



Muktaa Charitable Foundation
Samvad HIV AIDS Helpline

Maharashtra : 020 - 26381234 Bihar : 0612 - 2575757

Annual Report 2011-12

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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

Highest ethical standards with respect to privacy and confidentiality.

Samvad HIV Helpline

- Calls accepted 9:30 am to 8:30 pm Monday to Saturday, except public holidays in Maharashtra and Bihar. Maharashtra service is open 9:30 am to 5:30 pm on Sundays
- 8 phone lines on hunting with 10 full time and 2 part time counselors
- Service in Marathi, Hindi, English
- Hindi service for Ahmedabad from 9:30 am to 5:30 pm
- Total number of people calling the helpline from October 2005 – March 2012: Over 1.2 lakh

Key Figures

	Maharashtra	Bihar
Calls in the year	18,899	12,944
Average calls per day	60	41
Cash Outflows	1,286,736	2,556,726
Cost Per Call	68	198
Where the Rupee Went		
People	67 paise	41 paise
Promotion	20 paise	39 paise
Place	8 paise	11 paise
Asset Purchases	5 paise	9 paise
Donations Received	1,302,247	2,433,909

Feedback for Samvad from Callers

“I do not know from where you get so much energy and patience to talk and guide!”

“I feel it’s my right to take information from you; I do not want to discuss it with parents and friends.”

“Whenever I feel fear, loneliness or need for support, I get it on helpline.”

“I got very useful information. How can I volunteer for the helpline?”

“I feel that I am talking with ‘God’!”

“I had not discussed my HIV positive status with anyone, I shared it with you only after I heard your cordial and endearing voice. “

“I really got an opportunity to open my heart and get rid of my feelings of guilt about my HIV status. “

What motivates our counselors?

“Caller se jo feedback milta hai usse atma santushti milti hai.”

“It is real use my skill and sense of humor which gives work satisfaction.”

“Parde ke piche rahke asli sammaj seva karne ka ek vyaaspeeth”

“Here I got the chance to see the different colors and angles of life, also developed my qualities and personality needed for my profession”

“I am feeling good in Samvad. However, this is really challenging and sensitive post for me. I am always trying to get best...”

“Being a counselor at Samvad gives me an opportunity to provide a lifeline for someone who came in search of a helpline.”

Journey: 2011 - 2012

One lakh calls!

On 27th Feb 2012, Samvad Maharashtra catered to 1 lakh genuine calls since inception on 2nd October 2005.

Year of Stability

This year has seen zero attrition. This is the outcome of systematic training and wellness initiatives.

Year of New Ideas

We started **Aasha**, a hotline at 4 ART Centers for PLHIV – to improve adherence, wellbeing, positive prevention. Aasha has resulted in more calls from women and HIV positive people.

Ankur – a project for systematic disclosure of status to HIV positive children; project has commenced and will achieve important milestones in the next year

Rural promotion – well planned coverage of 8 districts. Posters were placed in hospitals, NGO outposts and market places. For the first time we have seen a surge in calls from rural areas. SMS campaigns targeted at districts also helped.

Helpline for **Ahmedabad** – in collaboration with Aajeevika, we set up a helpline targeted at migrants from South Rajasthan who work in Ahmedabad. Recent studies have shown high incidence of HIV in migrants.

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 counselors then call the person back during off peak hours.

Sampark - Promotion of helpline via link workers. We have tied up with AVERT in Maharashtra and with NGOs in Bihar for reaching out to the population. Their link worker carries a cell phone through which, people can call the helpline and ask questions that they cannot ask the worker. For the first time we have a way of reaching illiterate people.

Promotion

Our website, <http://www.mcf.org.in> was redesigned with the objective of making it more user friendly. Experts were used to optimize the site for search.

Under NSS, Red Ribbon clubs have been started in colleges. Samvad has tied up with the RRCs to reach college students- most vulnerable age group.

DAPCU- District AIDS Control Unit- Government body of various districts in Maharashtra has officially collaborated with Samvad for Helpline number promotion.

Sakav project - Awareness sessions and capacity building of students of Jagannath Tikaram college, PCMC were conducted aegis CSR wing of Kirloskar Oil Engines.

Aasha and Sampark projects now yield steady call traffic. Our dependence on paid promotion in print media has come down.

Some of the people who visited us

Dr. B.R. Shende, HIV/AIDS District program Officer , Pune(DPO)

Sachin Patil, Voluntary work for Promotion in Kolhapur during long period

Sachin Pawar, HIV/AIDS District Super wiser , Pune (DS)

Sameer Imtiaz, IEC Dept. MSACS.

Suhel Jamadar, IEC Dept. MSACS

Dr. R.R.Bamble – Nodal Officer (Pune city AIDS Control Unit)

Sandeep Dhawale, HIV/AIDS District program Officer , Pune(DPO)

Heena Khan, Lokmat Oxygen Team Representative

Vaishali, Sahyadri TV Channel

Debbie Levitt, UK Psychologist

Rachel Harman, UK Psychologist

New Services

Project - AASHA

ART adherence through Samvad Helpline Approach-a new initiative in which a toll free hotline is made available to patients taking medicines from Government hospitals. Currently this service is operational in Pune, Nagpur, Akola and Kolhapur districts in Maharashtra.

Objectives of AASHA

- To reach HIV infected patients taking drugs from government centre with information regarding management, drugs for HIV/AIDS, disclosure, PPTCT, nutrition, mental health issues, etc
- To identify barriers to adherence to ART medicines and try to improve adherence.
- To increase uptake of referral services
- To share the workload with government counselors who are overloaded with large number of clients
- Improve patients' physical, mental and social health.

AASHA has received a very encouraging response from all the centers and the plan is to expand the activity to all ART centers in Maharashtra.

Project - Ankur

A large number of new infections amongst children in early 2000s combined with improved longevity of HIV infected, means that there are now several children in the age group of 8 to 12 who are living well and are HIV positive. After a quick survey of organisations working with HIV positive children in the communities (not exclusive for HIV positive children), we found that disclosure of status has not been done. NGOs and caregivers were unwilling to do it for fear of the repercussions. But they also agreed that disclosure was important.

The issue is sensitive and urgent

- Disclosure will dramatically alter the child's outlook towards his/her future life
- Involves double disclosure – that of parents too
- Many are entering sexually active age

Hence project Ankur – for systematic disclosure of status to children. The service borrows from principles of child counseling to create a process of disclosure that is age-appropriate and seeks to minimize possible emotional damage to the child.

The project is in its pilot phase. By December 2012, we expect to have completed disclosures to 8 children.

Other Developments

Annual Day

MCF organized its 6th annual day on 2nd October 2011. The objective was to thank our counselors, donors, friends and callers for making Samvad a big success. Respected filmmaker, Dr Jabbar Patel was the Chief Guest. The programme was well attended and well received by the audience. It attracted good media coverage as well.

Training/Workshops

1. Training on principles of counseling – conducted by senior counselor
2. Psychologists from UK conducted a 3 day workshop on pediatric counseling and disclosure issues
3. Experts from the Morris Child Development Centre, KEM, Pune conducted a 2 day programme on basics of counseling

Counselor Wellness

1. Team building activities were conducted on Tuesdays by HR experts
2. Picnics to Choki Dhani, Khandala and Panshet were thoroughly enjoyed by counselors and volunteers
3. Taking into account the impact of inflation, salaries were raised across the board
4. The “ Betty Antony-Best Counselor of year” award was instituted.

Technology

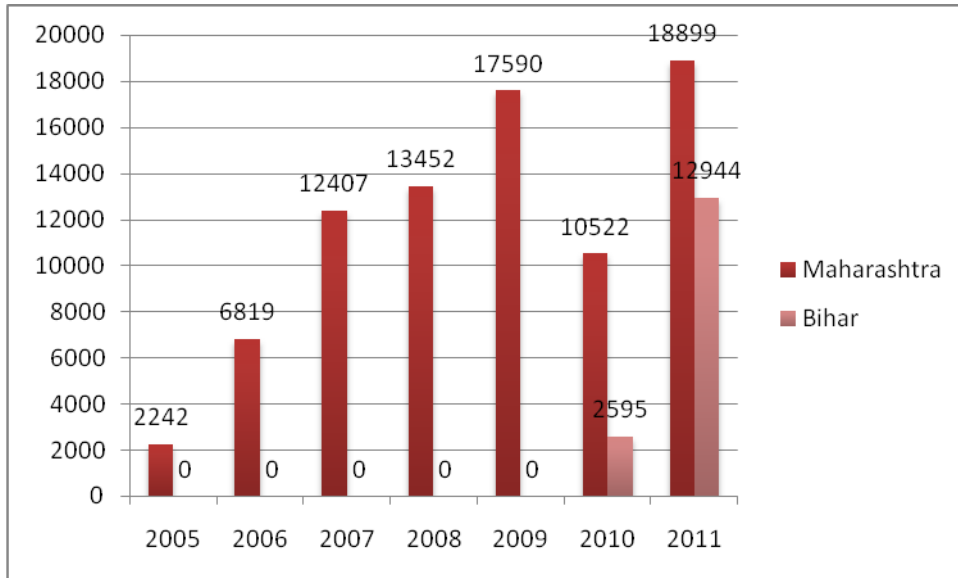
1. A digital epabx was implemented for call routing, busy announcements and data collection. This gave us insight into call traffic patterns and counselor loading.
2. Call centre quality headsets for counselors was procured. This has improved clarity of call and comfort.

Bihar

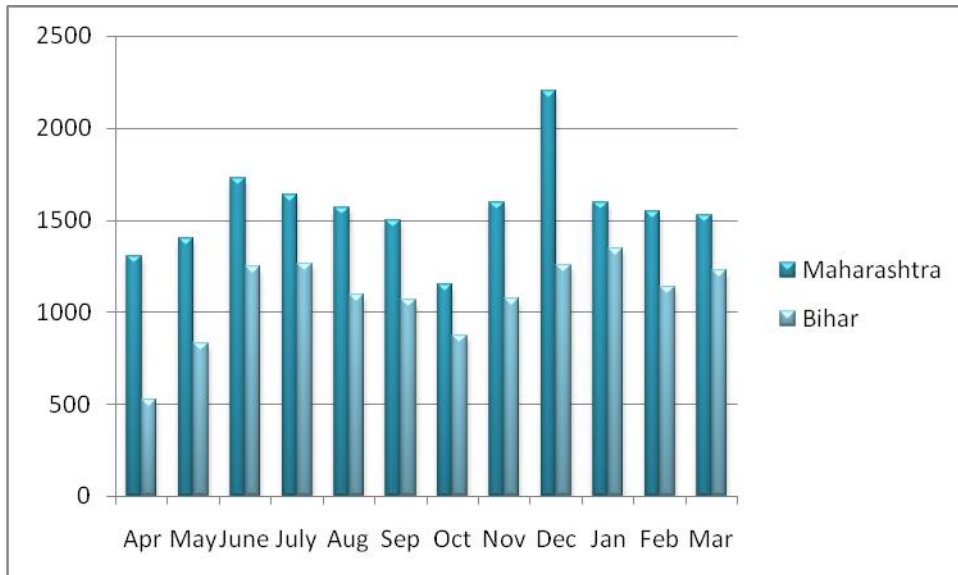
1. In June 2011, we started planning for shifting of Bihar call centre to Patna.
2. Significant time was invested in preparing and training counselors to be able to run the office independently
3. Separate setup for Bihar team was implemented such that we could move and start immediately in Patna
4. On 3rd April the office was relocated to Patna, bringing to fruit, 10 months of planning and hard work
5. A comprehensive report on Bihar can be found on our website.

Call Analysis

Calls Over the Years



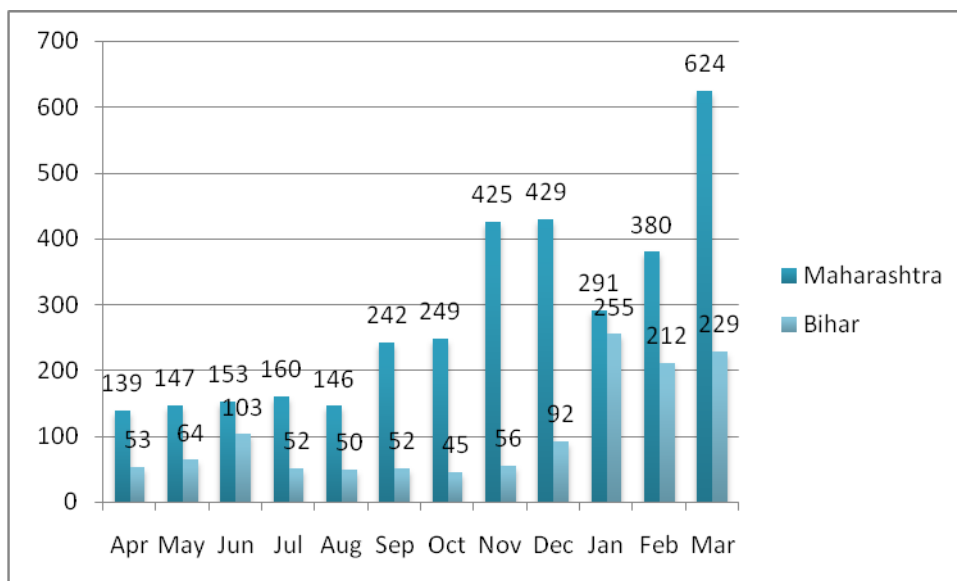
Month-by-month



Observations:

1. Call traffic is high after media coverage during and after World AIDS day, 1st Dec
2. Call traffic dips during Diwali due to off days

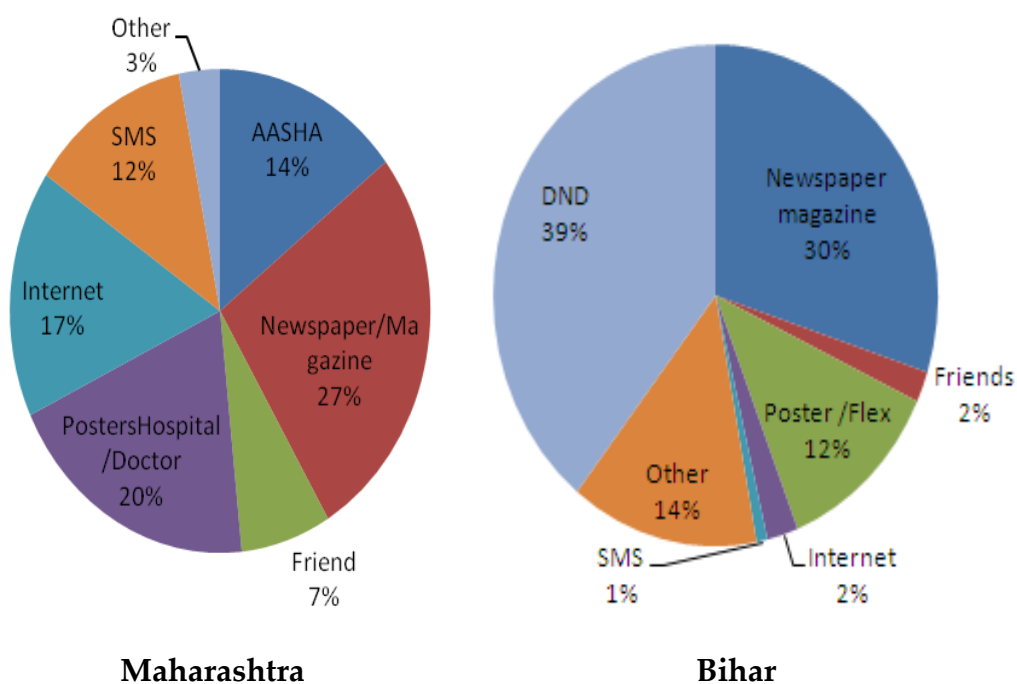
Positive callers



Observations:

1. Number of positive callers have increased after AASHA project was started

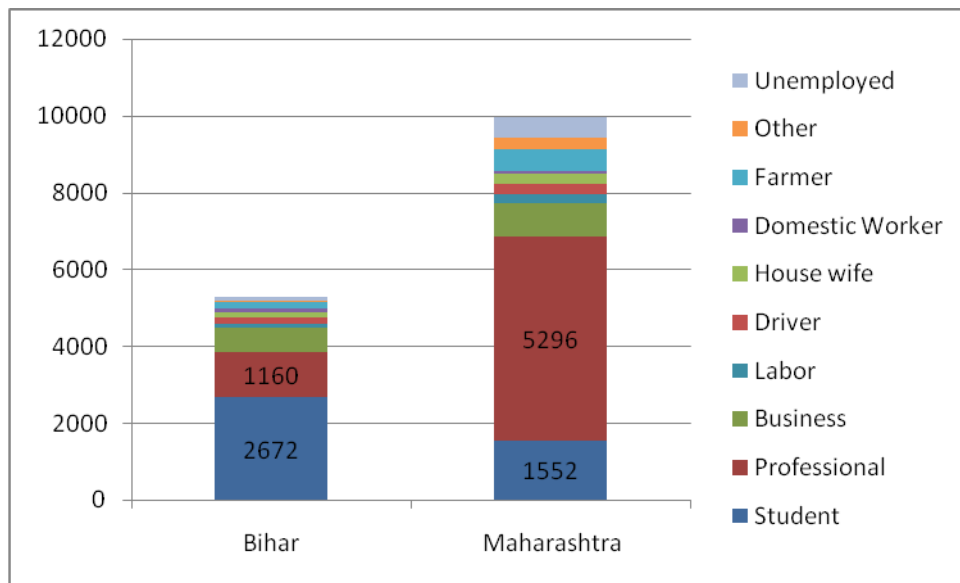
Promotion Channels



Observations:

1. In Bihar, there has been a larger dependence on newsprint advertisements
2. Internet has become an important source in Maharashtra
3. AASHA project already contributes a significant proportion of the call traffic

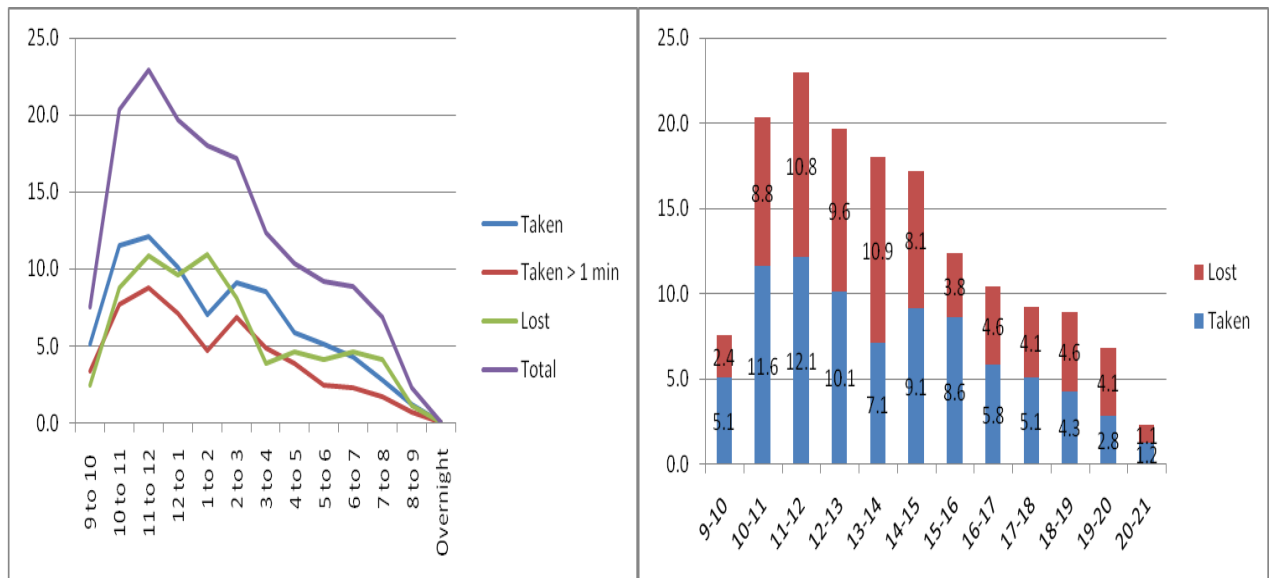
Callers by Occupation



Observations:

1. Comparatively, a larger proportion of traffic in Bihar is from students
2. We are yet to reach the illiterate in a big way

Call traffic by hour



(Based on data collected from the epbx over 16 days in March 2012. Only Maharashtra calls)

Observations:

1. Peak traffic occurs between 11 am to 3 pm
2. 65% calls of calls lost are during 10 am to 3 pm. This is when we lack capacity.
3. 66% of calls received extend beyond a minute
4. Average call duration is 9:51 minutes

Plan for the next year

Maharashtra

1. Target for calls: 80 per day, Cost per call at: Rs 69/-
2. Budget for the year: Rs 19.7 lakhs
3. Ankur project: systematic disclosure of HIV status to 8 children by October 2012
4. By October 2012 coregroup would have handed over day-to-day operations to project manager. This will allow coregroup members to focus on new initiatives
5. Celebrity based event for fund raising to be conducted in November 2012
6. Promotion via link workers: to be scaled up from 0 to 5 in this year
7. Quantum improvement in counseling quality
8. Launch helpline for tuberculosis

Bihar

1. Call target of 60 per day, cost per call at: Rs 141/-
2. Budget for the year: Rs 25.5 lakhs
3. Achieve stability of operation after shifting to Patna
4. Promotion via link workers: to be scaled up from 1 to 10 in this year
5. Aasha project scaled up to 3 sites
6. 36 awareness and education programmes at colleges
7. Last mile project: A troubleshooting service that solves last mile problems in reaching benefits of government schemes in HIV to the needy.

Financials

Cost Heads	Actuals – 2011		Actuals - 2012		Budget - 2013	
	Bihar	Maharashtra	Bihar	Maharashtra	Bihar	Maharashtra
People	602,478	479,513	1,058,484	856,355	1,522,200	1,104,000
Promotion	420,839	103,068	995,108	259,943	774,200	380,400
Office	174,143	114,595	278,520	101,674	294,800	144,000
Deposits	61,000	-			-30000	
Current Assets	24,482	11,500	-332	2907		
Contingency		50,000			20000	
Fixed Assets	38,463	101,015	224,614	68765	0	60000
Ankur Project	0	0	0	0	0	50000
Total Cash Outflow	1,321,405	841,691	2,556,726	1,286,736	2,581,200	1,738,400
Total Receipts	1,361,773	1,003,570	2,424,951	1,293,289	2,581,200	1,738,400
Total Calls	2607	8070	12944	18899	18000	25500
Cost Per Call	507	104	187	68	143	68

Notes to financials

1. Figures for 2011-12 are unaudited
2. All figures in Rupees
3. Negative figure for deposit in Bihar budget indicates a net return of deposit

Some of Our Many Volunteers

Name of Volunteer	District	Name of Volunteer	District
Ajit Shende	Ahmadnagar	Nanasaheb Belhekar	Ahamadnagar
Anil Gavde	Ahamadnagar	Narayan Patil	Pune
Anil More	Sangli	Naykodi Santosh	Pune
Anita Hirve	Pune	Nirmala Deshmukh	Pune
Ashwini Ghorpade	Ahamadnagar	Pandurang Chothe	Ahamadnagar
Avinash Vaze	Parbhani	Parmeshwar Gavhane	Ahamadnagar
Babita Charan	Parbhani	Pirsaheb Nagare	Solapur
Balaji Wankhed	Nanded	Pradip Patale	Gondia
Balasaheb Aru	Pune	Prakash Bhite	Ahmadnagar
Balkrushna Kamble	Ahamadnagar	Prasann Dhumal	Ahmadnagar
Bhawar Shashikant	Pune	Prashant Yende	Ahamadnagar
Chavan Kiran	Pune	Purna Golekar	Ratnagiri
Chavan Raju	Pune	Rahul Khadus	Ahamadnagar
Co-ordinator NAP+	Akola	Rajendra Salwe	Ahamadnagar
Co-ordinator Nehru Yuva Kendra	Pune	Rajesh Mishra	Ahamadnagar
Deepak Punjabi	Ahamadnagar	Ramesh Wardhan	Kolhapur
Desai V.R.	Kolhapur	Raut Sandeep	Pune
Dhananjay Bharsat	Ahamadnagar	Revansiddha Silapure	Pune
Dhiraj Survanshi	Sangali	Sakat Krashna	Pune
Dolare Santosh	Beed	Sandeep Pathare	Ahamadnagar
Dr. A.B. Gore	Ahamadnagar	Sandesh Thorat	Pune
Dr. Kimaya Shaha	Kolhapur	Sandip Kamble	Ahmadnagar
Dr.D.K. Gaikwad (NSS-Kolhapur Uni.)	Kolhapur	Santosh Ubale	Ahamadnagar
Gaikwad Hansaraj	Pune	Savant (DPO -Sangli)	Sangli
Ganesh Shinde	Satara	Shinde Nilam	Pune
Ganesh Tornekar	Ahamadnagar	Shingte Gorkhanath	Pune
Ganesh Vadekar	Pune	Shital Shende	Pune
Ghule N.L.	Beed	Shrikant Bodke	Aurangabad
Handibag Vidhya	Pune	Somnath Jagtap	Ahmadnagar
Hotkar Mohan	Pune	Sucitra Gaikwad	Ahamadnagar
Jadhav Pramila	Pune	Sudhakar Ingale	Pune
Kakade Surekha	Pune	Sunil Giri	Ahamadnagar
Kale Rajkumar	Pune	Supriya Kamble	Ahmadnagar
Kamble Sanjay	Pune	Suresh Rathod	Ahamadnagar
Kamble Shubange	Pune	Suryakant Jadhav	Pune
Kevalsingh Rajput	Kolhapur	Tukaram Shinde (NSS-Solapur Uni.)	Solapur
Krushna Kamble	Mumbai	Uttam patil	Satara
Lomate Ganesh	Pune	Vanita Kalvit	Parbhani
Madhukar Patil	Kolhapur	Varsha ohol	Ahamadnagar
Mahendra Mule	Nashik	Vijay Bidrole	Sangali
Mahesh Patne	Ahamadnagar	Vikas Walunj	Ahamadnagar
Mahesh shinde	Satara	Wadile Sharad	Pune
Manekar suhash	Pune	Wangi Y.S.	Pune
Manoj Pal	Ahamadnagar	Y.K.Nikam	Sangli
Manoj Raut	Nagpur	Yougesh Khurdal	Ahamadnagar
Micro Pathological lab	Gadchiroli		

Donors

Ajantha Avenue Society	Jalamchand Oswal,Pune	Prabha Hira Pratishthan, Pune
Anand Yoga Kendra	Jayant Choudhari,Pune	Rajnikant Dhaygude,Pune
Anila Dinanath Harpale,Pune	Jayant Vaidya,Pune	Ranjit Kher, Pune
Anjali Arvind Deo,Pune	Joshi & Deshpande, Pune	Rashmi Jadhav, Mumbai
Anjali Lowalekar,Pune	Jyotsna Tawde ,Pune	Rashmi Sahastrabuddhe,Pune
Anupama Apte,Pune	Kamini Shah, Mumbai	Ravi Kamat ,Pune
Aparna Jogwal,Pune	Khare & Tarkunde Infrasructure,Pune	S V Karpe, Pune
Auta Ghodkhindkar,Pune	Kulkarni & Gadre, Pune	Sanju Kulkarni, Pune
Betty Antony, Pune	Kumudini Athalye,Pune	Shabdasneha Chatre, Pune
Bhai Alawani,Pune	Lata Dikshit, Mumbai	Sharayu Kulkarni,Pune
Bhushan Musale ,Pune	Madhav Godbole,Pune	Shashikant Deshpande,Pune
Chandrashekhar Kulkarni,Pune	Mahavir Oswal,Pune	Shubhalaxmi Pethe, Pune
CHF foundation,Pune	Manda Gokhale,Pune	Simantini Kulkarni ,Pune
D H Shool,Pune	Manisha Gawaiikar , Pune	Sreejith, Pune
D V Mate,Pune	Manjiri Kudrimoti,Pune	Sujata Bedekar ,Pune
Devibai Oswal,Pune	Manoj Oswal,Pune	Suma Shilp Ltd, Pune
Dhananjay Nene ,Pune	Medhavini Uday Palsule,Pune	Suman Subhash Nirokhekar,Pune
Dhriti Agarwal ,Pune	Meenakshi Pawar,Pune	Sunil Bane, Pune
Dinesh Prabhakar Barve,Pune	Mohana Inamdar,Pune	Sunita Gadre ,Pune
Disha Agarwal,Pune	Mr Hapse,Pune	Supriya Rohit Kothare,Pune
Dr Ichur Shamling,Pune	Mrs Chatre ,Pune	Trident Services Pvt Ltd,Pune
Dr Madhu Oswal,Pune	Mrs More,Pune	Umamaheshwari Pillay,Pune
Dr Rajashree Gawade,Pune	Mrs.Amruta ghodkhindkar	V V Mahajan, Pune
Dr Ramesh Vaze,Pune	Nalanda Charitable Foundation, Mumbai	Vaishali Ghangurde,Pune
Ranodeb Roy, Singapore	Narayan Ganesh Thatte, Mumbai	Vasant Joshi,Pune
Dr Rupa Agarwal, Pune	Nayana Ramkrishnan,Pune	Vasudha Khore, Pune
Dr Sarpotdar,Pune	Neelesh Patharkar,Pune	Vijay Tarkunde, Pune
Dr.Sarpotdar	Neha Dikshit Kulkarni , Mumbai	Vijaya Sathe, Pune
Eureka Instrumental,Pune	Netra Ghag,Pune	Vikram Sampat, Mumbai
Fundtech india Ltd,Pune	Nilubhau Limaye Foundation	Vinay Joshi
Gireendra Kasmalkar,Pune	Nisha Bapat, Pune	Vrunda Patharkar, Pune
Harshawardhan Dafre,Pune	Parag Bhinge, Pune	

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 12 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.

Contact Details

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