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Meeta

A chatbot to improve access to mental health support for youths in Bangladesh using generative AI



About Us

mPower is a global social enterprise working in the intersection of design and technology – using which we amplify the impact and outreach of development interventions.

REAN Foundation removes barriers to providing healthcare solutions in new and innovative ways to remote populations.



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Understanding Disparities

19.5m adults in
Bangladesh

suffer from mental health issues, with
a significant impact on youths

260 psychiatrists

to service this enormous population

CONTRIBUTING FACTORS

Social stigma and low
awareness levels

Cultural sensitivity

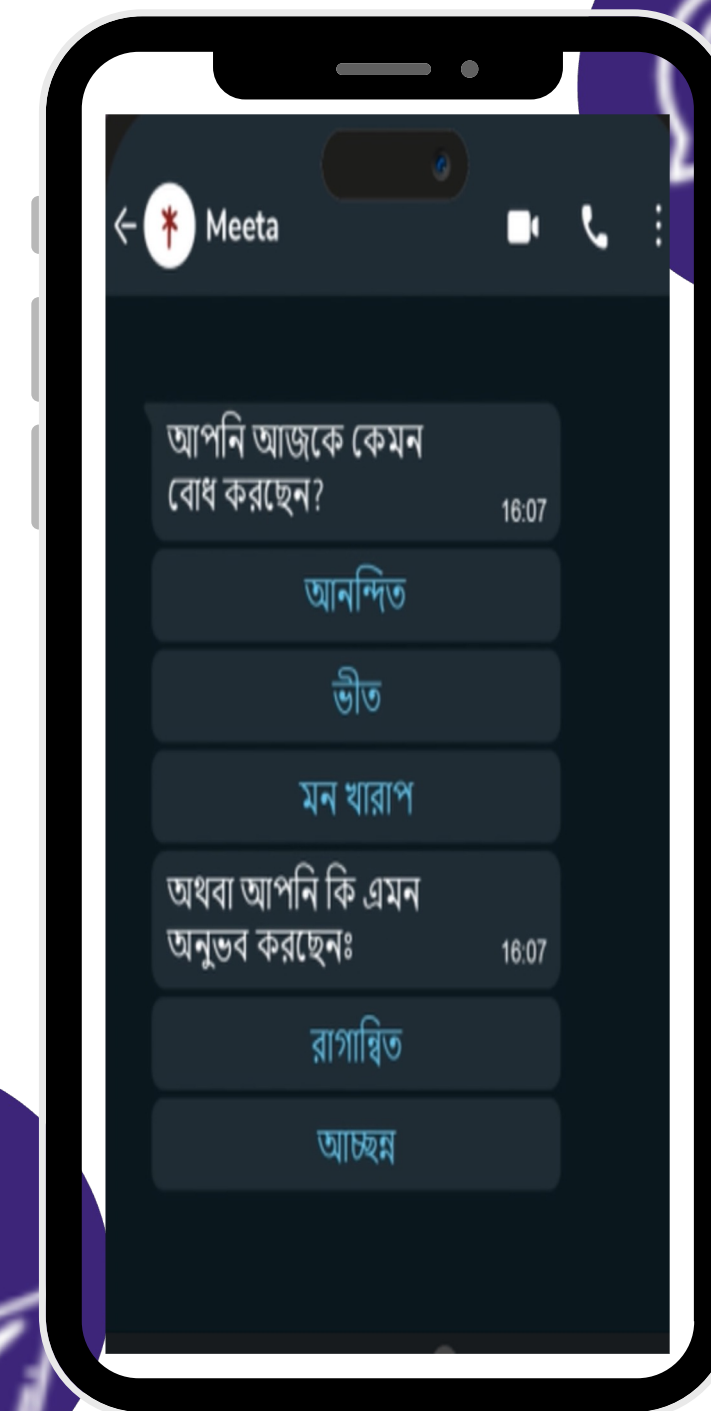
Delayed detection

Inadequate integration into
primary care

Meeta

Meeta is a generative AI-driven assistant that addresses these challenges by providing an anonymous, **easily accessible, and culturally sensitive** mental health support

Improving awareness, and **facilitating early detection**, ongoing support, and possible integration with care pathways.

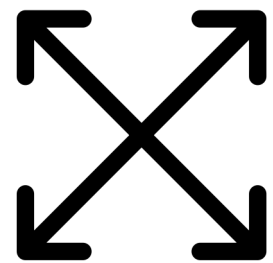


Compassionate Conversations

- Innovative Use of Popular Platforms for Accessibility
- Leveraging Generative AI for Natural Conversations, for better user acceptance as compared to traditional mHealth/chatbot solutions
- Integration with Health Services for Comprehensive Support
- Data-Driven Insights for Continuous Improvement

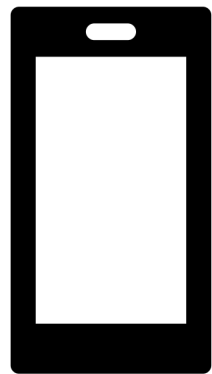


Advantages



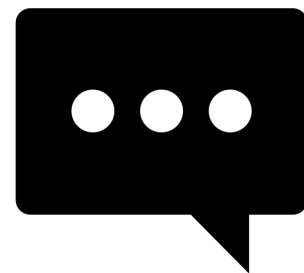
Democratizing Access

Designed for self-care and awareness, requiring no specialized clinical skills from its users. This approach **democratizes access to mental health support**, especially useful as **primary care access for mental health** is fragmented.



Technical Deployment and Operational Ease

Leveraging popular and widely used platforms like WhatsApp for deployment, MEETA **simplifies the technical requirements** for both users and administrators. Its design ensures **ease of use**, with **intuitive interfaces** and straightforward navigation, **reducing the need for extensive digital literacy** or technical support



Contextual Suitability

The chatbot's ability to provide **information and support in local languages**, along with its **ease of access via popular platforms like WhatsApp**, makes it an excellent fit for Bangladesh

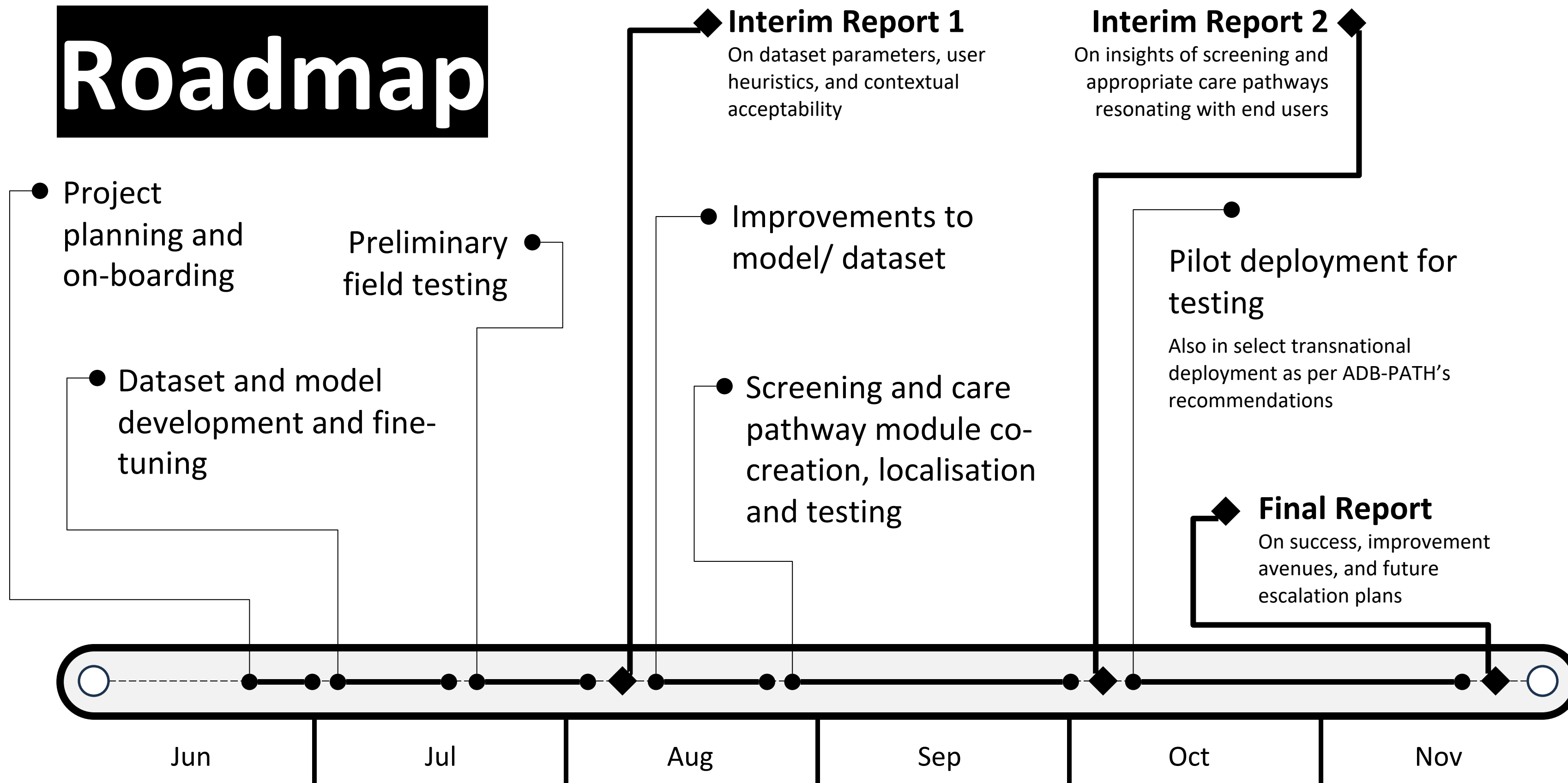
Expertise

Combining mPower's expertise in running several impactful projects in Bangladesh with **100M+ lives impacted** across **100+ deployments** with partner organizations.

Valuable insights into **user engagement**, the effectiveness of **autonomous assistants** in **raising awareness**, and its potential to **identify risks** through interactive conversations from REAN HealthGuru.



Roadmap



Thank you

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