



Our work

About us

Information resource by Freed

Who are we?

Freed is a non-profit organization that encourages conversations around eating disorders, disordered eating, and body image concerns in India and aims to provide support to individuals and families affected by them.

Our Mission

Our mission is to enable holistic well-being in India through diverse, credible, and inclusive resources for support, and education for all eating disorders.

Our Vision

Our Vision is to create personal and cultural paradigm shifts by encouraging conversations, internal reflection, and action around eating disorders. We envision an India where people look at and embrace their bodies with compassion, acceptance, and respect.



“

*We believe that
“to love yourself”
is to accept
yourself just the
way you are and
embrace your
body with
compassion.*

”



Why Eating Disorders?

Eating disorders (ED) are extremely pressing concerns in society today. Due to stigmas and a lack of awareness around these mental illnesses, they tend to get neglected or invalidated.

As EDs are so grossly misunderstood, support options are non-existent to extremely limited. Cases in India have steadily risen over the past decade, highlighting the critical need for action.

Freed aims to bridge this very gap by providing a safe, stigma-free space and a support structure for prevention, cure, education, and intervention of EDs.

To ensure that we build sustainable paradigm shifts in how our society thinks about mental health, we rely on three pillars: Awareness, Intervention and Advocacy.



Our Work



Pillar 1: Awareness

Awareness is crucial to dispel myths and reduce stigma around eating disorders, encouraging more people to seek help and support. It also promotes early intervention and better understanding among communities. We do this by building in-house educational modules through:

- In-person & virtual educational events
- Corporate and private workshops
- College & School outreach programs
- Training for teachers and school staff
- Training for community social workers
- Online community engagement

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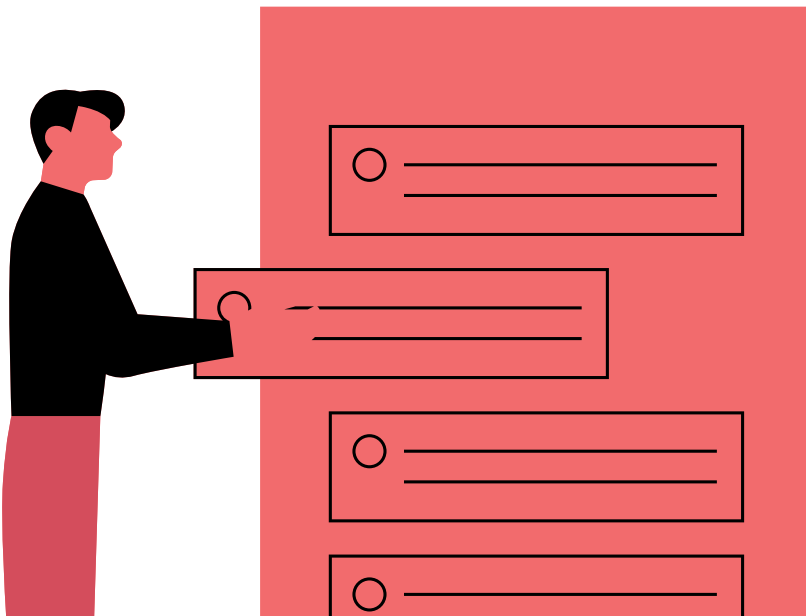
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Pillar 2: Advocacy

Research and data-backed advocacy help us understand the prevalence of eating disorders, making our work evidence-based. This enables institutions such as schools, colleges, hospitals, insurers, and workplaces to implement evidence-based policy changes. We enable this pillar through:

- Detailed literature reviews
- Focus group discussions
- 1-1 interviews
- Surveys and polls
- Conducting Qualitative, Quantitative and Mixed methods research
- Publication and dissemination of our research



Pillar 3: Intervention

Intervention is important to help individuals with eating disorders get the support and treatment they need early, improving their chances of recovery and overall well-being. It also helps prevent the disorders from worsening and causing more serious health concerns. We aim to build Freed into a one-stop platform for a credible ecosystem for support.

- Freed Fellowship: A curated fellowship program to train aspiring psychologists
- A diverse and background checked professional directory of specialists
- A free and anonymous chatbot
- Brochures, Resource guides and self-help materials
- Sharing circle & support group training

