

ABBS SCHOOL OF MANAGEMENT, BENGALURU
EVENT REPORT: INSTITUTIONAL MoU SIGNING

Partnership with Apatha Salaha Kendra for Mental Health & Guidance Services

Date of Event:	8th October 2026
Venue:	Board Room, ABBS School of Management, Bengaluru
Partnering Entities:	ABBS School of Management & Apatha Salaha Kendra (https://ask4support.in/)
Focus Domain:	Mental Health Counseling, Student Psychological Support & Life Guidance

1. Executive Summary

On October 8th, ABBS School of Management reached a significant milestone in its commitment to holistic student development and mental well-being by formally signing a Memorandum of Understanding (MoU) with Apatha Salaha Kendra, a dedicated counseling and psychological support counseling trust. This strategic alliance establishes a comprehensive framework to provide professional counseling, psychological guidance, emotional wellness workshops, and mental health awareness programs to the students, faculty, and staff of ABBS School of Management.

The collaboration was catalyzed through the proactive leadership and academic foresight of Dr. Kamini Dhruva, Professor at ABBS School of Management, who initiated the institutional dialogue and structured the engagement roadmap. The formal signing ceremony took place in the presence of Dr. Madhumita Chatterji, Director of ABBS School of Management, alongside esteemed key office bearers from Apatha Salaha Kendra.

Key Director's Insight

"Education extends beyond technical competence and managerial skills. Nurturing mental resilience, emotional well-being, and psychological support systems is paramount to developing balanced future leaders. Our association with Apatha Salaha Kendra marks a pivotal step in fostering an empathetic and supportive academic ecosystem."

— Dr. Madhumita Chatterji, Director, ABBS School of Management

2. Background & Objectives of the Partnership

In today's fast-paced academic and corporate environment, management students face unique pressures including rigorous academic deadlines, career planning, competitive internships, and personal growth transitions. Recognizing the crucial need for professional psychological guidance, ABBS School of Management sought a trusted partner to build a structured campus mental wellness infrastructure.

Aptha Salaha Kendra (ASK), an established guidance and counseling organization (website: <https://ask4support.in/>), brings decades of experience in emotional counseling, family/career guidance, stress management, and psychological consulting. The MoU outlines several key objectives:

- **Institutional Counseling Access:** Providing students and faculty with direct, confidential access to certified counselors for personal, emotional, and academic challenges.
- **Mental Health Awareness & Life Skills:** Organizing periodic interactive workshops, seminars, and orientation sessions on stress management, emotional intelligence, and mindfulness.
- **Peer Counselor Training:** Training select student volunteers as peer support champions to identify early signs of emotional distress among peers.
- **Crisis Intervention & Support:** Offering timely professional counseling interventions and structured follow-up support for individuals needing specialized guidance.
- **Preventive Wellness Initiatives:** Promoting positive mental health habits, coping strategies, and work-life balance through regular campus engagement activities.

3. Key Dignitaries & Delegation Present

The MoU signing event was graced by eminent leaders and experienced advisory professionals from both organizations:

Dignitary Name	Designation & Role	Institution / Organization
Dr. Madhumita Chatterji	Director	ABBS School of Management
Dr. Kamini Dhruva	Professor (Key Initiator & Faculty Coordinator)	ABBS School of Management
Shri Uday Shankar Padyana	Secretary	Aptha Salaha Kendra
Mrs. Neeta Baindur	Member & Counselor	Aptha Salaha Kendra
Mr. Prashanth Parthasarathy	Counselor & Consultant	Aptha Salaha Kendra

4. Event Proceedings & Ceremony Highlights

4.1 Welcome Address & Conceptualization

The proceeding opened with a warm welcome extended to the visiting delegation from Aptha Salaha Kendra. The initiative was conceptualized through the thoughtful efforts of Dr. Kamini Dhruva, Professor at ABBS School of Management, who recognized the value of embedding a structured counselor-backed ecosystem within the business school environment. Dr. Dhruva highlighted how proactive mental health counseling creates an enabling academic environment where management graduates can flourish emotionally and professionally.

4.2 Address by Director, ABBS School of Management

Dr. Madhumita Chatterji, Director of ABBS School of Management, expressed her gratitude to the delegation of Aptha Salaha Kendra. She outlined the institutional vision of nurturing socially responsible, emotionally resilient, and ethically grounded global business leaders. Dr. Chatterji highlighted that while intellectual capabilities drive managerial success, psychological fortitude enables leaders to navigate uncertainty and stress effectively.

4.3 Insights from Aptha Salaha Kendra Delegation

Shri Uday Shankar Padyana, Secretary of Aptha Salaha Kendra, detailed the operational philosophy and service spectrum of ASK. He stressed the importance of destigmatizing mental health awareness and creating safe, non-judgmental counseling spaces for young management professionals. Mrs. Neeta Baindur, Counselor & Member, and Mr. Prashanth Parthasarathy, Counselor & Consultant, shared valuable insights on adolescent and youth psychology, career-transition anxiety, and the holistic support methodologies offered by ASK.

4.4 Official Signing and Document Exchange

The formal MoU agreement was executed by Dr. Madhumita Chatterji, Director, ABBS School of Management, and Shri Uday Shankar Padyana, Secretary, Aptha Salaha Kendra, in the presence of Dr. Kamini Dhruva, Mrs. Neeta Baindur, and Mr. Prashanth Parthasarathy. The dignitaries exchanged signed document copies, formalizing the institutional commitment to commence collaborative initiatives immediately.

5. Visual Highlights & Photo Gallery

Below are high-resolution photographs documenting the historic signing ceremony, document exchange, and official interactions between dignitaries from ABBS School of Management and Aptha Salaha Kendra:



Figure 1: Dr. Madhumita Chatterji (Director, ABBS) and Shri Uday Shankar Padyana (Secretary, ASK) signing the Memorandum of Understanding, flanked by Mr. Prashanth Parthasarathy, Mrs. Neeta Baindur, and Dr. Kamini Dhruva.



Figure 2: Formal exchange of the signed MoU document between ABBS School of Management and Apatha Salaha Kendra.



Figure 3: Dignitaries from ABBS School of Management and Apatha Salaha Kendra displaying the executed MoU agreement.



Figure 4: Group photograph of the leadership delegation representing both institutions during the official ceremony.

6. Strategic Roadmap & Implementation Plan

Following the successful MoU signing, ABBS School of Management and Apatha Salaha Kendra have outlined a phased implementation plan for the academic year:

- **Phase 1: Orientation & Awareness Campaign (Immediate):** Conducting campus-wide mental health awareness workshops and introducing Apatha Salaha Kendra's counseling resources to MBA and management students during orientation programs.
- **Phase 2: Scheduled Counseling Sessions (Quarterly):** Establishing dedicated confidential counseling hours on campus and online consultation channels for individual guidance.
- **Phase 3: Peer Mentorship & Faculty Sensitivity Training:** Organizing specialized training workshops for faculty mentors and student coordinators to foster a compassionate and alert campus ecosystem.
- **Phase 4: Impact Review & Continuous Feedback:** Conducting bi-annual qualitative reviews to assess program reach, student feedback, and continuous improvement of support services.

7. About Apatha Salaha Kendra & Contact Information

Apatha Salaha Kendra (ASK) is a non-profit psychological counseling and guidance trust dedicated to providing affordable, empathetic, and professional support across emotional, educational, family, and career domains. For further information on services, counselor profiles, and online support, visit their official portal:

Apatha Salaha Kendra (ASK) Portal & Services

Website: <https://ask4support.in/>

Services Offered: Individual Psychological Counseling, Student Guidance, Family & Youth Counseling, Stress Management Seminars, and Corporate Wellness Programs.

8. Acknowledgements & Institutional Conclusion

ABBS School of Management places on record its sincere appreciation to Dr. Kamini Dhruva for her academic initiative in brokering this institutional collaboration. The management also expresses its heartiest gratitude to Dr. Madhumita Chatterji, Director, Shri Uday Shankar Padyana, Secretary (ASK), Mrs. Neeta Baindur, Counselor, and Mr. Prashanth Parthasarathy, Counselor & Consultant, for their active participation and support.