

The Story of Unplugged



Unplugged was more than just a concert - it was born from the vision of three 16-year-old founders of the Youth Circle of Synapse (YCS), who set out to break the silence around mental health conversations in Pakistan. They wanted to give the youth a voice—a platform to sing, speak, and advocate for mental health through music. What started as an idea became the first youth-led concert, which brought hundreds together to raise awareness, and spark a much-needed dialogue on mental health. Unplugged was created by the youth, for the youth, to champion youth mental health and inspire change.

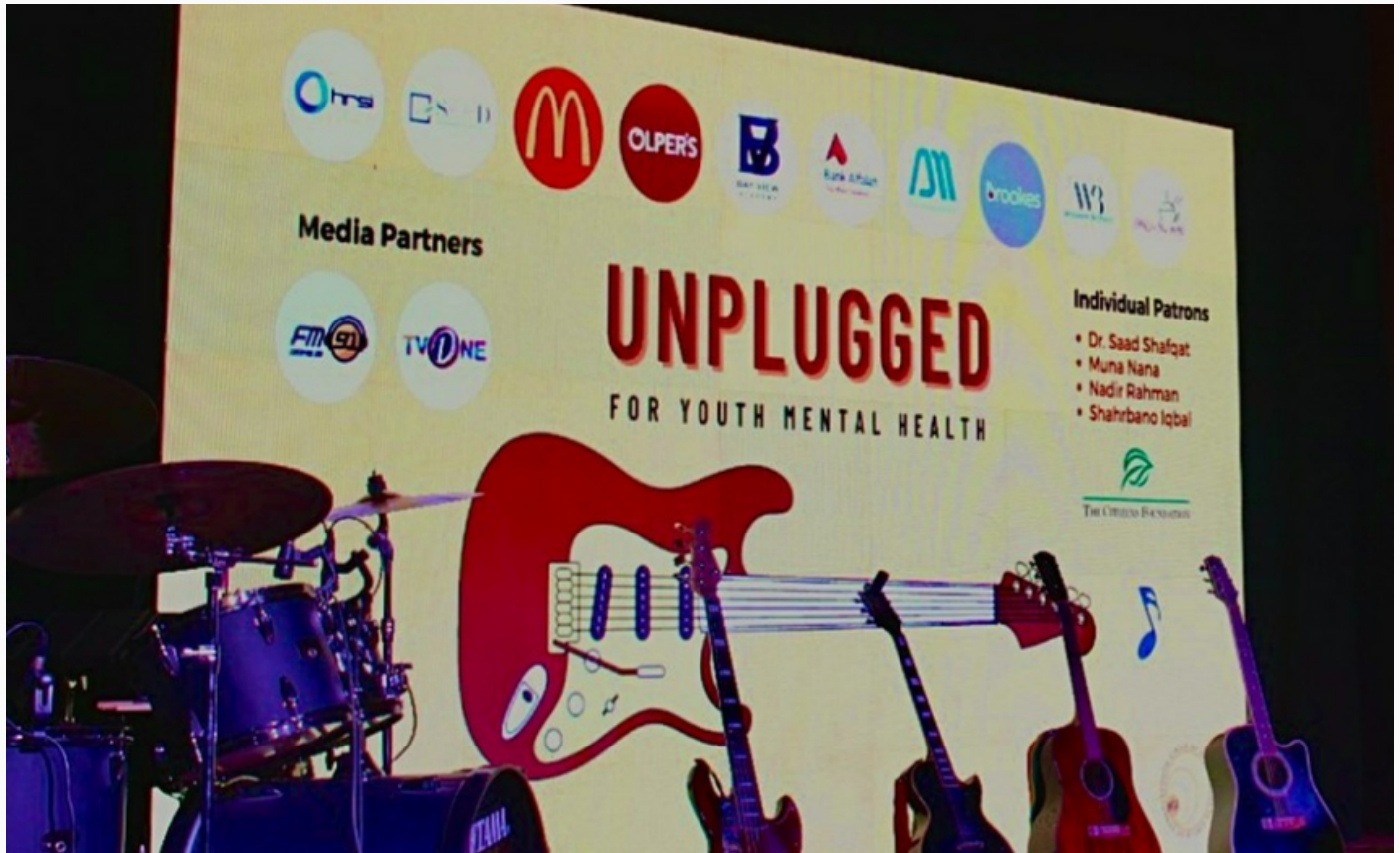
250+  **10+** 
Attendees Major media outlets engaged

50 K+  **10+** 
People reached Major Sponsors

The event received substantial attention, amplified by social media engagement and TV appearances. Audience feedback reflected a strong interest in continuing the conversation around youth mental health.

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Event Overview



About Youth Circle of Synapse:

The Youth Circle of Synapse (YCS) was established in 2021 with the goal of providing a safe space for the youth of Pakistan to discuss their mental health challenges and promote awareness. It is the youth-led arm of Synapse - Pakistan Neuroscience institute which is a renowned mental health organization in Pakistan. Synapse's foundational commitment is to drive the mental health dialogue forward in order to transform how mental wellness is perceived and approached

Objective of Unplugged

Unplugged 2023 sought to create a larger conversation about mental health, focused on generating awareness and funds to support projects like narrative-building, anti-stigma campaigns, school visits, and policy discussions.

Our Media Partners



Highlights



Key Achievements

The Youth Circle of Synapse (YCS) concert at PACC was a resounding success, selling out a week before the event. This strong turnout highlighted the growing public interest in youth mental health. Coverage from Geo News, Dawn, and The News amplified the message, while YCS founders appeared on TV One's Morning Star with Azfar Rehman and Adeel Azhar's FM 91 podcast, further broadening its reach. YCS secured major sponsorships from Bank Alfalah, Nike, and HRSL, indicating strong corporate support for mental health advocacy. Notable attendees included singer Marina Khan and her husband Jalil Akhtar, Shabana of the Benjamin Sisters, TCS founder Mushtaq Chapra, journalist Peerzadah Salman, and Geo's MD Azhar Abbas.

Next Steps

Considering the success of Unplugged last year, YCS is excited to announce that Unplugged is coming back bigger and better this year! 2024's event promises to build on last year's momentum with a larger platform, greater outreach, and an even stronger focus on youth mental health. This is more than an event – it's an annual celebration of youth, hope, and mental health, and we need your support to keep the conversation alive and growing.

