



LENS FOUNDATION
LEARNING. EMPOWERMENT. NUTRITION. SKILLS

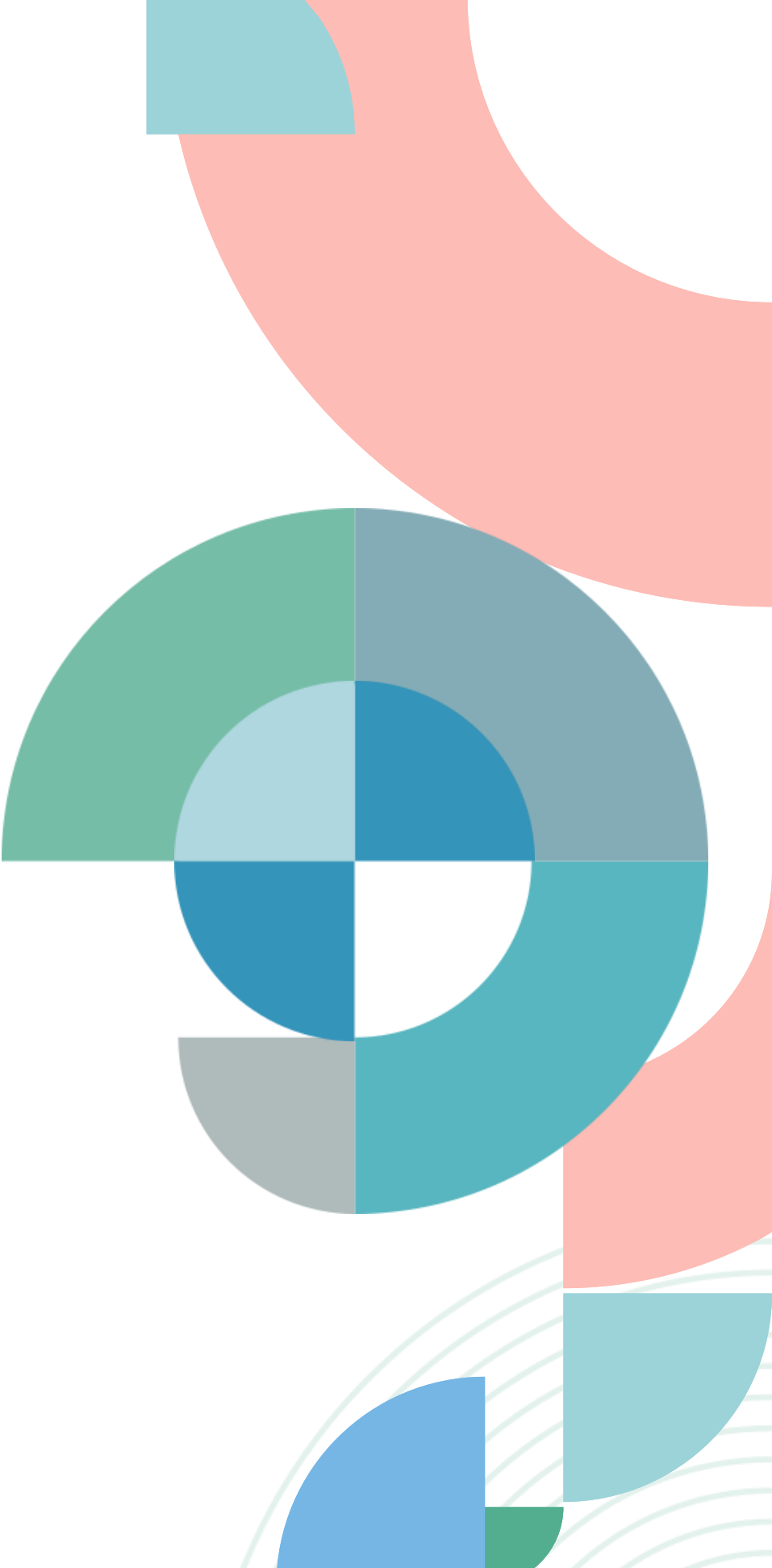
Lens Foundation

2023-24



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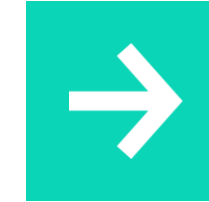
Executive Summary



Solh Wellness along with LENS Foundation actively targets essential CSR goals concerning skill development, education, and livelihood earning. This report delineates the strategic methods employed by LENS Foundation to fulfill these objectives, illustrating the collaborative efforts of Solh Wellness that furnish essential tools and solutions. Additionally, it highlights the provision of mental wellness resources, a dedicated mental wellness platform, and an integrated dashboard for progress measurement. These combined elements are poised to deliver a substantial and measurable impact.



Project Overview



Objective:

Improve mental wellness for school and college students and their parents. The project kicked off on November 14, 2023, and since then, our team at LENS Foundation has been actively engaged in the design and execution of various activities to promote mental wellness within the target demographic.



Funding Source:

NTT Data



Implementation Partners:

LENS Foundation
Solh Wellness

Key Achievements 2023-2024

Workshops and Seminars

Workshops (College/School)

Number of Workshops	18
Total Attendees	600-1000
User Access to Solh Platform	500 users
Posters For Awareness	16Posters

Platform Access

In November, the platform had **30 users**, & by December, the user count increased to **35**. By January, a total of **75 users** were present on the platform, benefiting from tailor-made mental wellness content. Additionally, the successful integration of the Organizational Dashboard has elevated the platform's functionality & improved the overall user experience.

Posters for

A series of thoughtfully designed posters for **the nine workshops** have been meticulously crafted and widely disseminated. These visually compelling and informative materials serve as a key component of our outreach strategy, effectively communicating about the workshops to a broader audience.

Add-ons (Free)

Feature		Status	
Organizational Dashboard		Implemented	
In-person Counseling Sessions		One session per user	
Screening & Assessment		Available	
Feature		Status	
24/7 Free Chat with Counselor (Talk Now)		Continuous availability	
Support Group on App		Created and active	
Content on Support Group & App		Regularly updated	

Challenges Faced



Difficulty in Encouraging User Participation on LENS Foundation Organization on the Solh App:

During the reporting period, one notable challenge was the limited engagement of individuals in joining LENS Foundation through the app. The efforts to attract users and encourage their active participation fell short of expectations.



Solutions and Mitigation Strategies:

To address the challenge of low user enrollment on the LENS Foundation organization, the following solutions and mitigation strategies are proposed:

Strategic Approach

Enhanced Outreach & Awareness Campaigns:

Increase efforts in creating awareness about LENS Foundation through targeted marketing and outreach campaigns. Utilize various channels, such as social media & email newsletters

Incentivize Participation:

Introduce incentives for individuals who join LENS Foundation on the app. Consider offering exclusive content, early access to updates, or rewards

User-Friendly Onboarding Process:

Simplify the onboarding process on the app to make it more user-friendly.

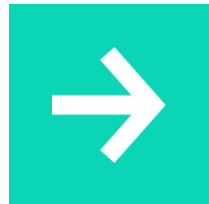
Community Building & Networking:

Foster a sense of community within LENS Foundation. Create discussion forums, activities on the app, networking opportunities, and virtual sessions (such as AMA sessions)

Feedback Mechanism:

Establish a feedback mechanism to understand the concerns and preferences of potential users.





Challenge Addressed:

The previous page highlighted the limited user engagement in the LENS Foundation group. We addressed this challenge through a multifaceted approach:

- **Amplified Awareness:** Targeted social media & email campaigns boosted app visibility and mission understanding.
- **Enticed Users:** Exclusive content, early updates, and rewards motivated app joining and participation.
- **Frictionless Onboarding:** Streamlined process encouraged seamless account creation,
- **Community Hub:** Discussion activities, and virtual sessions fostered a sense of belonging.
- **User-Centric Focus:** Feedback mechanisms helped tailor the app experience to user needs.

Results:

These efforts resulted in a significant increase in user enrollment and engagement on the LENS Foundation group on the Solh App. We saw a 114% increase in users.



New Challenge:

While we offer valuable content, we aim to further diversify our offerings to cater to a wider range of user interests and learning styles.

Strategic Approach

Conduct user surveys and focus groups:

Gain deeper insights into user preferences and content needs.

Partner with diverse content creators:

Expand the range of content available on the Solh app.

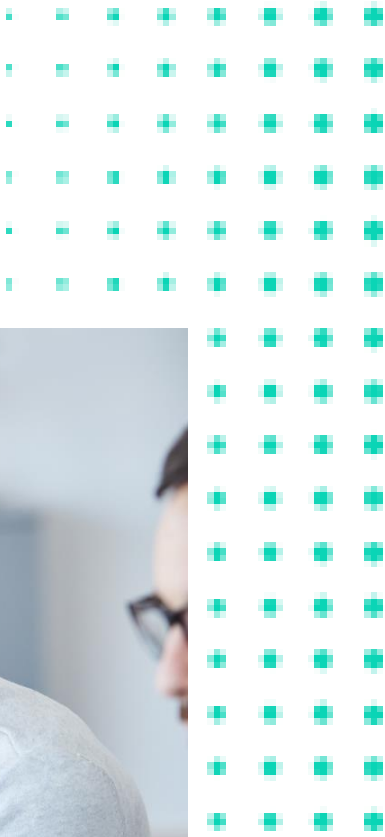
Develop interactive content formats:

Utilize multimedia elements like videos, quizzes & polls.

personalized content recommendations:

Recommend content based on individual user interests & activity.

Feedback and Impact Assessment:



Feedback from Participants:

01. The feedback from participants in the workshop is positive.
02. They also emphasized satisfaction with content, delivery, and interactive elements.

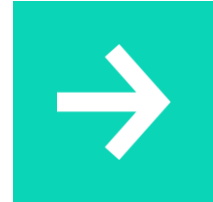


Impact Assessment:

01. Initial assessment shows positive engagement on the Solh app platform, as evidenced by active participation in various features according to dashboard charts (Appendix 2).
02. However, continuous efforts are needed for further improvement.



Conclusion



The past three months' activities have successfully utilized the allocated funds to promote mental wellness, awareness, and skill development.



User engagement and participation have been encouraging, reflecting a positive impact on the target audience.



Future plans include expanding the user base, conducting additional workshops, creating short films, designing and disseminating posters and enhancing the content and features of the Solh Wellness platform.



Appendix



Workshops:





Thank You!