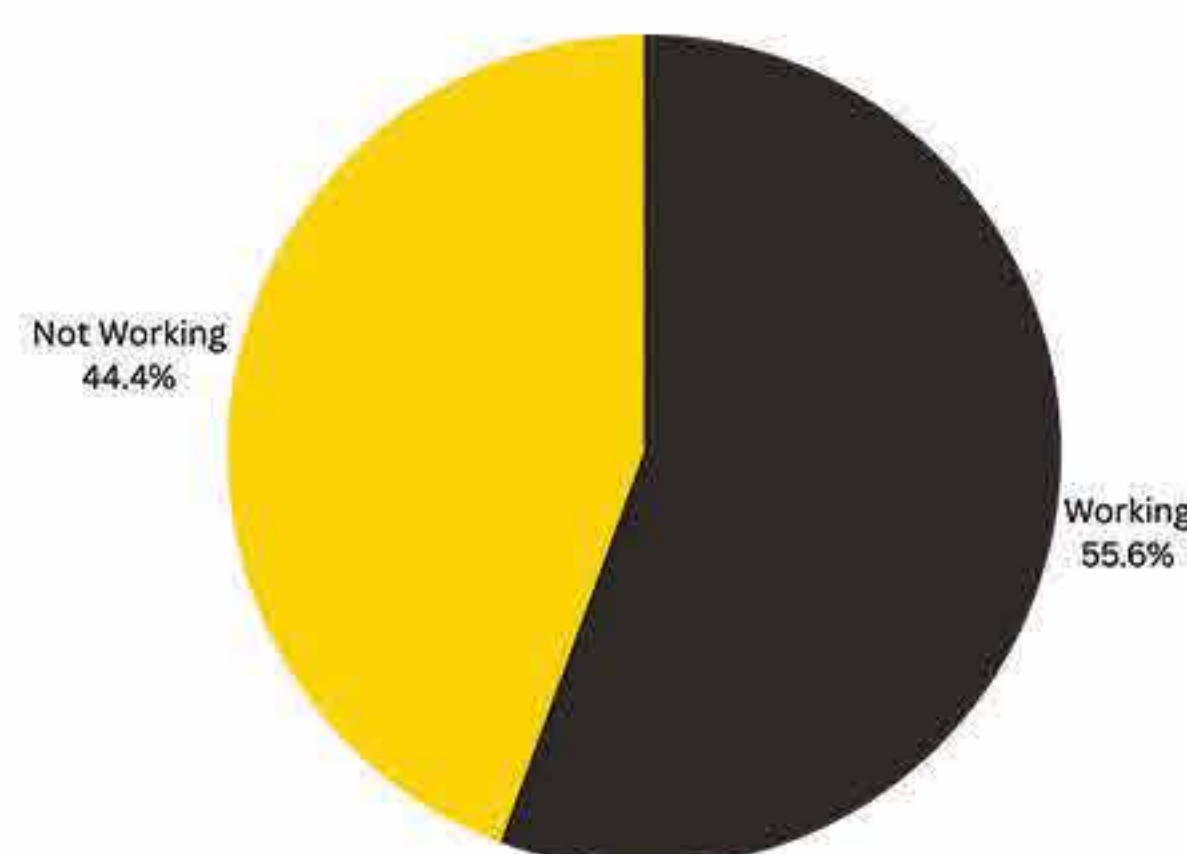
Each client is unique to us. Yet, we have identified some trends in our client population that we intend to use to grow our ability to reach more people in need. These trends include -

## More female than male clients:

While the ratio was not extremely unbalanced, we saw that most of our clients in the year 2023 were female.



GENDER DISTRIBUTION

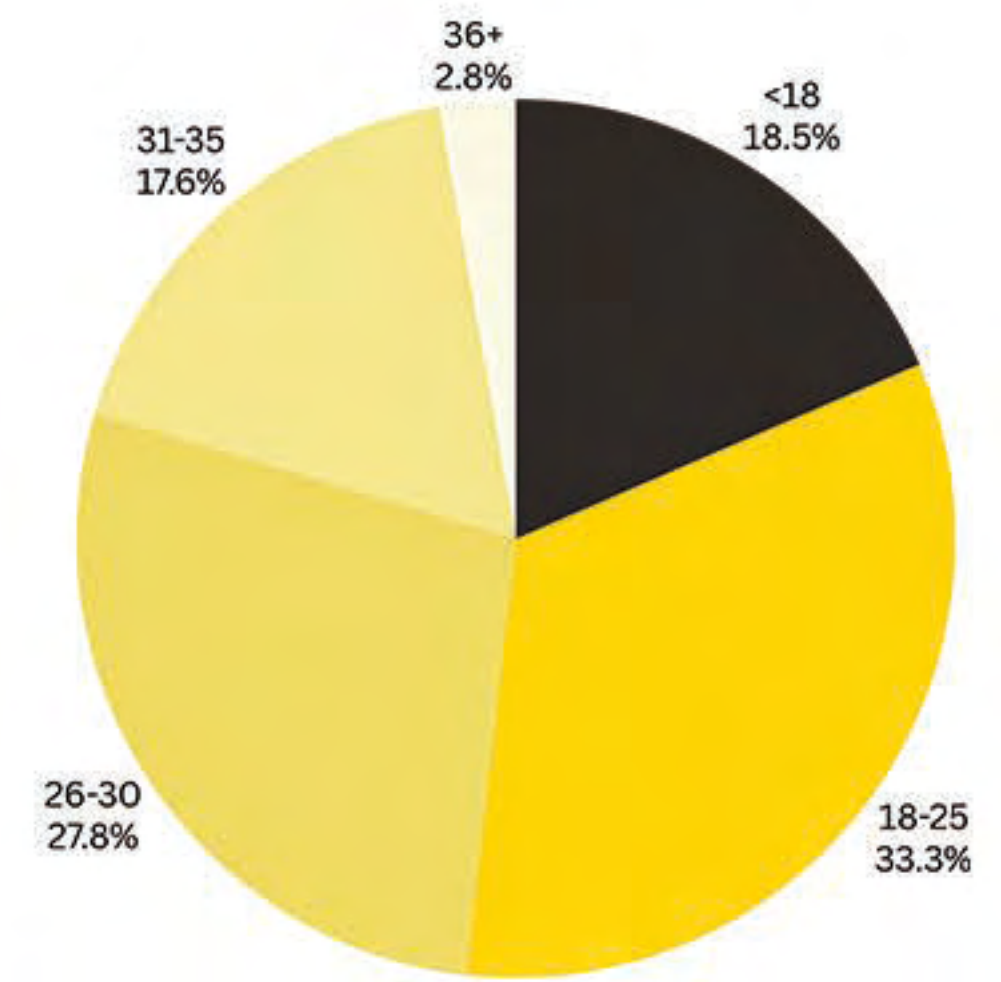


OCCUPATIONAL STATUS

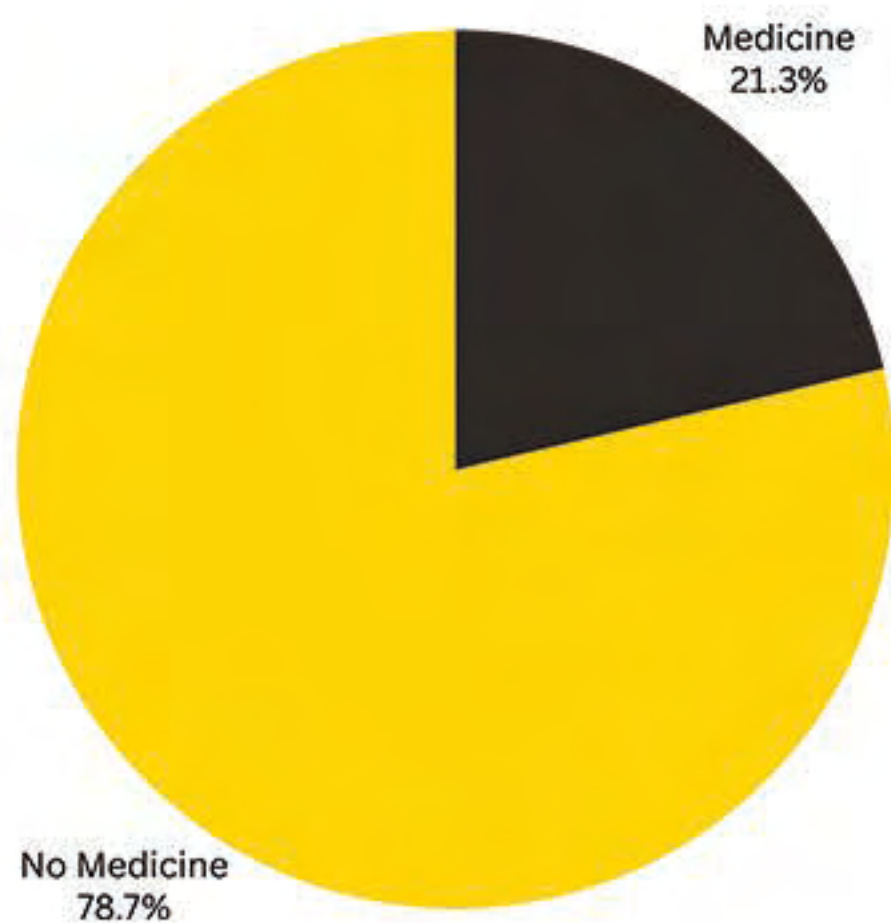
An almost equal number of working & non-working clients. The difference between the two was just 9%.



Most of our clients are young adults.  
 Most of our clients lie in the age group of 18-25.  
 The next highest age category is 26-30.



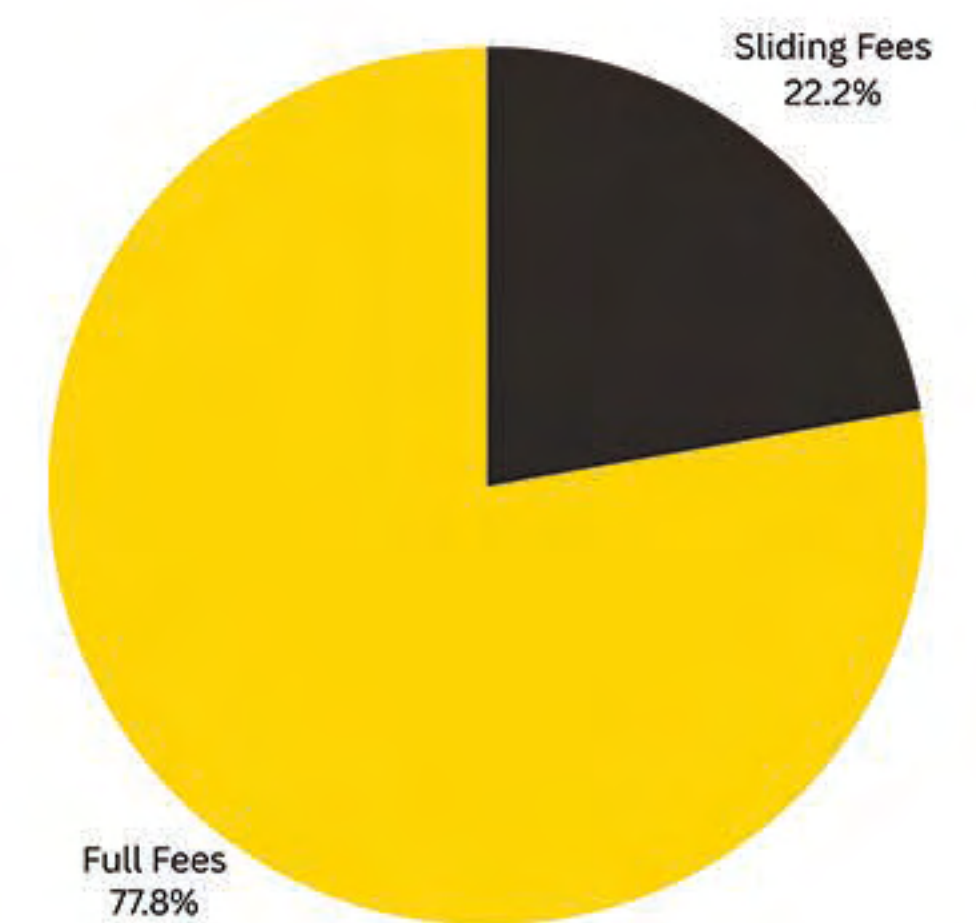
AGE DISTRIBUTION



MEDICAL STATUS

Most of the clients are not on medication.  
 Almost 80% of our clients were those who did not need medication to support therapy work.

Almost a Quarter of our clients were on sliding fees.  
 We have special provisions to ensure that clients who may not be able to afford the quoted fees are still able to procure therapy. 22.2% of clients could make use of this provision.



FULL VS SLIDING FEES

Our internal trends revealed that Daffodils was able to reach more women and young adult clients. While these trends are similar to the broader context of our culture, where women find it easier to seek help and young people are more open to therapy, they are also suggestive of our relative popularity with students and young adults. Additionally, the trend that we had an almost equal number of working and non-working clients also showcased our popularity with the young adult group, which is in the transition phase of becoming an earning member of society. An interesting trend revealed that very few of our clients were actively on medication. When we consider the positive effects our work has brought in their lives, it reinforces the strength of talk therapy as a stand-alone intervention for mental health concerns. Finally, we found that our capacity to offer sliding fees to accommodate client needs was well received and allowed us to broaden our impact on society.



# OUR ECLECTIC APPROACH

*Throughout these pages, I advise students against sectarianism and suggest a therapeutic pluralism in which effective interventions are drawn from several different therapy approaches.*

*Irvin D. Yalom*

When we work with clients, the primary reminder for us is, “Let the client teach you”. All our therapists follow an eclectic approach, that is, they borrow from different modalities and theories in order to suit a client’s need. The idea behind therapy is to make it as personalised and relationship-driven as possible. That said, we as an organization pride ourselves on being eclectic as well. In our team, we have therapists with varied training and certifications who use different modalities with their clients. For instance,

- Roughly 27% of our clients are working with therapists who specialise in psychodynamic psychotherapy and insight-oriented psychotherapy.
- 29% of clients are working with an expert in Integral Somatic Psychotherapy
- For 18% of clients, approaches like Solution Focused Brief Therapy and Narrative therapy are being used.
- For most of our clients under 18 years (roughly 18%), a combination of CBT, expressive arts, and Play Therapy is being used.
- Other approaches like Transactional Analysis, Gestalt Therapy, queer-affirmative counseling, and Trauma-informed approaches are used based on the needs of the clients.

Therapy is not something that follows a one-size-fits-all approach. Each client is unique and requires a strategy that fits them uniquely. Our aim is to make this possible while grounding ourselves in theory and rigorous clinical training as well as supervision. In 2023, we started in-house supervision, where our therapists met and discussed cases. The spirit of making our work eclectic rose with this endeavor, for each therapist, an expert in their field, was able to gain perspective and insight from one another.



# ETHICAL CLIENT WORK

*Make every interaction count, even the small ones. They are all relevant.* Shep Hyken.

As we have iterated before, our roots are in therapeutic clinical work. Therefore, our first priority is our clients. Daffodils has taken a number of steps to ensure that client safety and satisfaction are paramount. We also ensure that we are able to reach and work with as many people as possible. Following are some of our best practices.

## Pre-consultation Calls

Therapy itself is a difficult process, and not all therapists are a right fit. We believe that it is a client's right to understand who they will be working with and assuage any doubt before the work begins. Thus, we offer all our clients a free pre-consultation call before they come for their first session.

## Sliding Fees

Mental Health is a right, but many are unable to access it due to financial concerns. To ensure that we remain accessible to as many people as possible, we offer a sliding scale to clients. Those who have difficulty affording therapy can get on-boarded for a fee that is lower than our quoted fee. Each therapist reserves a minimum of two clients for sliding fees, and in the year 2023, roughly a quarter of our total clients made use of this provision.

## Pay later options

Fee payment on an immediate basis can become a challenge for many people. To ensure that this does not become a barrier in continued therapeutic work, we encourage clients to be open about their challenges and, if needed, pay after a couple of sessions.

## Transparency and Consent Forms

Therapy work cannot begin without the full consent of the client, and full knowledge is a right. For this reason, we ensure that our clients are updated with all terms and conditions along with the limits of our capacity before they begin their sessions. In the case of minors, both the client and their guardians are in on this knowledge to ensure that the client under 18 can be autonomous but also safe.

## Emergency Protocols

Even though Daffodils is not a crisis intervention center, there are times when clients are at risk of harm. To mitigate these times, we have emergency protocols in place, which our clients are also aware of.



# WE TAKE CARE OF OUR THERAPISTS

*We all need support in the workplace and beyond it. When we both give and receive, we stand a much better chance of survival.*

*Gary Chapman*

Any organization is as strong as its team. Keeping true to our values of empowerment of all those who associate with us, we have ensured that each therapist in our team is taken care of. When they grow, Daffodils become stronger. We have a number of perks and protocols for the safety and growth of our therapists.

## In-house Supervision

Sometimes, being in a therapist's position can be difficult. At other times, the therapist might be in a situation that they find difficult to tackle. To ensure that our therapists are supported, we offer in-house supervision. A place where each therapist is invited on a regular basis to present cases (keeping client confidentiality in mind), ask doubts, and contribute to each other's work. All our team members agree that the space allows them to learn from each other, grow, and ensure quality is never compromised.

## Resources for Self-Work

It is crucial that each therapist undergoes therapy themselves. This ensures that they have support and resources for their own mental health and allows them to show up in sessions more fully, minimizing the risk of projection. We have specially designed the structure of payment in a way that encourages self-work in therapists.

## Self-determination of hours and Client cap

Flexibility is key in the current world of work. Our therapists are free to choose their working hours as well as the maximum number of clients they wish to on-board. This makes sure that none of our team members is facing the threat of burnout.

## Skill Development and Certifications

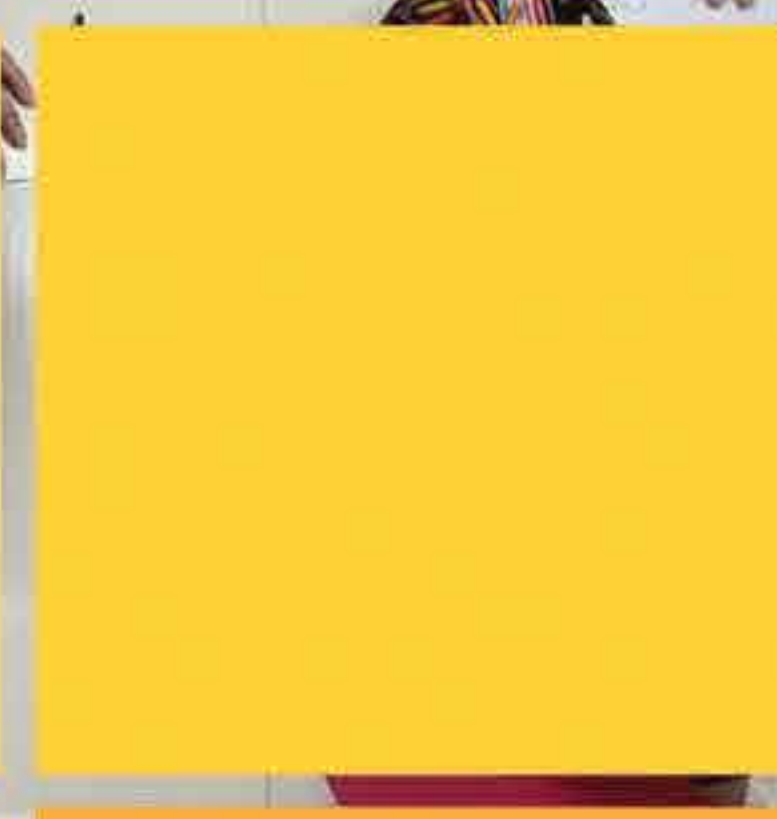
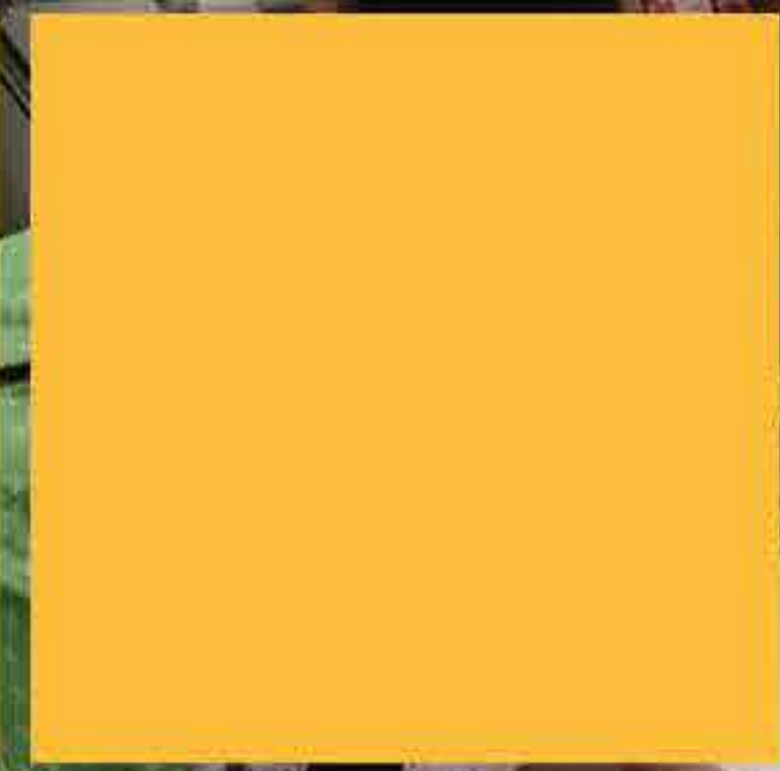
Daffodils encourages its team members to undergo certificate programs and skill development programs. Our resource distribution and flexibility in working hours/days ensures that they can do so without any barriers being raised from their workplace.





*Our clinical work was given due recognition by The Economic Times HealthCare Award 2023 for “ Excellence in Clinical Services - Mental Health & Wellness” in the North Region, India, in August.*





# OUTREACH PROGRAMS THAT BUILD FUTURE

WE BELIEVE IN COLLABORATIVE LEARNING AND LIVING. OUR PROGRAMS BEGIN AS TRAINING BUT TRANSFORM INTO STRONG RELATIONSHIPS THAT BECOME YOUR LIFE-LONG RESOURCES.





# INTERNSHIP PROGRAMS

*Opportunities don't happen, you create them.*

*Chris Gosser*

Training and Outreach are a core part of our identity. Soon after our inception, we realized that there was a dire need for valuable training and internship programs for psychology students. Programs that not only develop skill and calibre but also a capacity to reflect and churn the experiences that students go through.

Since 2022, Daffodils has offered bi-yearly internships to students in a hybrid mode. Each of our internship programs is replete with project-based learning, experiential exposure to clinical work, interactive sessions with experts, and off-site exposure to our clinic. Its hybrid nature has proven to be a bonus, for it has allowed students outside Delhi to join and benefit from the program.

In the year 2023, our programs witnessed immense growth. In terms of programs we offer, compared to June'2022, there was 100% growth; whereas in the former, we provided 4 programs, but in the year 2023, we offered 8 different programs for interns.

In terms of number of interns, we saw a brilliant 126.9% growth in June 2023 compared to June 2022. Of these 86% of students were those who had reached out to us for the first time. Our data revealed that our internship programs were gaining popularity. Qualitatively, we found that our reach was expanding beyond Delhi, and we hosted interns from across the country, including Mumbai, Kolkata, Bangalore, and Chandigarh.





# AWARENESS PROGRAMS

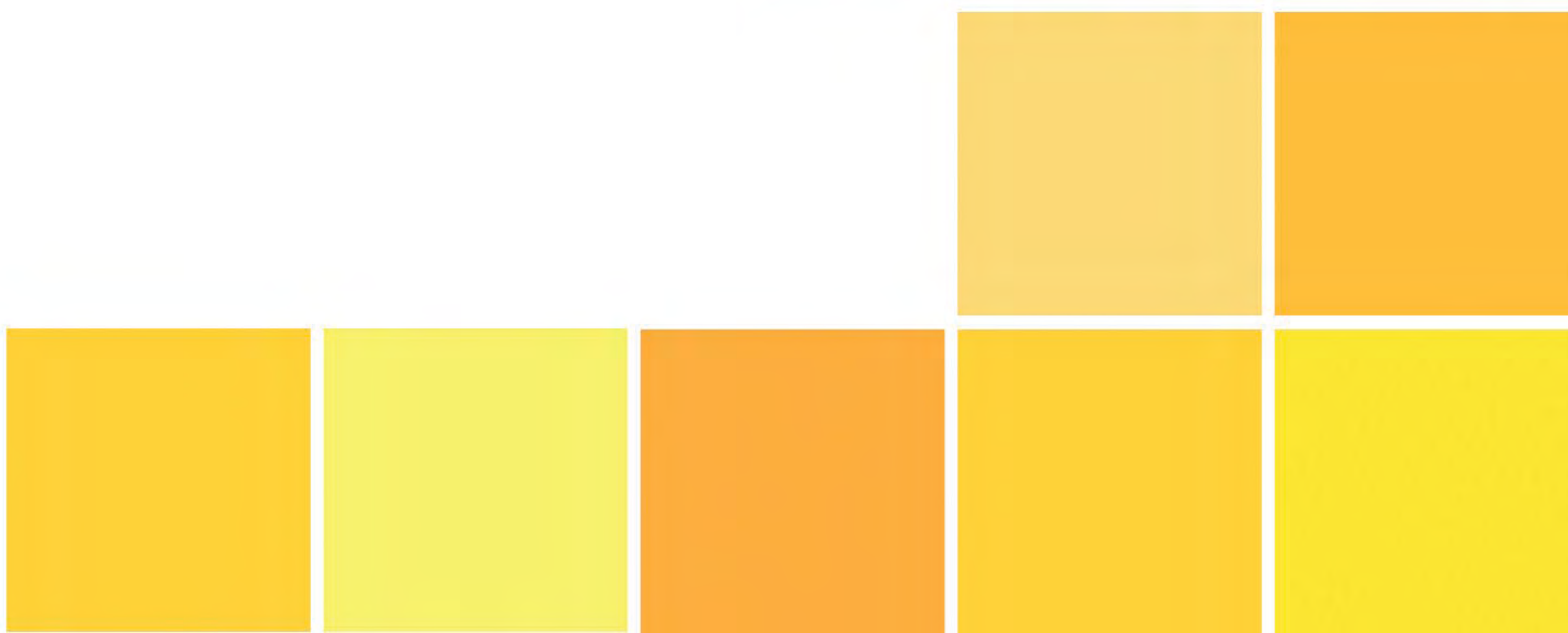
*Awareness is like the sun when it shines on things, they are transformed. Thich Nhat Hanh*

One of the core philosophies of Daffodils is to help promote a culture of well-being by spreading awareness about topics related to mental health. We shoulder this responsibility all year long by using our social media to spread awareness about different mental health conditions and myths around them. Along with that, we keep forming collaborations with both individuals and organizations to curate prompt and effective programs that spread awareness and help people talk about mental health openly.

In the year 2023, we were able to reach out to a number of people through our collaboration and campaigns. A quick glimpse is as follows.

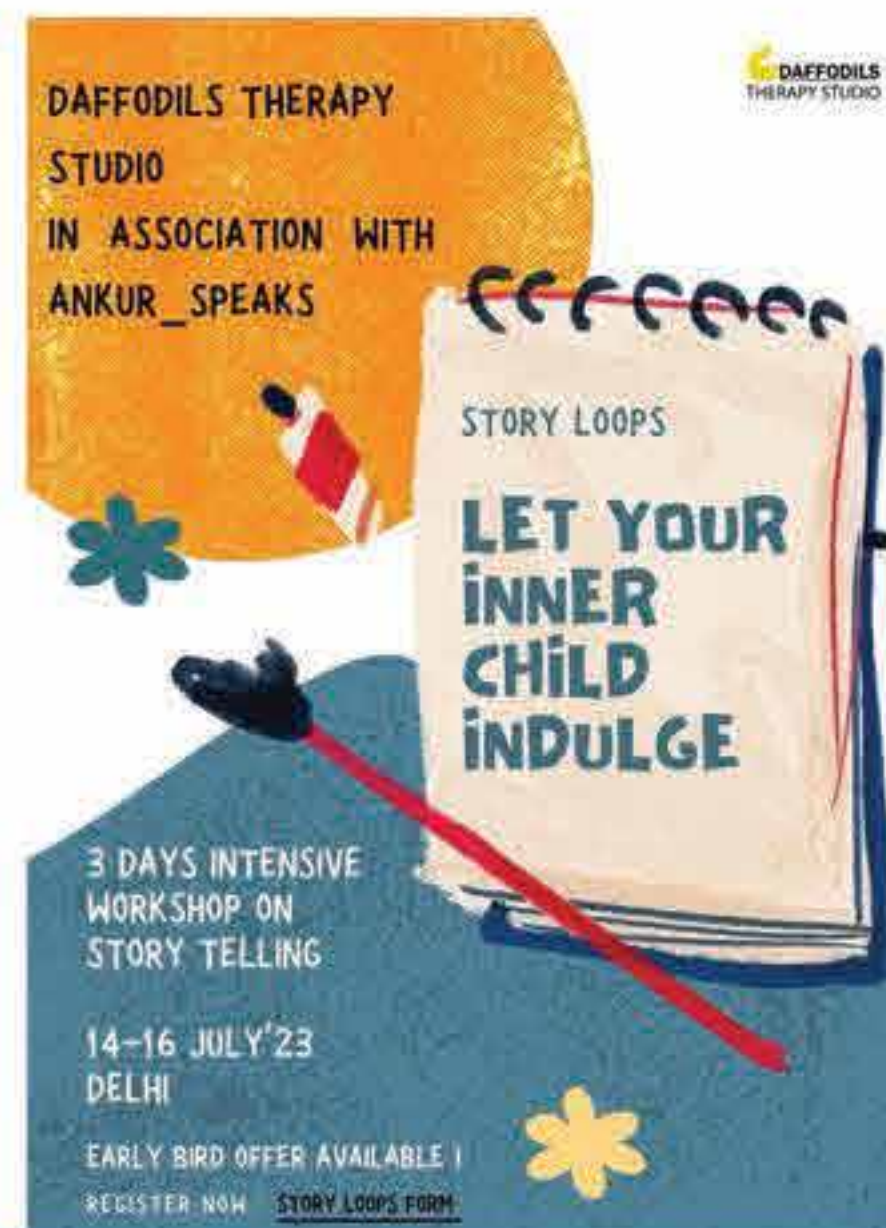
## Talk “Cycles of Violence” at Kirori Mal College

Our in-house Gender resource person, Ms. Garima, and founder, Ms. Astha, were invited by the Parivartan Society in Kirori Mal College for a talk on "Cycle of Violence: Responsibility, Rishte, and Violence". At times, relationships become heavy with power imbalances and politics of gender roles. This insightful discussion allowed students to explore their own relationships, engage in conversations around gender and violence, identify what constitutes violence, and take a stand against it.





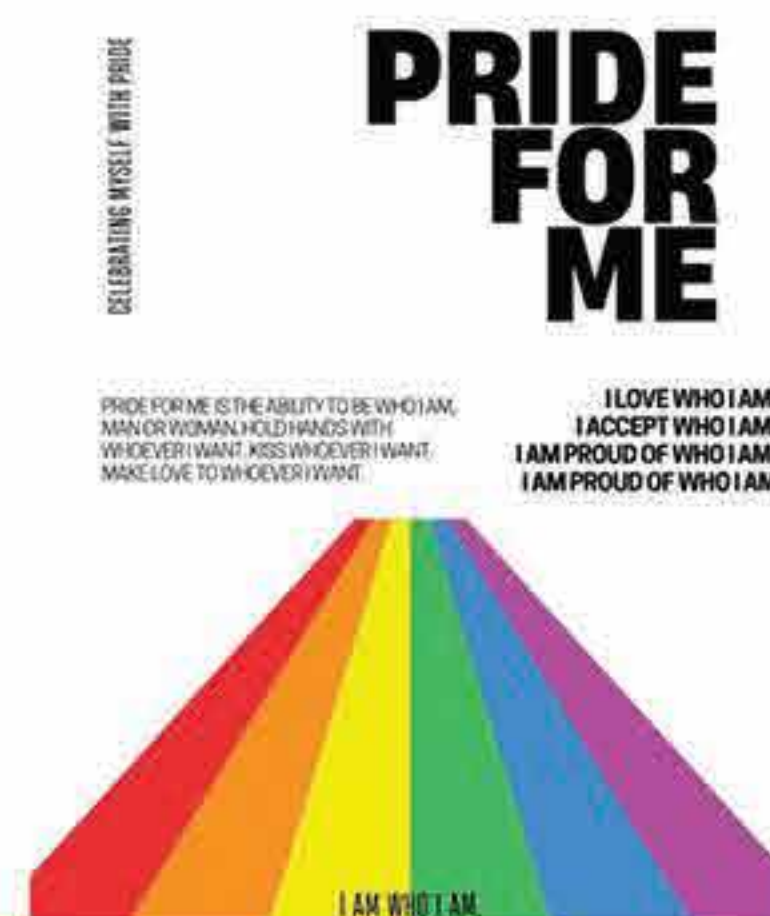
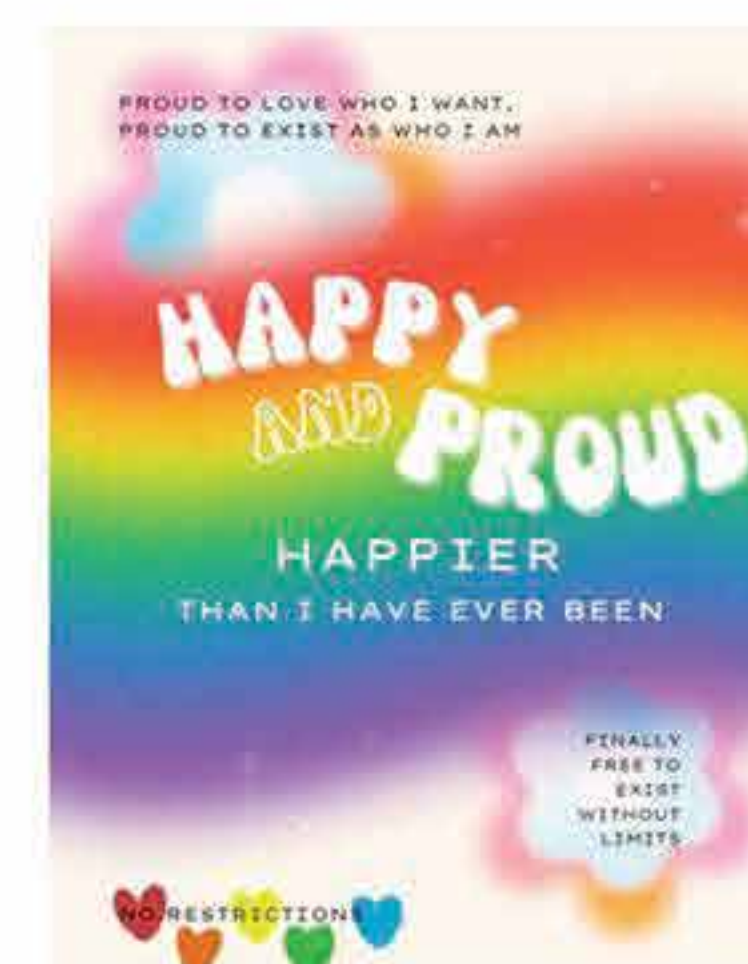
## Story Loops with Ankur Oberoi



Storytelling is an art and a science, but more than that, it is a medium that connects us to each other. We all tell stories, but we do so unconsciously. To help make this unconscious process conscious and allow people to connect deeply with themselves and with others, we organized a 3-day workshop in collaboration with Ankur Oberoi, a distinguished Soft Skills Trainer.

## Pride Month Awareness Campaign

Using our Instagram page as a platform, we invited a group of student volunteers to collaborate with us and spread awareness about the LGBTQIA+ community in the month of June. Students were given a special workshop on gender and sexuality, which was followed by an online campaign wherein they created posters, videos, and posts to spread awareness about these topics. A poster competition was also held, and the best posters were featured on our page.



## Online Mental Health Month



We curated a webinar series for Mental Health Month, and to support it, our resource persons conducted 3 Instagram lives to allow people to join in free of cost and be a part of the conversation around mental health. The topics featured were Adult ADHD, the power of pause, and how to deal with procrastination.



# WEBINAR SERIES

*Never doubt that a small group of thoughtful, committed citizens can change the whole world.*

*Margaret Mead*

We live in a world where the stressors are increasing, but the conversations about them don't seem to be catching up. To discuss some current issues and help build a narrative around these subjects, we launched our first-ever "Webinar Series on Mental Health and More" in October 2023.

In the series, we attempted to build a narrative and understanding of different subjects in a quirky and fun manner. Our experts offered a safe space and a platform to everyone, irrespective of their backgrounds, to join in and discuss topics that are relevant today.

The webinar series began with a discussion on "Being Woke or Being Sensitive", facilitated by our expert Shreshtha. In a world where cancel culture is prevailing and people either get triggered or get abusive all too often, it is important to understand and discuss the difference between being sensitized, sensitive, and sensational.

This was followed by a discussion on "Healthy Relationships" and varied meanings of "Love" facilitated by our expert Garima. The unfortunate reality of our lives is that we cannot survive without relationships, and yet, most of us do not know how to navigate them. Learning the art and science of healthy relationships thus becomes a pressing concern.

Next in the series was a discussion on the question "Are you really Lazy?", a talk on the topic of procrastination facilitated by our expert Sanskriti. Often, procrastination is talked in terms of a cause instead of a symptom of our current state. It is thus important to discern what is happening and why that may be the case.

The next session, facilitated by Aprajita, attempted to break down what adult ADHD is and how it makes a person feel like they are "Living in an organized world with an unorganized brain". ADHD is often missed, misdiagnosed, or misinterpreted in adults, which makes it crucial to understand it.

Astha followed this session with a reflective reading of a famous text. All too often, books and stories hold multiple messages, meanings, and symbols. Taking time out to just sit with something and let it affect all of you becomes a task that needs a facilitator.



Our expert, Tanya facilitated another important discussion on the perils of social media, which often becomes addictive due to its reward mechanism. If we are not careful, we can get lost in a myriad of reels and shorts. Thus, a guide that helps us keep a check becomes crucial for us.

Our next session had as many in-house admirers as there were out there. Led by our expert Sanchita, the webinar talked about the mounting “pressure to marry someone,” or PMS, on people who enter their late 20s. Relentless questions and multiple invitations to weddings can make one feel insecure and stressed about the outcome of life, and grounding becomes important.

Our Mental Health Month celebration culminated with an insightful session by our expert, Jyoti, on the topic “Power of Pause”. We go through our days on autopilot. Often, all that happens is left unprocessed, and we have an inexplicable feeling of stress and rush that never seems to go away. Pausing and taking a break can help us stop this rush and feel calm again.





# SHE SPEAKS

*Feminist thinking teaches us all, especially, how to love justice and freedom in ways that foster and affirm life.*

*Bell Hooks*

Daffodils is an organization that is both founded by and run by women. Over the years, we have accumulated a host of experiences of working with populations that have experienced and continue to experience gender bias. "Gender" is something that burdens people of all sex and sexuality. It is misunderstood, and often, related concepts like sex, sexuality, femininity, masculinity, and feminism are misinterpreted.

To continue spreading awareness and giving people, irrespective of their gender, age, and sexuality, a space to share their stories, we launched She Speaks, a vertical of Daffodils Therapy Studio.





At She Speaks, our aim is to forge a future where gender equality is the norm, not the exception. Through a blend of research, advocacy, and community engagement, our objective is to lay the groundwork for systemic change. Some of our goals include:

- Collaborative Identification of Issues by partnering with community-based organizations to determine priorities in the fight against gender inequality.
- Policy Impact Analysis by investigating the outcomes of current policies and programs focused on gender-based violence.
- Empowerment through Expression by facilitating diverse opportunities for adolescent girls to engage in creative self-expression and nurturing a positive self-perception.
- Research and Knowledge Dissemination by embarking on rigorous research initiatives to uncover underlying gender disparities and their multifaceted implications
- Engaging Men for Change and motivating them to actively question and change unequal dynamics and exploitative practices within families and the broader society.
- Strengthening Civil Society through capacity building, networking, and information dissemination, aiming to heighten both state and societal accountability.

She Speaks is a platform that has been created to serve as a vibrant community space, open for candid conversations and earnest discussions on an array of topics encompassing gender roles, intersectionality, masculinity, the deeply entrenched







# FROM INSIGHTS TO ACTIONS

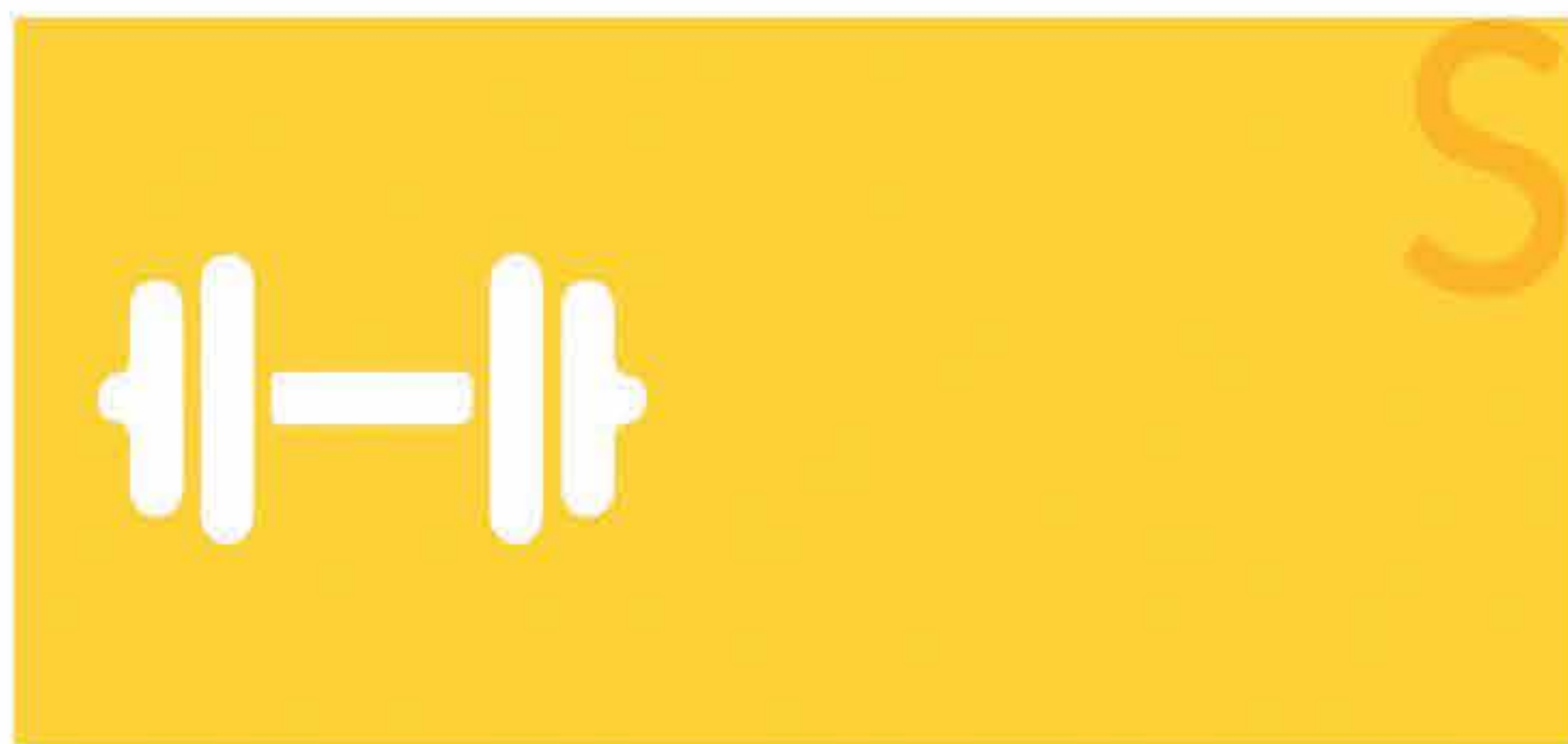
WE LOOK FONDLY AT THE YEAR THAT WENT BY AND MOVE FORWARD WITH THE INTENTION TO BE BETTER, BIGGER, AND BOLDER.



# A SWOT ANALYSIS

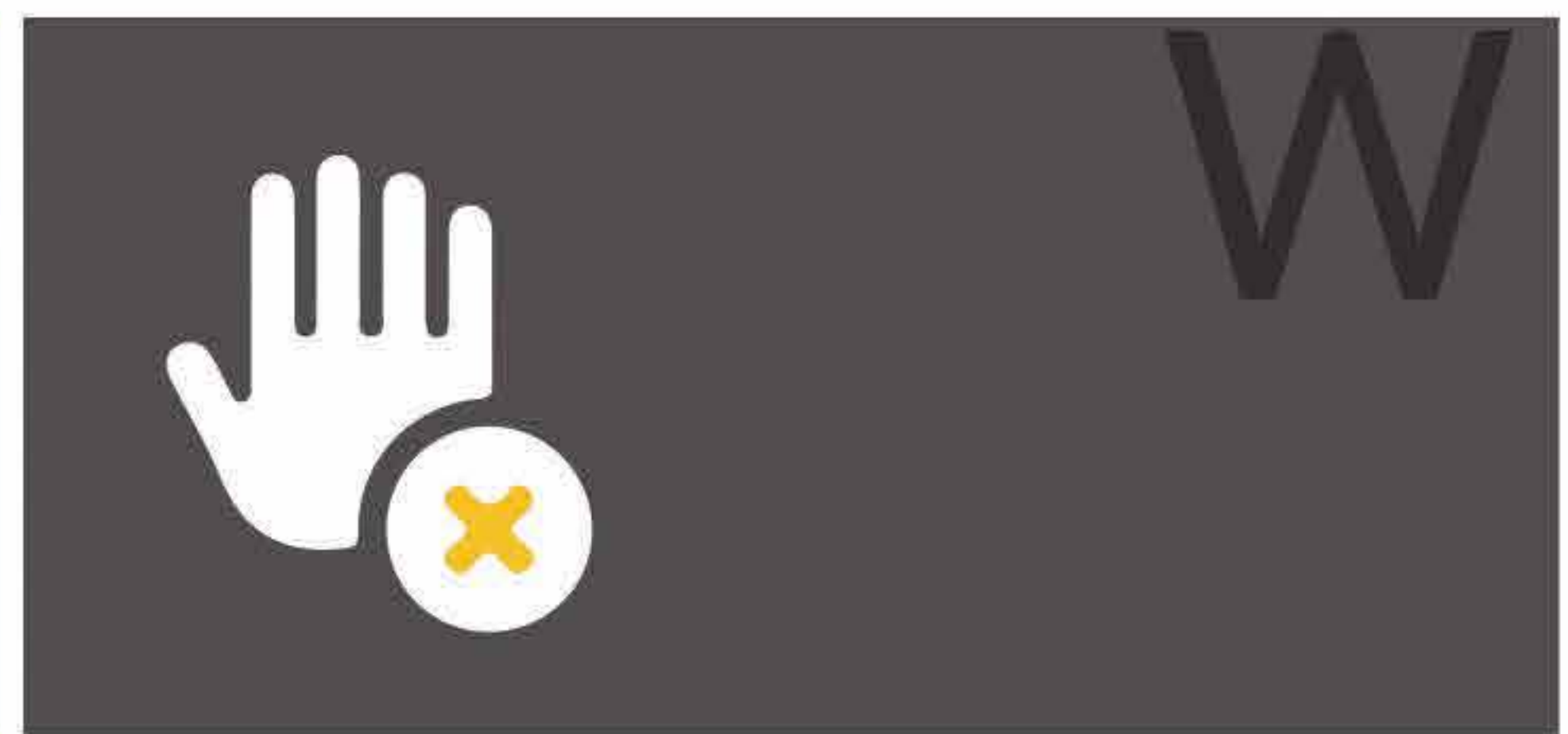
*Self-awareness gives you the capacity to learn from your mistakes as well as your successes.*  
*Lawrence Bossidy*

To complete the year (or this report) without indulging in reflection would be futile. As psychologists, we put much emphasis on self-awareness, and here, we have attempted to become as aware as possible about our strengths, weaknesses, opportunities, and threats.



## Strengths

- A strong team of certified and qualified psychologists with commendable clinical acumen.
- Multidisciplinary approach in counseling.
- Well-established internship and training modules.
- Popularity with young adults and among colleges of the country.
- 100% organic outreach to interns, clients, and partners for collaboration.
- Flexibility in working, which allows for maximum benefit for both client and counselor
- Mechanisms to prevent counselor burnout are put in place.



## Weaknesses

- Limited outreach in marginalized communities, for instance, the LGBTQIA+ community.
- Inconsistency in social media presence and/or branding.
- Limited offline space in the clinic limits the number of people in a gathering.
- Absence of a consistent yearly calendar that announces events and their preparations.
- Limited interaction and collaborations with contemporary organizations in the field of mental health.
- Inconsistent financial output across months due to consultant-type business model.





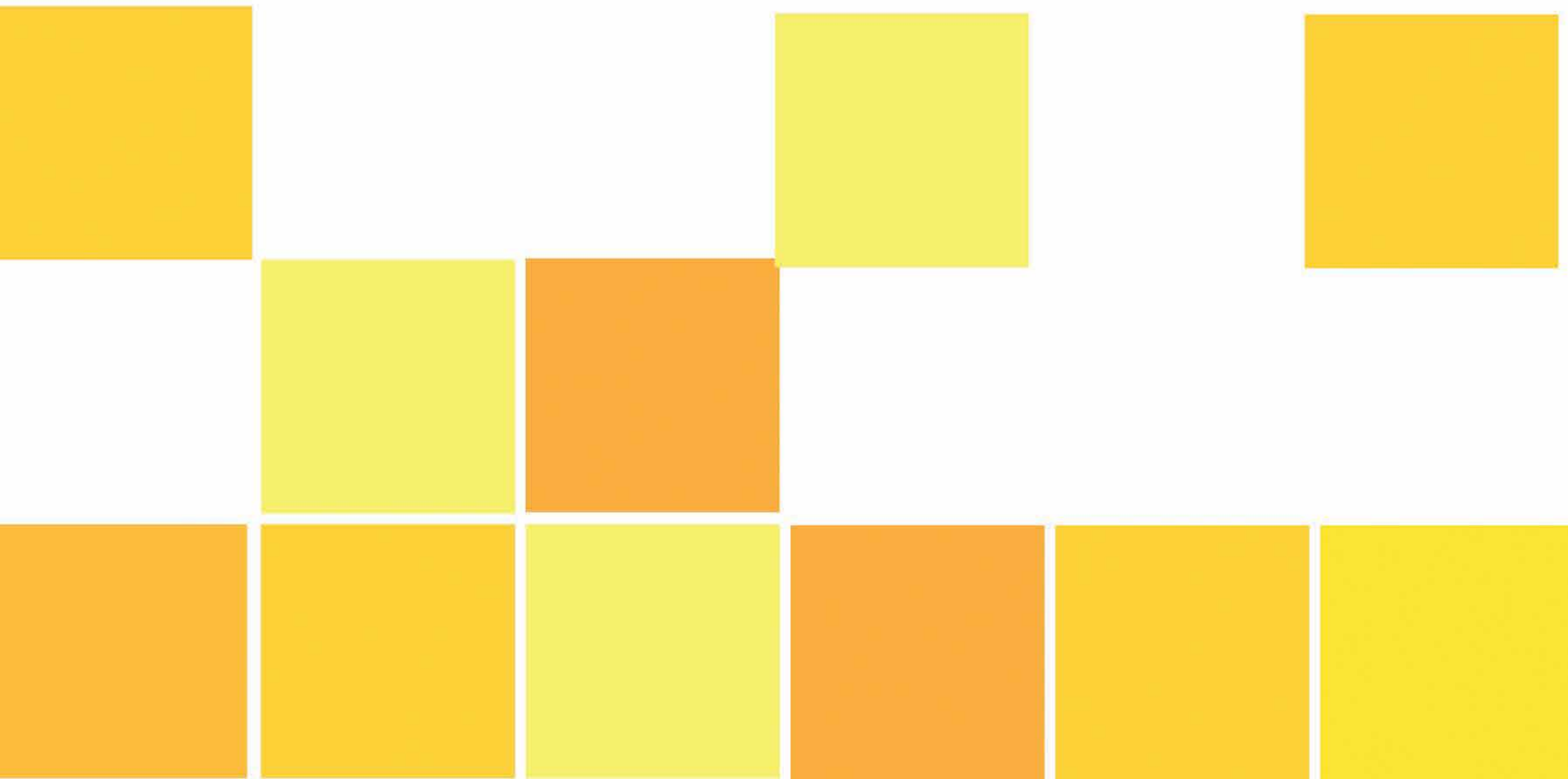
## Opportunities

- Recognition by the Economic Times and receiving the Economic Times Health Care Award 2023
- Strong networking in colleges and schools.
- Relatable brand with authentic stories and voices.
- SheSpeaks, a new vertical to promote gender equality.
- Webinars and training spaces have witnessed positive responses.



## Threats

- Financial constraints in investing in big spaces, projects, and collaborations.
- Unavailability of collaboration with/in-house team of doctors, OT, speech therapists, psychiatrists, NGOs, social workers, etc.
- The rise of AI therapists and AI tools that attempt to replace the experience of therapy with information.
- Negative attitude of society towards mental health and gender equality.





# WAY FORWARD

*The world is awaiting your gift. All you have to do is show up with the right intention.*

*Lewis Howes*

As we grow older and work on the mission we set out to, there are certain milestones we wish to achieve. Some intentions we wish to work on are:

- **Physical Expansion:** While our clinic is currently sufficient for client work, it has limited space for groups. As we grow, we intend to shift into a bigger space that is able to hold space for multiple clients at a point, along with small-medium groups.
- **Increasing Collaborations:** We plan to increase collaborations with colleges, corporations, community organizations, and other individuals in the field to enhance our outreach and ability to help people.
- **Support Groups:** There needs to be more support groups in the country. While therapy is necessary for personal growth, often support groups can become additional safe spaces. We plan to initiate support groups for various populations in the upcoming years.
- **Marketing and Branding:** In the current scenario, having a consistent eye on marketing and branding has become essential. We are working on formalizing our setup for the same.
- **Increasing Internships:** Our internship programs have shown tremendous response, and we have year-round queries for the same. We plan to increase the number of internship programs and engage more students with Daffodils.
- **Community Outreach:** We intend to enhance our ties with different marginalized communities. Our platform is equipped to provide communities not only support but also a space to share their experiences and voices.

As Daffodils expands, and we go through the year 2024, we hope to do all that we can to be closer to our mission and vision and create a world where Mental Health is a right not only on paper but in reality.

