

## **COOJ MENTAL HEALTH FOUNDATION - TOUCHING PEOPLE'S MIND**

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### **ABSTRACT**

This case is about how the dying wish of her child propels the founder to start COOJ, a trust that has touched the minds of people in our society in a very different way. The case talks about the process of setting this trust and the work it carries out. The case throws open a question whether, “the current approach towards revenue generation or fund raising is really the right one adopted by COOJ or it requires more organized efforts to sustain and grow its operations and if not what would this right approach be?”

**KEYWORDS:** Motivation, Social Empowerment, Social Transformation

*"We believe that mental health is just as important as physical health maybe even more so."*

*- Donna Shalala, former Secretary of the Department of Health and Human Services*

October 25, 2012 like any other typical weekday afternoon as *Dr. Peter Castelino*, a practicing Psychiatrist and Managing Trustee of COOJ was just finishing off the appointment with his last patient for the afternoon and getting ready to leave for lunch, 2 students from GIM knock on his cabin door. At first he seems surprised as his receptionist had not informed him of any more appointments, but when they mentioned, they were here to get some information on COOJ for their college project, the charismatic smile returns back to his face and the tired eyes sparkle with energy as he speaks to them.