



**Muktaa Charitable Foundation**  
**Samvad HIV AIDS Helpline**

**Maharashtra : 020 - 26381234 Bihar : 0612 - 2575757**

**Annual Report 2012-13**

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## **Our Vision**

To make a significant impact on the epidemic of HIV and AIDS

## **Our Principles**

A compassionate, non judgmental attitude, accuracy of information and highest ethical standards with respect to privacy and confidentiality.

## **OUR USP: Quality Of Our Service**

MCF counselors go way beyond giving information while taking a call at helpline by helping the callers to deal with various emotional situations like Anxiety, Depression or panic with a positive regards.

QUALITY counseling involves Disclosure of HIV positive report to the partner, Discussion about pre-marital HIV testing, Discussion about marrying a person who is HIV positive, Discussion about having/ not having children if the parents are positive, Behavior modification when a person's HIV report comes negative after high risk exposure, Change in life style if HIV test is positive

These are few of the examples to show that our counselors are experts in Life-skill counseling.

"We are aware that our Helpline services will remain useful and life-changing only if we continue to focus on maintaining and increasing the standards of our counseling and call taking process and skills. Towards this we have, in the last year, designated a senior counselor as a Quality Manager whose key responsibility includes monitoring calls, providing feedback, mentoring and ensuring training to upgrade skills."

## Samvad HIV Helpline At A Glance

- ⊙ Calls accepted 9:30 am to 8:30 pm Monday to Saturday, except public holidays in Maharashtra and Bihar
- ⊙ 10 phone lines on hunting with 9 full time and 1 part time counselors
- ⊙ Service in Marathi, Hindi, English
- ⊙ Total number of people calling helpline from October 2005 – March 2013: Over 1.67 lakh.

<b>Key Figures</b>				
	<b>Maharashtra</b>		<b>Bihar</b>	
	<b>2011-12</b>	<b>2012-13</b>	<b>2011-12</b>	<b>2012-13</b>
Calls in the year	18,899	23759	12,944	14336
Average calls per day	60	78.14	41	47.16
Cost Per Call	68	72.29	198	137.26
<b>How Each Rupee Was Spent?</b>				
People	67 paisa	74 paisa	41 paisa	66 paisa
Promotion & Equipment	25 paisa	19 paisa	48 paisa	28 paisa
Admin	8 paisa	7 paisa	11 paisa	6 paisa
Donations Received	1,302,247	2,646,288	2,433,909	2,074,688

## Feedback from our donors

"I have been associated with Muktaa and the team for many years, and always been impressed with their dedication, professionalism and focus. But what really separates them from many other NGOs is their dedication to quality and their desire to provide world class assistance to the needy.

"While it may be hard to quantify Muktaa's impact, I am certain that they have changed many lives over the years, and when HIV is eliminated from India many years from now, Muktaa's immense contribution will be remembered and extolled"

## What our counselors feel about organization

"Commendable thing is trust do not take any Government funds still the functioning is very smooth without any financial problem"

"Very introspective appraisal every year with timely feedback for improvement"

"Remarkable transparency in regular reporting and financials"

"No hierarchy. Relation between staff and trustees is very friendly; staff can share their opinion and problems without inhibitions"

"Organization is very particular about standards and quality. Own policies are formulated to provide best to the society"

"Facilitate to personal & professional growth"

"Timely recreational activities are carried out to keep the morale of the counselors high"

"Freedom for express views regarding new concept"

## **Journey : 2012 - 2013**

### **AASHA:**

Under Project AASHA, those visiting government treatment centers can make free calls to seek solutions to problems related to the treatment and other issues. During the year 12-13, we received 7029 from this initiative started in Pune, Akola, Nagpur and Kolhapur.

### **SAMPARK:**

Sampark helps us to reach out to illiterate and rural population and provide them free calls to the helpline via link workers in the field. We have Sampark service operational at 7 centers namely Pune, Akola, Latur, Amravati, Buldhana and Sindhudurga. We have reached 753 youngsters in rural area with this initiative.

### **ANKUR SPARSH :**

MCF volunteer counselors conducted sessions for disclosure of HIV status to affected children. SPARSH BALGRAM is an orphanage that has 18 children affected by HIV. Out of these 12 HIV positive children in various age groups were taken for counseling. According to age different level of disclosure was done.

- Under 8 years: Partial disclosure.
- From 8 to 12 years: Complete disclosure without sexual mode of transmission.
- From 12 to 14 years: Complete disclosure with awareness about sexuality.
- Aids ORPHAN a U.K based organization has guided and encouraged us in this activity.

### **SAKAV:**

In India, people in the age group of 15-29 years are at highest risk of contracting HIV infection. Amongst many reasons, lack of access to correct information about the risks of contracting HIV and means of protecting themselves from the infection make them vulnerable. **Sakav project** was conceived jointly by Kirloskar Oil Engines LTD and

MCF to bridge this gap. "Sakav" in Konkani language means a small bridge - a small step that takes us to the other side of the hurdle. We conducted in OCT 12 and Dec 12 at Tikaram Jagannath College, more than 300 students have been benefited by the noble initiative. Sessions included lectures, interactive sessions, and Q-A sessions to clarify myths and misconceptions regarding HIV and STDs

### **SMS Reminders:**

Reminders are sent to those in treatment for medicine refills and testing. We aim to reduce dropout and increase adherence. Till date we send SMS at regular basis to 705 patients on treatment from government sector.

### **Call Back Service (CBS):**

Many callers try as many as 20 times a day when lines are busy. For such callers, a **call back service** has been started. We have implemented a digital EPABX solution using which we provide an announcement for callers when our lines are busy. The announcement provides an option to give a missed call to a cell phone number, signifying consent to call back. Our counsellors then call the person back during off peak hours. This year we have responded to 1347 such calls.

### **Ahmadabad Helpline:**

The response to the helpline service for Ahmadabad had not been very encouraging forcing us to discontinue it in Feb 13. We have taken total 97 calls from Ahmadabad.

### **Promotion**

Year 12-13 was a busy year with different activities going on throughout the year. HIV training sessions were conducted for CASP, CYDA, Tikaram College, SNTD College, Shree Chatrapati Shivaji Junior college, Abhinav College, Samajbhushan Ganpatrao Kalbhor College, Leprosy Hospital, and Indospace Rohan Industrial Park etc.

We participated in Muktaa Arogya Pradarshan, Wake up Pune rally, World AIDS Day rally, Sakal Agrowan exhibition, Positive Melava etc.

## New Services

### WeCAN:

India has the highest number of oral cancer cases in the world. Of 7-8 lakh registered cancer cases every year, 40% are of oral cancer. Annually 130,000 people succumb to oral cancer in India: 60 to 80 % present in advanced stage. **14 people, mostly young, die of oral cancer every hour.** Doctors in the community need to be motivated and trained to screen and diagnose oral cancer at early stage. Also, awareness and screening for oral cancer of at risk population like women in slum area and workers in industrial area help in tobacco de-addiction and early detection of oral cancer. Thus was born WECAN. For training of doctors, we have designed a training module with experts from **TATA Memorial Centre, Mumbai.** In Sept 12, we have started training of doctors in batches. Till now we have completed training of 250 doctors in 3 batches. We have tied up with regional doctors associations for the same.

### TB Helpline:

1.8 million new cases occurring every year in India. Every day more than 5000 develop TB disease and 1000 people die of TB in India: the highest number in the world. 2 young people die every 3 minutes. Tuberculosis is a treatable and preventable disease. What is needed is knowledge about the disease.

Learning from the experience of running helpline in HIV, we feel there is also a dire need for helpline in TB. Like HIV, TB is also a disease with lot of fear stigma and discrimination. On 1<sup>st</sup> December 2012 we added TB as Helpline. Till March 13, we have taken 23 TB related calls.



## **Other Developments**

### **Fund raising Event:**

This year we receive Rs. 26,46,288/- as donations for Maharashtra

A musical entertainment program was arranged on 2<sup>nd</sup> February 2013. "dMAST", a professional group sang R. D. Burman songs for audience of over 400. This program generated Rs. 1,94,294/-. We thank all donors for their support.

### **Health Insurance:**

We feel that our counselors should remain healthy and get timely medical care if required. We encouraged them to take Mediclaim Policy. MCF subsidised to the extent of Rs. 1000/- per person. Now all counselors have Mediclaim Policy.

### **Collaboration with various government and nongovernment agencies:**

This year was a year of networking and liaison. Mahila Samakhya is a State department cell in Bihar which works for women empowerment in different districts of Bihar. They have huge network all over state. We took HIV/STD sessions for their outreach workers who promote our number in their areas. Started in July 12, so far 15 sessions have been taken benefitting approximately 700 participants. Similarly, we have networked with CBCI, Kurji Holy family community care center, AASHRA, Jeevika, Plan India, India mission, Adarsh mahila shilp kala Kendra, Samstipur, Harijan Adivasi kshishan kalyan kendra, Sahrsa, Red cross society , Tara children home, Art college, Patna, Path, Nehru Yuva Kendra Sansthan, etc .

**Tie up with MSACS:** MSACS, the highest government body working for HIV in Maharashtra approved of our quality service and signed a MoU to prints SAMVAD Helpline number in all their promotional materials .

## **Bihar Helpline:**

### **Call Back Service (CBS):**

- Call Back Service /CBS (Toll Free Service): We promoted one cell phone no on which callers can give a missed call. We then call them back. In a way we have started Toll free service which was our dream and it clearly show people really need this service as we are getting calls every day.
- Started on 12 Feb 2013
- Such a call back service is not available anywhere in India except at our Maharashtra Samvad helpline
- At present we are printing CBS no in all promotion material.
- Real Call Received 630 (Avrg 15 calls per day)
- Cost Per Call: Rs 3.97 (Lowest amongst all promotion channels)

### **Mahila Samakhya:**

- **Mahila Samakhya:** This is a State dept cell which works for women empowerment in different districts of Bihar. They have huge network all over state. We took HIV/STD sessions for their outreach workers who promote our no in their areas.
- Started in July 12, so far 15 sessions have been taken.
- Approximately 700 participants benefited, Average no of participants in a session is 28 and takes around 90 min.
- Through this we really reach to rural part without many efforts. As a result we are getting lot of CBS calls.

### **Promotion**

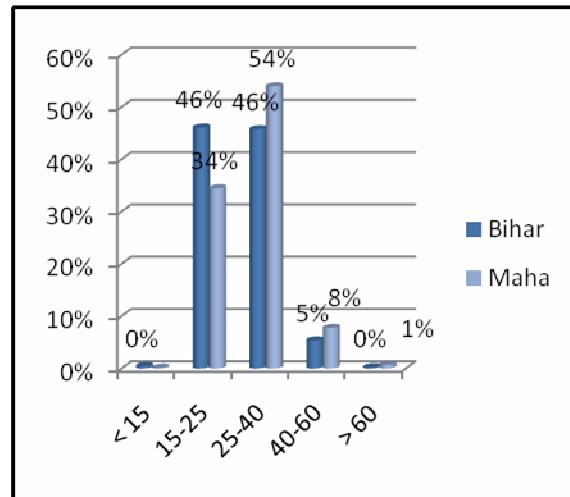
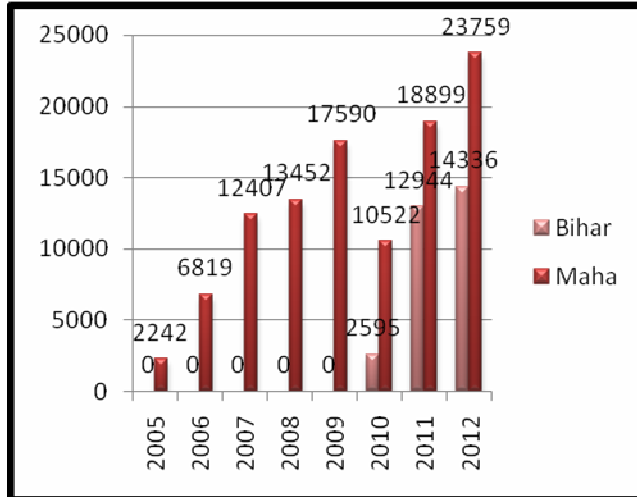
- Posters – 4460, Flex small– 482 , Big 57, Cards – 33800, Leaflets - 25000
- Print Media(News Paper/Magazine etc) Total Advt 9- Saral Saril, Madhur Kathye, Aaj, Hindustan Yuva, Hindustan, Sahara Samay,

- **Awareness sessions, events and promotional activities:** Year 12-13 was a busy year with different activities going on throughout the year. HIV training sessions were conducted for CASP, CYDA, Tikaram college, SNDT college, Shree Chatrapati Shivaji Junior college, Abhinav College, Samajbhushan Ganpatrao Kalbhor college, Leprosy Hospital, Indospace Rohan Industrial Park etc. Also we participated in Muktaa Arogya Pradarshan, Wake up pune rally, World AIDS Day rally, Sakal Agrowan, Positive Melava etc.

### Plan for the next year

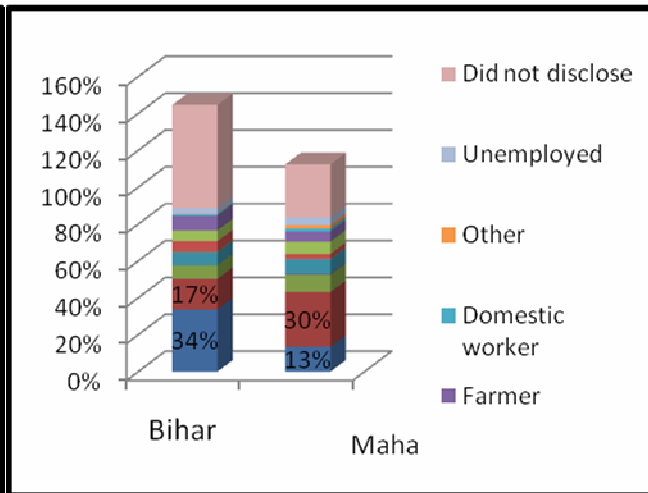
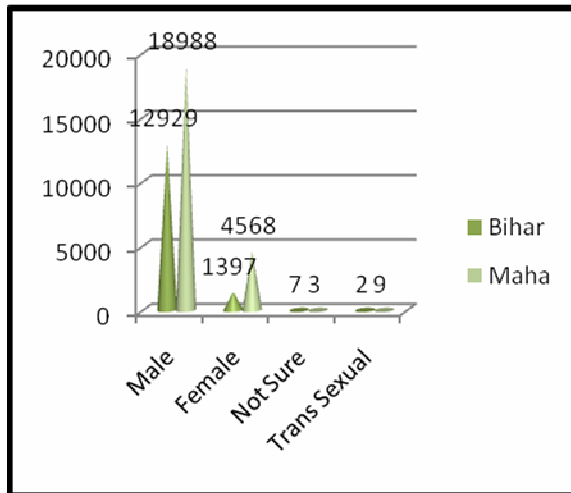
1. Awareness and sensitization for **1000 general practitioners** of Pune district in oral cancer screening and tobacco de-addiction.
2. Awareness sessions and oral cancer screening for **500 women** in slum area.
3. Daily call target of 90 and cost per call of Rs 72 for Samvad HIV Helpline, Maharashtra
4. Daily call target of 60 and cost per call of Rs 143 for Samvad HIV Helpline, Bihar
5. Increase corpus by Rs 5 lakh to create sustainability.
6. Expand TB helpline service with dedicated promotion strategies and resources.
7. Start HIV helpline in a new state.

## Comparative Statistics



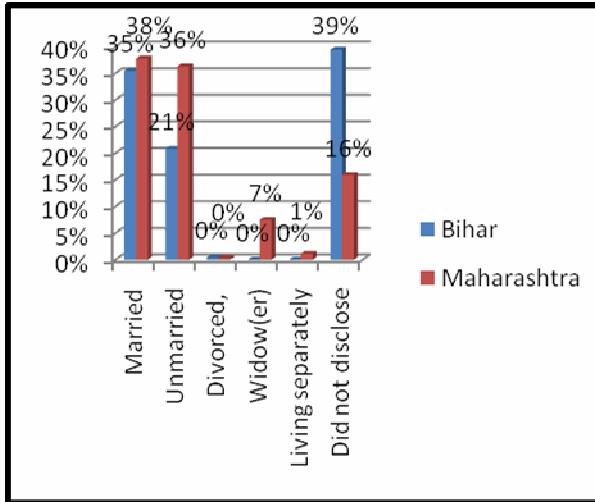
**No of calls**

**Age group**

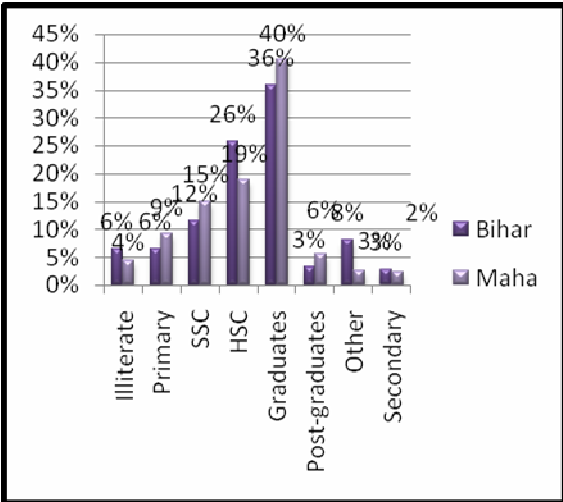


**Gender**

**Occupation**

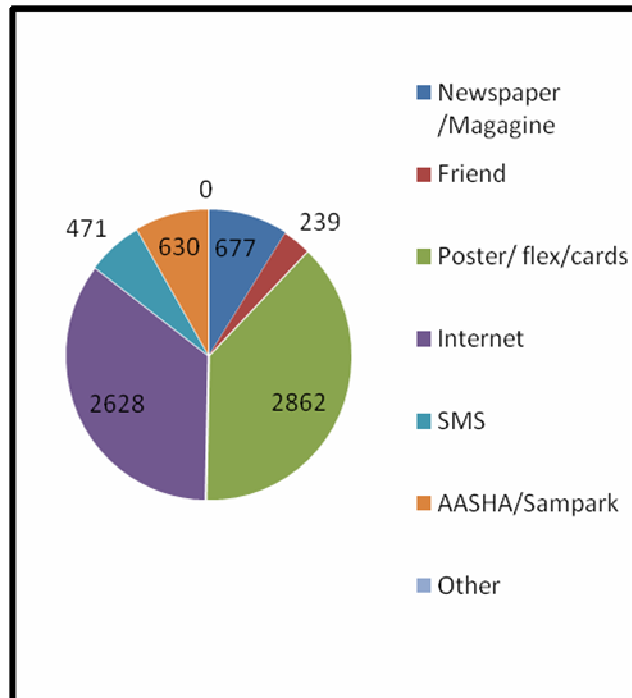
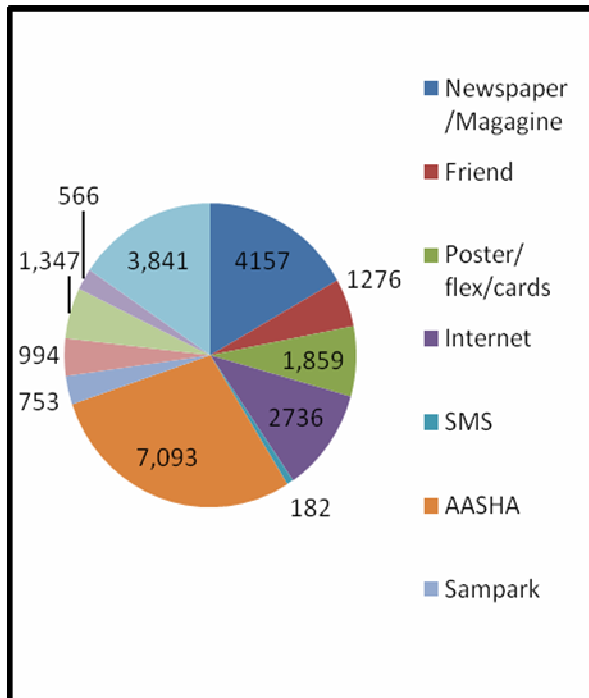


**Marital Status**



**Education**

**Promotion : Maharashtra and Bihar**



### **Calls trend:**

- Many students with h/o unprotected sexual relations with married women, girl friends as they had the myth those relations are safe. All were sent for HIV testing.
- Many married males gave h/o unprotected sexual exposure outside marital relationship and were advised HIV testing.
- Few HIV positive widow females counselled for prevention and introspection for their unpro sexual relations
- Few of the caller counselled for their attitude of blaming CSW as they are the only reason of spreading HIV , few of them were counselled for using projection as defence mechanism after having sexual relation with CSW.

### **Call Cases:**

A middle aged Commercial Sex Worker who was newly diagnosed of having HIV infection called from Sasoon ART center. She was very worried about her health and future. She was told about care and management, life style changes and medicines. After 4 months she called back happily to thank the helpline Counselor that she took all the care which she been told and look forward to lead a healthy life.

A 20+ year old girl was sexually abused by her close relative when she was just a small child. Now when she started getting marriage proposals, she started fearing that she has HIV infection because of sexual abuse in childhood. Neither could she speak about this to anyone nor had the strength to go for HIV testing. Helpline Counselor gave her emotional support and counselled her about the pros and cons of getting tested. After few days, she called back with test report and shared jubilantly that her which was negative.

## Some of Our New Volunteers and Organizations

Counselor, Vita RH	Swyam Shukshan Prayog Trust
Counselor, Sangli, Miraj & Kupwada (MNPA-Hospital)	Community AID & Sponsorship Program
Counselor, Tasgaon RH	Maharashtra Samajik Vikas Trust
Counselor, Islampur SDH	Prakashyatri Rajapur
Counselor, Medical college, Miraj	Param Prasad Charitable Society
Counselor, Fule Hospital	SALAH
Counselor, Aatpadi RH	Noble Shikshan Sanstha
Counselor, Shirala RH	Sarathi Trust
Counselor, Civil Hospital	Dilasa
Counselor, Kavate Mahakal SDH	Network of PLHIV, Latur
Anil More	Dr. Patil
Counselor, Kokrud RH	Manoj Raut
Counselor, Pulus RH	Network Of PLHIV, Akola
Counselor, Vangi RH	Network of PLHIV, Parbhani
Counselor, Jat RG	Abhinav College
Counselor, Madgyal RH	Sandeep Bhoslekar
Counselor, Belanki RH	Aajeevika Burio, Ahmadabad
Counselor, Ashta RH	Jedhe college
Counselor, Sankh PHC	S.P. college
Counselor, Khanapur PHC	SNDT college
Pramod Khakde	Tikaram Jagannath College, Khadki
CRTDP	Shree Chatrapati Shivaji Junior College,
Vijay Shah	Samajbhushan Ganpatrao Kalbhor College,
FPAI, Thane	Bharti Vidyapith, Urbun Community,
Dr. Babasaheb Ambedkar Vaidyakiya Pratishtan	Ravindra Argade
Gramin Vikas Mandal	Sarathi Youth Development Org.
Social Activities Intigration (SAI)	Sally Gerorge
Solapur Zillha Samjik Karya Samiti	Shridhar Lokhande
NSP Plus Association	Ram Gurav
Sandeep Mane	Chavan Santosh
Eleed Tellis	Shobha Karkamkar
Vijay Nair	C.S. Kulkarni

Dr.Shashagiri Rao	Jayesh Pawar
Mangesh Manjrekar	Neelu punn Kale
Rajendra Tawade	Tulshibag Pratishtan
Beervale	Sachin Patil
Rekha Raje	Bhushan Ghodke
Priyadarshani Gramin & Adivashi Sanstha	Bhushan Wankhede
Bhagyodaya Arogya & Bahuuddeshiya Shikshan Santha	Pratik Gandhi
Rashrasant Tukdoji Maharaj Shikshan va Arogya Prasarak Mandal	Nilesh Parmar
Marathwada Gramin Vikas Santha (MGVS)	Anil Ulmule
Network of Beed by people living with HIV/AIDS	Susmita Kodag
Jai Laxmi Shikshan Sanstha	Kojashree Kakriya
Matrubhumi (multipurpose Foundation)	Sayali Kollham
Jansahayog Pratisthan	Nitish Patil
Kaydhu Gram Vikas Prastisthan	Vaibhav Ranjangaonkar
Aadhar Bahhudeshiya Sanstha	Nitin Theurkar
Gramin Vikas Mandal (GVM)	CASP
Lotus Medical Foundation	Rajesh Shah
Jankalyan Vikas Mandal	Avadhotraj Tondle



**OUR DONORS IN 2012-13**

Aasha Devdhar	Asha Dhange	Dr.Chitra Anant limaye
Abay Kharshikar	Ashwini Vivek Bhide	Eureka Industrial Equipments PVT LTD
AIDS ORPHAN, UK	Bharat Oswal	Eutech Systems
Ajanta Raddi Group	Bhausahab Patwardhan	Faizal Khimiji
Ajay Muttha	Chandrashekhar Balkrishna Kulkarni	Gagan Sole Spaces
Amit Patharkar	Chetan Thakkar	Gireendra Kasmalkar
Amruta Mahajan	Devibai oswal	Hemani Joshi
Amul Vora	Dipika Gole	Hemant Bhandari
Anagha Anil Hinage	Divyank Patil	Himali Raddi Group
Anand A. Gandhi	Dr. Amit Karkare	Imran Sayeed
Anand Radkar	Dr. Anil Panse	Indospace Rohan industrial park
Anil Somalwar	Dr. Arvind Kulkarni	Indubala Vora
Anita Anil Binwade	Dr. Ashish Babulkar	Innovative Coating
Anjali Deo	Dr. Athanikar Kalyani Anant	Jaideep jain
Ansh Systems PVT LTD	Dr. Girish Ranade	Jalamchand oswal
Anupama Apte	Dr. Icchur Shyam	Jayant Vaidya
Anushaka Dikshit	Dr. Kalpesh Shah	Jaywant Kashav Tawade
Aparna Jogwal	Dr. Kashitija Kumbhar	Jitendra Baldota
Aparna Mahajan	Dr. Meera Joshi	Jitendra Jain
APM Terminals, Pipavav	Dr. Rasik Shetiya	Jyotsna Chaudhary

Arnavi Madhave	Dr. Satish Patharkar	Kalpesh oswal
Aruna kothari	Dr. Shubangi Kothari	Kalpesh Talesara
Arunoday Phule	Dr. Subhash Mukund Apte	Kamini Shah
Asha Dange	Dr. Vidya Yogesh Sharma	Keshav Engineering Services
Khare & Tarkunde Infrastructure	N.S.S.	Rahul S.
Kiran Jagdale	Nayan gandhi	Rahul shah
Kirloskar Oil Engines Limited	Nayan Gandhi	Rajashree Gawade
Krishna kumar Nangalia	Neha Dilshit	Rajesh Jain
Kunark Shinde	Netra Ghag	Rakesh Nibjiya
Kusum Kothari	Nilubhu Limaye Foundation	Rakesh Shah
L.B.Bind	Nirmala Sunderraj	Ram Kishor Gupta
Lata Dikshit	Nitin Sanghvi	Rashimbhai Jain
Laxmi	Optimum Stock Trading com.PVT.LTD.	Rashmi Jadhav
Madhav Godbole	Parag V. Mahajan	Reddy Pharmteuticals
Mahavir Jain	Parsewar Seeds & Fertilizers	Ronadeb Roy
Mahavir oswal	Pominder Kaur	Rotary club of Nigdi
Mahesh Mehta	Pradeep Jain	Sachin Bafna
Mahipal Jain	Pradip Shripad Nijasure	Sachin Divase
Maithli M. Potnis	Prakash Chajjed	Sakal Agro exubition
Maitri Algude	Pramod Oswal	Sameer Aakhade
Manda gokhle	Pratap Bhosale	Sandhya R. Pai
Manoj Kothari	Preeti Damle	Sanjay B. Baljekar
Manoj oswal	Pulak Prasad,Nalanda foundation	Sant Isharsingh Nirmal Trust

Milind Desai	Purohit Jyotsna	Sathe & company PVT LTD
Mohan Pathak	Purva Bhinge	Satish Jagtap
Mohana Inamdar	Pushpa Dikshit	Satish Karandikar
Mr. Rajesh Rathod	R.M.Rajapurkar	Savita Upponi
Mrs Aparna Barve	Radhika Ghate	Shabnam Chawake
N. R. Baldota Foundation	Rahul D. Barkund	Shamika Kudle
Shanta Bapat	Vaishali Dighe	Vijay Pangulakar
Shantilal jain	Varsha Dixit	Vijay V. Ranade
Sharada Bondare	Vasant Joshi	Vijaya V. Mahajan
Sharyu Kulkarni	Vasudha Khare	Vikram khan
Shasikala Gole	Vibha & Ravindra Karmarkar	Vikram Khan
Shripal Jain	Vibhuti Shah	Vilas Mahajan
Shriram Rubber Products PVT LTD	Sunil Bane	Viraj & Archana Tarkunde
Soham Shinde	Sunil Jain	Vivek Hazare
Spak Esters PVT LTD	Supriya Rohit Kothare	Vrunda Patharkar
Subhash jain	Suraj Marlecha	Yamuna Navghare
Suma Soft PVT LTD	Suratwala Housing PVT LTD	Tarabai Kothari
Suman Nirokhekar	Swati Sheembavnekar	Tejraj Patil
Sunanda Godbole	Tanisha Patil	Uday Gadgil
V.V.Moghe	Uday Yeshwant Bhende	

## Muktaa Charitable Foundation

- Muktaa Charitable Foundation is a not-for-profit, public trust formed by socially conscious citizens (Registration no: Maha 1215/2010 Pune).
- Muktaa began its journey on 5th October 2005 with 1 counselor and 1 phone line. Today we have 10 counselors on 10 lines; taking more than 100 calls a day!
- Envisaged, shaped and managed by like-minded individuals, Muktaa has been steadily gaining ground in its fight against the HIV/AIDS epidemic.
- Dedicated volunteers and highly trained counselors who attend the calls at the helpline run Muktaa.

## TRUSTEES

- Dr. Madhu Oswal.            President
- Dr. Rupa Agarwal.        Secretary
- Mrs. Ashwini Shinde      Treasurer
- Dr. Prakash Mahajan     Trustee
- Dr. Anuradha Tarkunde   Trustee
- Mrs. Tanuja Beljekar     Trustee
- Capt. Ashok Gole         Trustee

## Contact Details

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**Email:** [contactus@mcf.org.in](mailto:contactus@mcf.org.in)

**Blog:** [blog.mcf.org.in](http://blog.mcf.org.in)

**80 G Number:** PN/CIT-I/80-G/76/2012.13/1966

Blog:<http://blog.muktaahivhelpline.org> Website: [www.mcf.org.in](http://www.mcf.org.in) Email : [contactus@mcf.org.in](mailto:contactus@mcf.org.in)