



Lions Council of India



Mental Health and Wellbeing

Global Service Week – October 4 -12, 2025

Dear Leaders,

The Lions Council of India proudly launches the First Global Service Week for Mental Health and Wellbeing, a landmark initiative dedicated to nurturing emotional resilience, community care, and holistic wellness across all age groups.

In honour of the extraordinary service rendered by Lions during this week, these recognitions celebrate creativity, magnitude, collaboration, and impact.

From grassroots outreach to digital innovation, each award reflects our shared commitment to building a mentally healthier society.

Let us continue to serve with empathy, elevate with dignity, and inspire with action.

We seek your participation, support and cooperation.

*G Babu Rao
Chairperson - LCOI*

*Pravin Chhajed
Secretary - LCOI*

*V Vijaya Kumar Raju
Treasurer - LCOI*

*Narendra Bhandari
National Coordinator – Global Service Weeks, India*



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Award Categories, Criteria and Guidelines

Recognition Categories for Outstanding contributions

District-Level Recognitions

D1. MHW Star District

Criteria: Greatest overall impact across all age groups

Assessment: Total beneficiaries, diversity of programs, media coverage, inter-club synergy

D2. MHW Quantitative Impact Leader

Criteria: Highest number of beneficiaries served during the week

Assessment: Verified beneficiary count, program logs, third-party validation

D3. MHW Highest Lion Participation Star

Criteria: Largest number of Lion volunteers and clubs engaged

Assessment: Volunteer registration, attendance logs, inter-club coordination

D4. MHW Collaboration Star

Criteria: Strongest partnerships with NGOs and government bodies

Assessment: Joint programs, signed MoUs, shared resources, co-branded initiatives

Club-Level Recognitions

C5. MHW Innovation Champion

Criteria: Most creative and original mental wellness initiative

Assessment: Uniqueness, community feedback

C6. MHW Outreach Hero

Criteria: Best publicity and community engagement

Assessment: Social media reach, local press coverage, public participation metrics

C7. MHW Youth Wellness Leader

Criteria: Most impactful youth-focused activity

Assessment: School/college engagement, youth volunteerism, feedback from institutions

C8. MHW Documentation Excellence Award

Criteria: Best record-keeping and reporting practices

Assessment: Timely report submission, clarity, use of visuals and data

C9. MHW Silver Wellness Award

Criteria: Most impactful program for senior citizens

Assessment: Number of elderly beneficiaries, emotional engagement, follow-up support

C10. MHW Workplace Wellness Star

Criteria: Best initiative targeting working professionals

Assessment: Corporate partnerships, stress management sessions, feedback from HR teams

C11. MHW Digital Reach Champion

Criteria: Most effective open online mental wellness program

Assessment: Number of online participants, platform diversity, engagement analytics

C12. MHW Little Minds Nurturer

Criteria: Most nurturing initiative for children under 12

Assessment: Child-friendly content, parental involvement, creative delivery methods

C13. MWH Tender Hearts Award

Criteria: Outstanding Service for Children

Assessment: Safe and joyful spaces for children through education, emotional support, or health initiatives

C14. MHW Shakti Samman

Criteria: Exceptional Empowerment of Girls and Women

Assessment: Uplifting women and girls through awareness, access, and advocacy for Mental Wellbeing

C15. MHW Golden Years Guardian Award

Criteria: Meaningful Outreach to Senior Citizens

Assessment: Addressing loneliness, health, and dignity for elders through engagement and care

C16. MHW Digital Darpan Award

Criteria: Promotion via Online Meetings

Assessment: Using digital platforms to spread awareness, host wellness sessions, or build community dialogue

C17. MHW Impact Lens Award

Criteria: Best Video on Mental Wellness activities during Service Week

Assessment: Producing powerful, sensitive, and inspiring video content featuring Service Week activities

C18. MHW Wellness Vahini Award

Criteria: Holistic Wellness Promotion

Assessment: Championing emotional and social wellness through integrated campaigns



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Awards Categories, Criteria and Guidelines

LCOI Awards at the National Level

1. Awards will be presented to **two districts in each category**, selected from the nominations received from the Multiple Districts. *(Total: 8 Awards; 2 × 4 categories)*
2. Awards will be presented to **five clubs in each category**, selected from the nominations received from Multiple Districts. *(Total: 70 awards; 5 × 14 categories)*
3. All other entries received from Multiple Districts will be recognised with **Certificates of Appreciation**.

Number of Entries Allowed per Multiple District

Club Level:

- Each **Club** may submit **1 entry per category** (14 categories).
- **MCC** selects **5 entries per category** (14 categories) to forward to LCOI.

District Level:

- Each District may submit **one entry in each category**.
- **MCC** selects **2 entries per category** (4 categories) to forward to LCOI.

Timeline

Activity	Deadline	Responsibility
Clubs and Districts submit entries	25 October	Clubs / Districts
MCC forwards selected entries to LCOI	5 November	MCC
LCOI declares winners	25 November	LCOI

Criteria and Guidelines

1. Only **projects conducted during the designated Service Week** are eligible:
Mental Health & Wellbeing Week: October 4–12
 Reports must be **directly uploaded to the LCI Website** (compulsory).
2. Entries are judged based on their:
 1. **Reach** – Beneficiaries, scale, visibility
 2. **Reports and Documentation** – Clarity, supporting evidence
 3. **Creativity** – Unique approach to service
 4. **Sustainability** – Long-term value of the project
3. Uniform **application format** must be used at all levels (**Club** → **District** → **MCC**).
4. Entries received after deadline will not be considered.

Application Format (Annexure)

1. **Basic Information** (Club/District, MD, Category, Contact Person)
2. **Project / Activity Details** (Title, Date, Location, Partners)
3. **Project Summary** (Max 200 words)
4. **Impact & Outcome** (Beneficiaries, Sustainability)
5. **Supporting Documents** (Photos, Media coverage, Testimonials)
6. **Declaration & Signature**

Recommendation & Reporting Flow

Level	Responsibility	Entries Forwarded
Club Entries	Clubs submit 1 entry per category (signed by President/Secretary). District reviews and selects a maximum of 2 entries per category to send to MCC.	Max. 2 per category per District
District Entries	District submits 1 entry per category (signed by DG) directly to MCC.	1 per category per District
MCC	Consolidates all entries received from Clubs & Districts. Shortlists: 5 Club entries per category, 2 District entries per category to forward to LCOI	7 per MCC per category
LCOI	Reviews entries forwarded by MCC and declares winners.	

Note:

- There are **12 Multiple Districts (MD)** in total.
- **District entries:** $2 \times 4 = 8$ entries per MD
- **Club entries:** $5 \times 14 = 70$ entries per MD

Signatory / Contact

- MCC Chairperson / DG
- Give contact email / phone for clarifications



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LCOI Awards – Application Format

Note: Only projects conducted during **Global Service Week (Oct 4–12)** or **Mental Health & Well-Being Week** are eligible.

1. Basic Information

- Club / District Name: _____
- Multiple District (MD) Number: _____
- Category / Criteria Applied Under: _____
- Contact Person: _____
- Designation: _____
- Mobile / Email: _____

2. Project / Activity Details

- Title of Project / Activity: _____
- Date(s) Conducted: _____
- Location: _____
- Partner Organizations (if any): _____

3. Project Summary (Max 200 words)

- Brief description of the activity
- Key highlights / achievements

4. Impact & Outcome

- **Number of Beneficiaries:** _____
- **Impact Achieved:** _____
- **Sustainability / Future Plan:** _____

5. Supporting Documents (Mandatory)

- Photographs (Max 3)
- Newspaper cuttings / Media coverage (if available)
- Testimonial / Beneficiary feedback (if available)

6. Declaration

I confirm that the project was conducted during the designated week and that all supporting documents are authentic.

Signature: _____

Name: _____

Designation: _____

Date: _____