



Muktaa Charitable Foundation

Samvad HIV AIDS Helpline

Maharashtra : 020 - 26381234 Bihar : 0612 - 2575757

Annual Report 2010 – 2011

This Report *is dedicated* to Mrs Betty Antony

We are very sad to report the demise of one of our most highly valued members of our team, Mrs. Betty Antony. Betty acted as a trustee, core group member and counselor supervisor and was highly respected by everyone who knew her. People saw her as the 'soul of the group', and she will be missed greatly.



Mrs. Betty Antony

Born: 4th Jun 1966
Died: 23rd Feb 2011

*Life means all that it ever meant.
It is the same that it ever was.
There is absolutely unbroken continuity.
Why should I be out of mind?
Because I am out of sight?*

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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.*

Changing Lives

"Thank You Samvad! You Gave Me Immense Moral Support"

"I was desperately waiting all night for helpline to open"

"I could not speak about this anywhere else?"

About 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 and till March 2011: took **78098** calls
- Envisaged, shaped and managed by like-minded individuals, Muktaa has been steadily gaining ground in its fight against the HIV/AIDS epidemic.
- Muktaa is run by dedicated volunteers, with highly trained paid counselors who attend the calls at the helpline

Samvad Helpline at A Glance

- Calls accepted 9:30 am to 8:30 pm Monday to Saturday, except public holidays in Maharashtra and 10:00 am to 6:00 pm in Bihar
- 8 phone lines on hunting with 10 full time, 2 part time counselors
- Service in Marathi, Hindi, English
- Total number of people calling the helpline from October 2005 –March 2011: **78098**
- Total number of people referred for HIV testing from over the phone risk assessment; 24365 (35%)
- Total number of repeat calls: 6580 (11.14%)
- Total HIV positive people disclosing their status to counselor: 2974 (5.03%)

Real people, Real problems

My daughter is getting married soon. How do I broach the topic of HIV testing to the boy's side?

I am software professional. I am worried about being HIV positive from a previous exposure. Can I start a family?

My son-in-law died of AIDS. My daughter got HIV from him. Her in-laws want to throw her out of the house. Help!



What it is like being a counselor

"Got the opportunity to develop my personality, skills and knowledge of the social sector."

"Getting self satisfaction by providing HIV information to people who are in need."

"I realized my passion to do something for the needy. I got the freedom to apply my ideas and plenty of joy."

"Good people, good work, utilization of time in good work"

"While working with MCF realized what does satisfaction really means."

"Experience of social work by working with a socially aware group."

"The work culture here is like family relations."

"People get money for work everywhere but getting love and satisfaction- that's something else."

"Work+ satisfaction= happiness is the answer at MCF"

Journey from 2010 to 2011

Muktaa to Samvad

Following ideological differences with trustees from the original NGO (Maitri) from which the helpline was running, the helpline was relaunched under a new NGO, Muktaa Charitable Foundation. We would like to thank all of our counselors, donors and supporters for wholeheartedly standing behind us during this process of transition and change. The helpline has been given a new name 'Samvad HIV/AIDS Helpline'.

The service has also been relocated to new premises given at a highly subsidized rent by a well wisher.

Helpline for Bihar

Muktaa are actively trying to target states in India, which are highly vulnerable for increased rates of HIV. We got the opportunity to start a helpline for Bihar. Counselors have been recruited from this area to provide over the phone HIV information and counseling. Initial response seems encouraging, suggesting a definite need for this service in this state.

Nalanda Foundation has graciously funded this project.

New Promotion Strategies

A new promotion officer has been appointed. The objective is to intensify our efforts to promote the helpline in rural areas. Use new mediums to reach the illiterate.

Small classified advertisements have been placed in various daily newspapers, to which we have had a very encouraging response.

Increasing number of callers is getting our helpline number from the internet such as our website, facebook and blogs.

Sending free SMS text promotions for our helpline seems to have been very successful.

Enhancing the Service

To meet the needs of the callers, new topics closely related to HIV like tuberculosis and hepatitis have been included in the scope of the helpline and training has been provided to the counselors for the same.

The senior counselors not only provide information and counseling related to HIV/AIDS, but are now trained to give life skill counseling in issues related to HIV/AIDS and sexuality.

Training/Workshops/Outings

Over the past year, volunteers and counselors have attended a variety of different trainings and workshops to improve skills and enhance knowledge. In turn, our service has also provided training to new counselors and lay individuals, on HIV information and counseling. We have also been on several trips as a team, to a variety of locations, to prevent staff burnout and promote team building.

New Core Group Members

Due to increased demands in our service, we felt the need for more members of our core group to help with management issues. We would like to welcome, Mrs. Vrinda Patharkar and Mr. Kishore Dhage to our team.

New Volunteers / Donors

Over the past year, we have had several new volunteers and donors supporting our helpline and we would like to thank them all for their support.

Saving A Life? Get Waste!

Over the last 2 years, a determined group of volunteers led by Suneeta Gadre has been regularly collecting old newspapers from Woodlands Society, and Saket Society Pune. The proceeds from selling the paper provide a vital source of donation for the helpline. Importantly, it connects a few hundred families to the fight against HIV. A total of Rs.1,65,848/- has been collected through this effort from 20/10/2008 until April 2011. Collections for the last year amount to 98,504/-.Volunteers involved in this unique effort include Anuradha Dhole, Shreya Bedekar, Anuradha Jog, Madhura Rohit, Anuradha Dhage,Bharat Dhanawale,Vishal and Shilpa Bhave.

Visitors to helpline in last year

Mr. Sandeep Dhawle

Dr.Shilpa from Deenanath Mangeshkar hospital

Mr.Pulak from Nalanda Foundation

Ms. Ashwini Latker ,professional counselor.

Workshop / Training/ Promotional activities/Trips over last year

FPAI on Mental health for Physical health : 21st April 2010

“Early infant diagnosis” training by Dr.Madhu at Sarva seva Sangh May 2010

HIV/AIDS and Counseling Date: 6th July to 12th July 2010.

“Children and HIV” training by Dr.Madhu for NMP+ Chaaha project: 31st March 2010

Workshop on adolescents health organized by PCI at Janata vasahat taken by Ms.Manisha: 19th Nov 2010

Visit to NACO, Delhi by Dr.Rupa and personal from First source for conference regarding proposed NACO Helpline: Sept 2010

Promotion of Helpline number at Bheemthadi utsav was organized in Pune : Dec 2010

HIV awareness for NSS students at Chrise College by Mrs. Betty : Dec 2010

Interview of helplines counselor on Aakshwani -Yuvavani program. 14th Nov 2010

Voluntary HIV testing week from 1st to 7th Dec.2010

Participation in Vadhu-Var Melava for infected people organized by Manavya and Rotary club.

Participation in Youth festival organized by Hindu garjana Pratishthan.

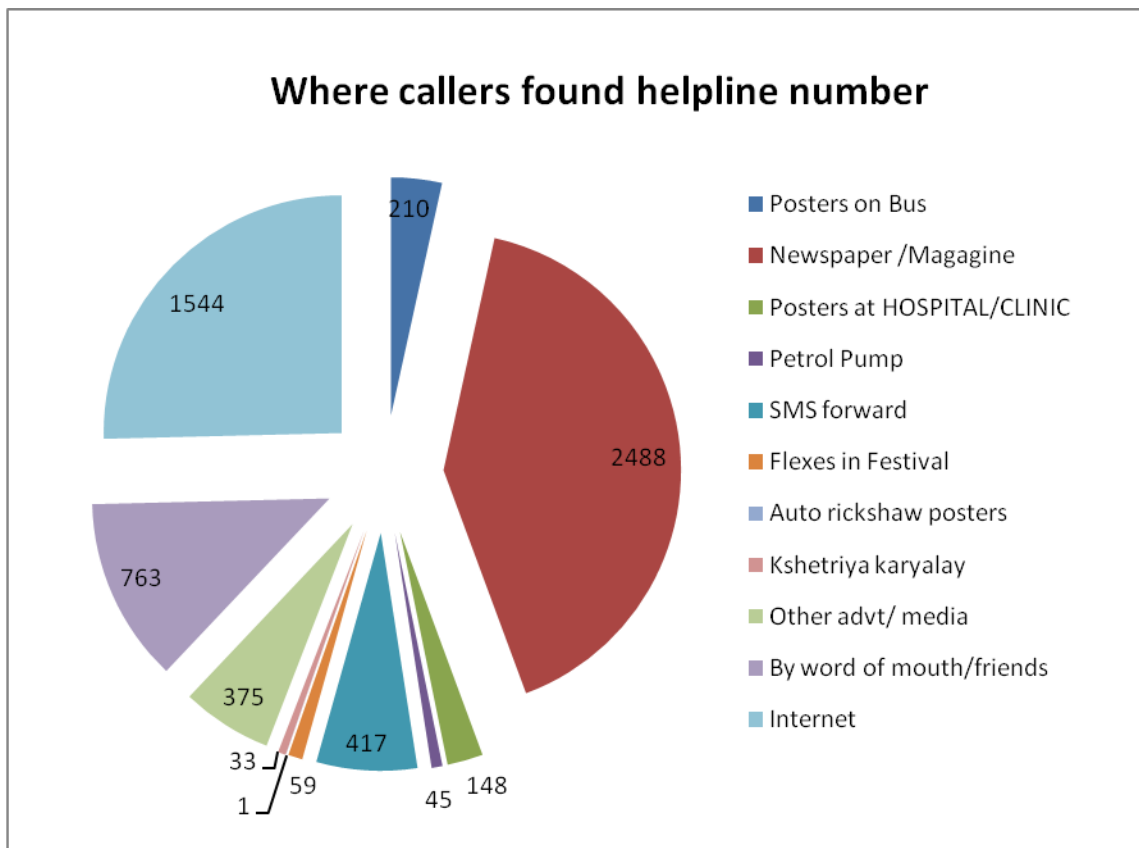
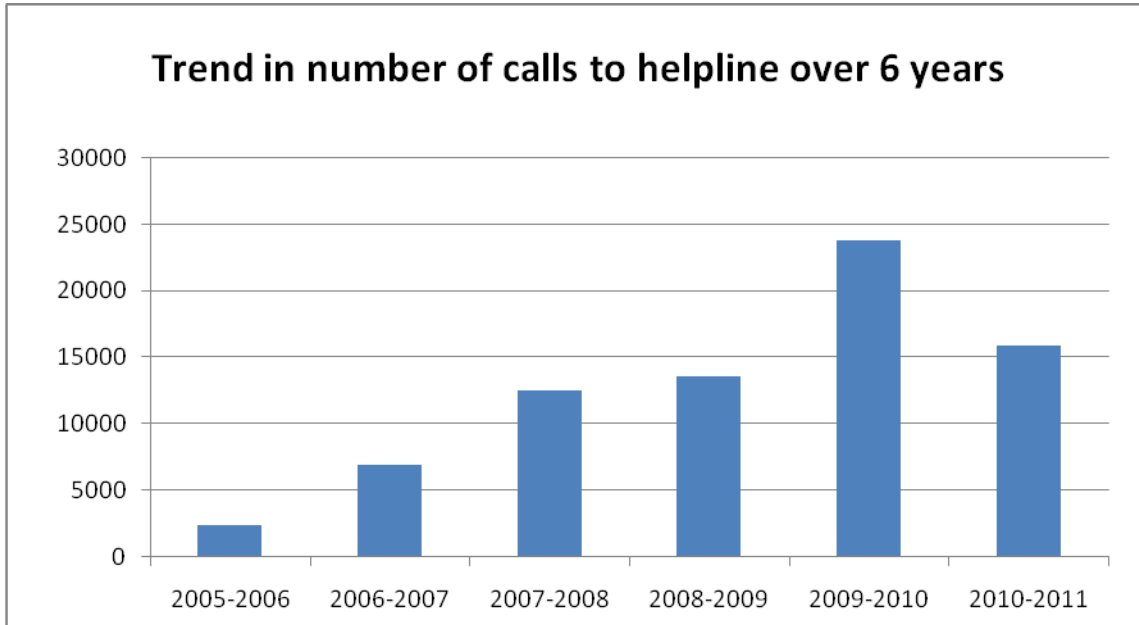
Session on HIV awareness at Rajivgandhi nagar by Ms Manisha and MS. Seema : On 16th December.

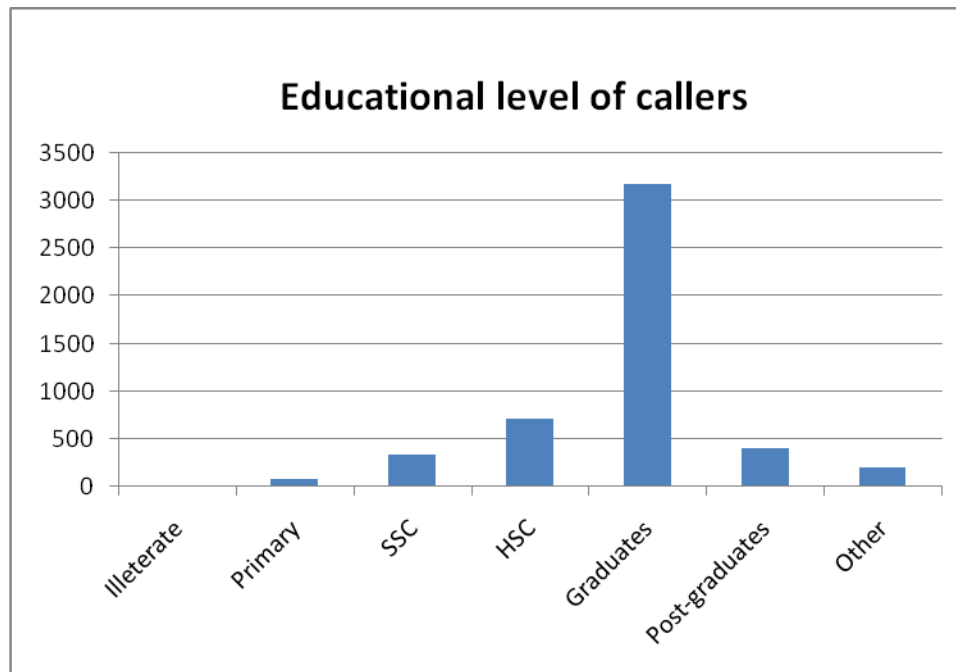
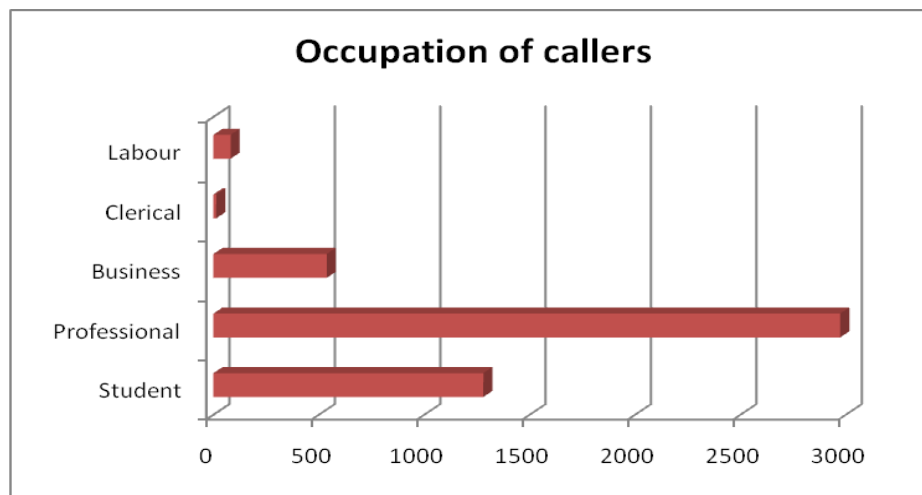
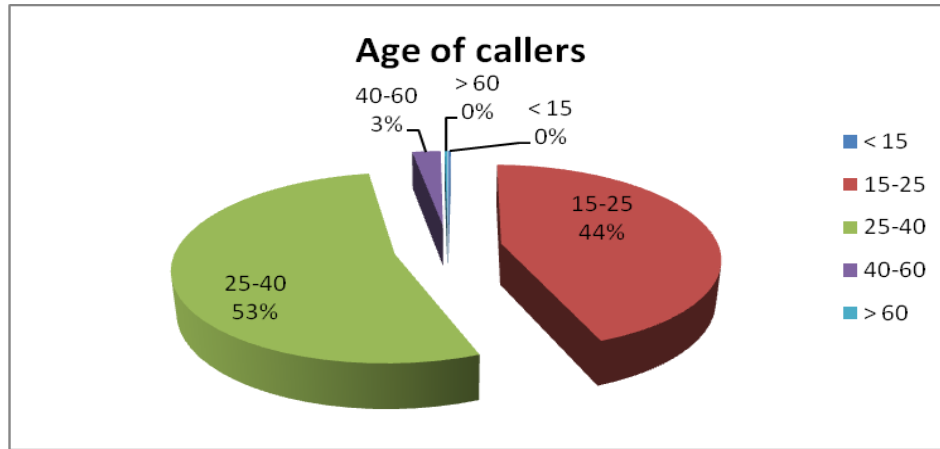
Life skill education and HIV in the blind school at Alandi, by Ms Manisha: 18th Dec 2010.

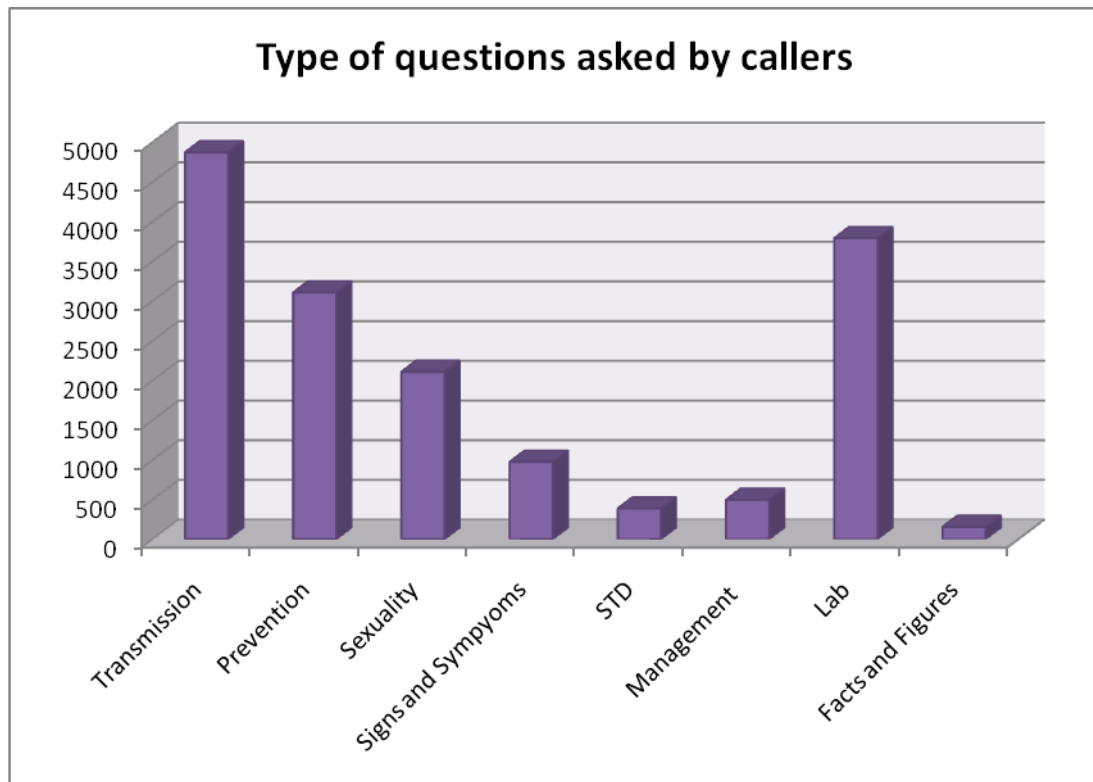
Trip to Shramavan Resort near Khadakwasla: 31st July 2010.

Get together to celebrate Muktaa foundation day—2 Oct 2010

Call Analysis (2010-2011)







Top 10 questions asked

1. How do people become infected with HIV?
2. How long is the window period?
3. Can I get HIV from oral sex?
4. Do condoms work?
5. What are first symptoms?
6. Can I get HIV from anal sex?
7. What care to be taken by infected person?
8. Can I get HIV from open mouth kissing?
9. What is ART?
10. Is there a cure?

Upcoming Events

- A refreshers training will be run in April this year for the senior counselors at the helpline, to update them on new developments in HIV knowledge.
- An outing is being arranged for the helpline counselors in May, to a peaceful rural location called Hidden Oasis. It is hoped that these outings support the counselor's emotional wellbeing and prevent future burnout.
- Two psychologists from the UK working in the field of HIV care will be visiting in July to run interactive teaching and workshops on psychosocial issues of HIV. In particular, they will be focusing on the issue of talking to children about HIV and the process of disclosure of a child's HIV diagnosis. They will also be helping the counselors learn how to manage repeat callers who show signs of excessive health anxiety.

Highlights From Next Year's Operational Plans

Major thrust on rural promotion

Use of paid sms campaigns for building call traffic

Continuing thrust to improving call quality

Continuing focus on increasing average call duration

Experiments to measure service effectiveness

Creation of Body of Knowledge for an HIV Telecounselling service

Aims for the Future

Start a face-to-face counseling centre.

Tie up with government ART centers to help improve ART adherence rates of their patients.

Expand helpline services to Ahmadabad in the state of Gujarat and Calcutta in the state of West Bengal.

Preparing to move the Bihar helpline to Patna.

Professionalize the helpline at the managerial level.

Work on psychological health and disclosure issues in HIV infected and affected children.

Work on health and finances related issues of migrants in Pune.

Contact Details



Muktaa Charitable Foundation

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Phone: 020-26383456

Web: <http://www.mcf.org.in>

Email: contactus@mcf.org.in

Blog: blog.mcf.org.in

Appendices

Brief History untill March 2011

Oct 2 2005	:	Launch of Muktaa HIV Helpline
Nov 16 2005	:	Press conference to announce Muktaa, calls start
Nov – Dec 2005	:	300 calls received
Jan- Feb 2006	:	Ads in newspapers placed, call volume moves up
March 2006	:	2000 calls received, startup and validation phase over
August 2006	:	2 full time and 1 part time counselors recruited
October 2006	:	3 phone lines activated but timings stayed at 9:30 am to 5:30 pm
Apr 07-Mar 08	:	Muktaa established itself as the largest helpline in Maharashtra. Expansion to three phone lines and extension of helpline timings to 8:30 pm was completed.
Jan.23 2008	:	Shifted to new larger office
Dec. 2008	:	Added 3 full time and one part time counselor
Jan 2009	:	2 New phone lines added, in all 5 lines
March 2010	:	Preparation for launch in Bihar
August 2010	:	Samvad HIV Helpline launched by MCF
2 nd Sept 2010	:	Bihar Helpline launched
Dec 2010	:	Voluntary HIV testing week from 1 st to 7 th Dec.2010
Jan 2011	:	3 counselors for Bihar and 2 for Maharashtra joined
Feb 2011	:	Promotion officer appointed for Maharashtra

Financials Under Previous Trust (all figures in Indian Rupees)

	Apr 2005-	Apr 2006-	Apr 2007-	Apr 2008-	Apr 2009-
People					
Salaries	66,440	205,889	369,149.00	5,51,074	486,304
Training, Skill Building	17,123	5,488	591.00	6,600	6,625
Recruitment	0	0	0		0
Travel, Local Conveyance	1,514	12,509	3,432.00	28,810	309
Staff Welfare	3,902	6,176	13,345.00		2,700
Promotion					
Advertisements	5,280	53,985	82,500.00	76,920	110,026
Materials	27,518	73,607	51,221.00	99,260	186,264
Press Conference	495	228	0	2,151	0
Awareness Programs					20,000
Office					
Telephone	8,891	18,821	31,857.00	23,196	30,972
Equipment	13,730	7,423	0	27,180	20,490
Property Tax	0	3,293	0	0	0
Office Expenses	2,820	7,307	12,438.00	54,800	30,504
Electricity	3,680	3,750	8,970.00	12,370	14,430
Rent	0	0	22,299.00	89,000	85,200
ART	81,268	63,745	18,146.00	0	0
Contingencies	0	0	13,000.00		0
Trust admin overheads (10%)					99,382
Totals	234,161	465,220	626,948	9,71,361	10,93,206

Financials – Muktaa Charitable Foundation (all figures in Rs.)

	Actual 2010-11 (unaudited)		Budget for 2011-12	
	Bihar	Maharashtra	Bihar	Maharashtra
People	444,420	468,678	968,800	676,500
Promotion	420,839	103,068	1,135,000	817,000
Travel	158,058	10,835	219,850	10000
Office	111,453	177,285	171,400	182,500
Deposits	61,000	-	-	-
Current Assets	24,482	11,500	-	-
Extraordinary Exp		50,000	-	-
Fixed Assets	38,463	101,015	20,000	20000
Allocation of Shared Costs of Pune Office	62,690	-62,690	46,000	-46000
Total Cash Outflow	1,321,405	841,691	2,561,050	1,660,000
Total Receipts	1,361,773	1,003,570		
Total Calls	2607	8070	6550	15000
Cost Per Call	507	104	391	111

1. Rs 50,000 of extraordinary expenses was required to settle dues with Maitri Trust related to operating expenses at the time of separation.
2. Receipts include donations, collection proceeds from raddi, interest from Bank
3. Budget figures are provisional and are being finalized.

Volunteers Who Helped in Promotion

Gajanan Pujari	Satara
Gajanan Panchlinge	Hingoli
Pawar	Solapur
Prashant Devare	Nashik
Prashant Girigosavi	Satara
Rajesh Bhatiya	Satara
Prof.Bhimrao Meshram	Nagpur
Naredra Vadnere	Nashik
Dr. Sudhir Buchke	Pune
Shekh	Beed
Chandrakant Ganpat Bhalerao	Nashik
Dr. Pratap Mohan Shinde	Satara
Dr. Trinbak Mane	Yavatmal
Yashvant Chavan	Pune
Sureshkumar Sapkal	Sangali
Prashant Nagorao Jadhav	Nanded
Sugat Gaikwad	Solapur
Shilesh Govindrao Virutkar	Chandrapur
Santosh Kale	Aurangabad
Nitin Bhise	Buldhana
R.B. Katkhaye	Bhandra
Dr. Shrinivas Natekar	Sangali
Shivaji Dhule	Parbhani
Parmeshwar Halge	Parbhani
Gnayeshwar Trimbak Ponde	Usmanabad
Vasant Bhasara	Usmanabad
Sham Apurva	Akola
S.P. Bahir	Beed
Raghunath Kamble	Kolhapur
Rajesh Bapurao Udar	Yavatmal
Pravin Pawar	Thane
Ravindra Argade	Ahamadnagar
Gopal Namdev Naik	Parbhani
Dr.Shrikant Gavade	Thane
Dattatry Govind Parade	Hingoli
Tukaram Phapale	Pune
Satish Ahire	Ahamadnagar
Gopal Chavan	Akola
Swapnil Savalkar	Amravati
Gajanan Gaibhai	Buldhana
Madhuri Devangan	Chandrapur
Swapnil Chardiya	Dhule

Mahesh Sursaut	Gondia
Bimbisar Bansode	Hingoli
Raosaheb Magare	Jalna
Sunita Patil	Kolhapur
Sunita Sapkal	Mumbai
Satish Khebale	Latur
Arvind Gaibhaye	Bhandra
Rekha Thawakar	Nagpur
Pandit Kadam	Nanded
Sanjay Jadhav	Pune
Krishna Jadhav	Sangali
Ganesh Shinde	Satara
Ashok Dhokle	Thane
Jyoti Wakade	Waranashi
Kabir Nikhare	Gadchiroli
Madhuri Devar	Akola
Ashmita Vikram Gaikwad	Nashik
Joshi Manukavale	Pune
Bhosale	Pune
Murlidhar Ninave	Bhandra
Shubhangi Kavale	Gadchiroli
Anita Ankush Kamble	Solapur
Vijayalaxmi Tulkule (FPAI)	Pune
Yougita Kulkarni (Seher)	Pune
Vandana Shevale	Pune
Reshma Shekh	Lonavala
Dipali Yadhav	Satara
Dr. Nilima Shinde	Raygad
Dr.Marulkar	Satara
Ravindra Dhiran	Yavatmal
Dattatry Lashkar	Satara
Sharad Wadile	Pune
Hansaraj Gaikwad	Pune
Suhas Manekar	Pune
Aswini Bubnale	Kolhapur
Nagnath Joshi	Satara
Vidhya Jadhav	Satara
Kmrajani Tamboli	Solapur
Dinesh Rathod	Solapur
Sunabi Shekh	Solapur
Prakash Yadav	Pune
Archna Shinde	Pune
Surekha Mane	Kolhapur

Vidhya Chikhle	Kolhapur
Shubhangi Kamble	Pune
Sunanda Shete	Satara
Prashant Pawale	Satara
Dr.Sayagi Gaikwad	Solapur
Rajnikant Gaikwad	Solapur
Vijay Bansode	Solapur
Mahesh Hanme	Solapur
Manoj Pardeshi	Pune
Amol Mane	Solapur
Shahaji Gadmiri	Solapur
Shital Kale	Solapur
Jagruti Gaikwad	Pune
Usha Pisal	Pune
Sandeep Jadhav	Pune
Gai Kamble	Pune
Prince Nirmal	Aurangabad
ShreeKrushna Chavan	Pune
Ashwini Rokade	Kolhapur
Namde	Solapur
Kalyan Bandgar	Satara
Dipti Joshi	Pune
Kusum Fule	Pune
Adb.Nila More	Solapur
Laxman Kamble	Pune
Rajkumar Kale	Pune
Kaveri Gorade	Nashik
Madhuri Khonde	Jalgaon
Manisha Vankede	Jalgaon
Sonal Tayade	Jalgaon
Dipak Jadhav	Nashik
Attar Likayat	Nashik
Revanshidhha Solapur	Pune
Dr.H.H.Dethe	Sangali
Virutkar	Pune
Sachin Patil	Kolhapur
Husen Makandar	Pune
Dr.Kishor Shahane	Pune
Ravindra Waghmare	Pune
Rajesh Sasne	Solapur
Hamid Salmani	Pune
Balasaheb Ghuge	Pune
Anita Zagde	Pune
Amol Zagde	Pune
M.Karve stree shikshan sanstha	Pune
Pttar	Pune

Kajabhai Shekhmahamad Dakhni (M.P.)	Solapur
Bhagavan Manohar Itnare (M.P)	Buldhana
Dhnaji Nivrutti jadhav (M.P.)	Sangali
Manisha Ravindra Jambhale(M.P.)	Satara
Rakesh Shankar Gajbhiye	Gondia
Sandip Bhosalkar(M.P.)	Pune
Mahesh Mohan Kamble (M.P.)	Thane
Sanjivani Padurang Shande (M.P.)	Pune
Premchand kalpund (M.P.)	Pune
Kishor Sudhakar Bhawe (M.P.)	Dhule
Ganesh Chandrakant Supekar (M.P.)	Ahamadnagar
Nitin Tivari	Pune
Dr.Chetan Doshi	Pune
Dr.Sachin Bongarge	Solapur
Kamble Prashant	Solapur
Kashap Maval Unite	Pune
Dhiraj Jain, Ennovata	Pune

Donors For Last Financial Year

Mrs.Archana Joshi
Mr.Thomas M. Kuriakose
Gananjay Society, Raddi
Mr.Domnique Mathew
Mr.Mohammad Salim
Mrs.Nisha Bapat
Dr.Madhu Oswal
Mrs.UmaMaheshwari Pillay
Woodland Support Group, Raddi
Saket Society support Group,Raddi
Sahajanand Society support Group
Dhananjay Shevlikar
Shri.Vinay H.Joshi
Shri jayant Vaidya
Mr.Ramaswami Iyer
Mr.Ronadeb Roy
Mr.Pulak Prasad / Nalanda Foundation
Mrs.Vijaya Mahajan
Mrs.Betty Anthony
Mr.Yadav, Shiv raddi depot
Mrs.Pushpa Dikshit
Dr.Rupa Agarwal
Mrs.Umamaheshwary Pillay
Mrs.Shreya Bedekar
Mrs.Pratibha Bhargude
Mrs.Chhatre, "Shabdasneh" Raddi
Mr. Anthony Varghese
Mr.Prasad Tambolkar
Mrs.Nisha Bapat
Dr.Rajashree Gawade
Mr.Subhash Sadhale
Mr.Jayant Chaudhari, Raddi
Mrs.Sunita Gadre
Ajantha raddi group
Mrs.Asha Dange
Dr.Mrs.Sarpotdar
Mrs.Nilima Reddy
Mrs.Nila Apte

Mrs.Mary George
Elizabeth Antony
Eldroy
Mrs.Sunanda Lonkar
Devibai Oswal
Shipla Gaikar
Mrs. Vijaya Joshi
Mrs.Sunita Gadre
Ajantha raddi group