



MUKTAA
CHARITABLE FOUNDATION
PUNE



Annual Report
2017-18

Introduction

A 50 year old man called our helpline crying all the time that his 21 year old son has been diagnosed with HIV positive, has locked the door of the room and is contemplating suicide. Our counselor talked to the father first, convinced him that his son is not going to die and told him to place the mobile outside the closed door. Our counselor then talked to the boy. He cried with relief and embraced his father! "You saved my son" said the father several times- A desperate call at Samvad Helpline.

"First time in my 27 years of clinical practice I came to know that an addiction is a disease and not a bad habit or behaviour. This has changed my whole approach to my addicted patients and I know now how to treat them scientifically. Kudos to the MCF team!" Comment from a doctor attending MCF addiction medicine lecture series.

हायस्कूलच्या विद्यार्थ्यांसाठी जीवन कौशल्य मार्गदर्शन केल्याबद्दल आभार. ता.३१ जानेवारी रोजी ८वी, ९वी आणि १० वीच्या मुला मुलींकरिता जीवन कौशल्याबद्दल कार्यशाळा आयोजित केली गेली. डॉ. रूपा अगरवाल यांनी खूप साध्या व सोप्या भाषेत गूढ विषय मुलांपर्यंत पोचविण्याचा प्रयत्न केला. यापुढे सुध्दा येणाऱ्या वर्षात अशा प्रकारची कार्यशाळा आयोजित करावी अशी अपेक्षा.

आपला,
शाळाप्रमुख.

These words of thanks, gratitude, appreciation, and acknowledgement are the only driving force for all of us at Muktaa Charitable Foundation to passionately work for last 13 years, tirelessly. The cause for which we strive to work may change- from HIV to life-skills to addiction – but the spirit remains the same at the core-decide with your brain, but work with your heart and expect nothing in return!!!! And that's our vision...

Vision

Serving Humanity Selflessly

Mission

- Contain the epidemic of HIV, Tuberculosis, Oral Cancer and Addictions in society
- Making systematic disclosure to HIV positive children to ensure better life for them
- To create awareness and educate doctors, students and lay people on Oral Cancer, HIV, TB, Other STD's, Hepatitis B & C, Addiction etc
- To educate children/ adolescents about life skills development



From the President's laptop

"Only in the darkness can you see the stars." Martin Luther King Jr. This sentence gives the gist of the year 2017-18. Raising funds for any project year after year is a challenge for almost all who are in the NGO sector. And we are not an exception. But last year was distressingly challenging as regards to funds for Samvad helpline. But the stars that suddenly appears in the dark sky were Mr Surendra Brahme from Suma Soft and Mr Pulak Prasad from Nalanda Foundation. Our financial worries were taken care of by these generous souls so that we could concentrate on the project.

Another star was the Survey on addiction Knowledge, Attitude and Practice (KAP) survey amongst college students of Mumbai and Pune. Two interns from NMIMS, Mumbai conducted a survey of around 550 college students, mainly from Pune and Mumbai. The findings were shocking. Even in the most so called conservative colleges of Pune, we see a high percentage of students knowing about drugs and places where drugs can be purchased. Most are experimenting with them at least once and are "OK" about it. It shows the "normalcy" about using drugs amongst today's youth. This survey will help us to design modules for awareness sessions for college students. While these new things were happening, our old projects – Samavd Helpline, Shala, and Addiction lectures were running smoothly, adding more numbers and touching more lives.

Our project of "Samvad HIV Helpline", in its 8th year, has catered to almost 228000 callers from all over India since its inception.

"SHALA – beyond books", went to various schools and has touched the lives of 4000 young adolescent children, till date.

Our project of "training of doctors and Para-medicals in Addiction Medicine", has successfully trained 1200 doctors from Mumbai and Pune, in 14 batches, till date.

We are all excited to enter the new financial year with fresh ideas and new projects. Suspense!!!!!!!



A Journey

Post 1980, HIV made its presence felt in USA and all over the world. HIV was altogether a new disease for the medical fraternity and the general population all over. The highly contagious nature of HIV and certain death associated with it resulted in panic in doctors to attend to HIV positive patients and in some cases patients were deprived of much needed medical care. The status "HIV positive" brought with it the fears about health, social stigma, neglect by family and likewise.

Looking at such situation in Pune, the necessity of patients for medical treatment combined with burning desire inside "us" to help HIV patients, led to sowing the seedling. We started work at two levels. First, educating doctors about this newly found disease, putting their anxieties and questions to rest was achieved through series of lectures all over and around Pune. This gave doctors insight and much needed confidence. But this was not enough.

General population had many unanswered questions and enormous fear. HIV is closely related to sexuality and because of many taboos, queries remained unanswered.

To answer this, in 2010, we came up with SAMVAD helpline which answers questions, educates families and gives all kind of information about prevention, treatment etc. People could reach our trained HIV counselors through a telephonic call without revealing their identity. Today, our presence in Maharashtra and Bihar with 12 counselors and catering to callers from all over India

makes us the largest HIV helpline in India.

After 2015, the HIV epidemic seems to have calmed down because of laudable efforts by the government and NGO's like ours. Since then calls to our helpline have dropped in number but our burning desire to cater to society is still very much ablaze.

We geared ourselves to work in the field of DRUG ADDICTION which is rising in the society by leaps and bounds. Alcohol, tobacco, hard drugs consumption etc is rampant in all ages and all levels of society, young and elderly, poor and rich, urban and rural, all alike. The addicts themselves and their families do not know how to handle the addiction which disrupts the whole family.

The first step to address this issue is preventing addiction in school going children by creating awareness and sensitization about drug use and abuse, which is a part of project SHAALA -BEYOND BOOKS.

The second step was to train family physicians in addiction medicine so that they can identify addicts, help them with the treatment and guide addict's family about management and addict's rehabilitation in society. A tailor made certificate course on addiction medicine was conducted for around 1500 doctors in Pune and Mumbai and more courses are in the pipeline.

Here we stand tall with all our past achievements and working our way to commendable future achievements!



Samvad Helpline

Muktaa Charitable Foundation

Samvad HIV Helpline : 020-26381234

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

In 2017-18, in its 8th year, Samvad helpline has catered to almost 23432 calls from all over India. While the number of calls at Maharashtra Helpline is steadily declining, those at Bihar helpline are increasing, as per our expectations. Over time we had been realising that the calls at Bihar helpline is increasing beyond our capacity to handle them. With whole hearted financial and moral support from our donor for Bihar helpline- Mr. Pulak Prasad, we recruited 4 new counselors in April 2017. After extensive classroom training and hands on experience, the team was ready to handle the calls within almost 6 months. Mr. Alok Kumar Singh voluntarily conducted sessions on social development, interpersonal relations in office and importance of team and leadership. And now we are well equipped to meet the increased call demands.

It's not the number of calls that we are monitoring, but also the content-and the pattern. And when we monitor these calls we get a glimpse of what's going on in the society at large. We are sharing some impressions of this learning.

If we compare the caller's profile from Maharashtra and Bihar, there is noticeable difference in the education level of the caller. In Maharashtra, most of the callers are graduates and above, those in Bihar majority are illiterate or taken not more than primary education. We have been successful in making our services accessible to illiterate people through our Sampark service- where our staff connects the needy and illiterate caller at treatment centers or in the community to the helpline.

Over time, the stigma related to HIV has reduced. It is evident by the fact that people start the call without any hesitation or inhibitions, which we use to feel in calls a few years back. So many calls are by a group of friends who come together and call the helpline to take information about HIV and safe sex methods. There are calls where husband -wife, mother -son, or 5- 6 members of an affected joint family call the helpline to take information about the care to be taken in an HIV affected family. It's a positive sign.

HIV now is no more perceived as a fatal disease. With widespread and free availability of anti-HIV drugs, it has become like any other chronic disease which can be controlled by medications. But there is a flip side to it. Because the fear associated with HIV has now evaporated, we see a rise in casual attitudes towards safe sex methods.

The other major reason for concern has been the shrinking funds for HIV control and treatment. Many effective programs – like condom distribution and awareness activities in red-light areas, truckers, migrants, etc. have come to a halt. This may unfortunately lead to reversal of all the gains we have together achieved to halt the HIV epidemic.

We were eagerly waiting for a day when we could shut down our HIV helpline- but that day seems to be drifting further away.

HOW THE RUPEE WAS SPENT

SPENT ON	MH	%	BIHAR	%	TOTAL	%
STAFF	817897	68.7	1712021	68.6	2529918	68.6
PROMOTION	110900	9.3	370831	14.9	481731	13.1
HELPLINE RENT	60000	5.0	179955	7.2	239955	6.5
ADMIN	202092	17.0	233596	9.4	435688	11.8
TOTAL	1190889	100	2496403	100	3687292	100
COST/CALL	136.1794		169.9737		157.3614	

A comparative format of SAMVAD work and graphical presentation is in Annexure



Addiction Medicine lectures for doctors

Addiction Medicine certificate course is designed for family physicians to equip them to screen and manage addiction at the primary care level. It is a novel idea, practised may be nowhere else in India. The idea is to make Addiction medicine a primary care subject - to prevent and stop addiction in the early stages before it causes physical, financial, familial, legal and spiritual damage to the addicted person.

We did a telephonic review about the lectures conducted in Pune and received the following feedbacks:

- Y Good programme. Very informative.
- Y Eye opener!
- Y Practical knowledge.
- Y Useful to know, even as a parent.
- Y Very useful to have information on addiction, the symptoms, treatment.
- Y Gave good awareness. Good role plays.
- Y Could use the knowledge in explaining the side effects of addiction to some patients.
- Y Counselling techniques are useful to know
- Y Even though we are doctors, some of this information was new to us.
- Y Good tips on counselling, but need confidence to practice

We have conducted such training workshops at Navi Mumbai, Ghatkopar, Juhu, Dombivali, Vashi , Thane, Malad and workshops in Pune at Tilak Road, Deccan Gymkhana, Sahakar Nagar, Yerawda, and Chinchwad.

Till date the initiative has reached more than 1200 doctors giving them in - depth knowledge about an untouched but crucial topic of addiction. And hopefully this will go a long way to positively influence the addiction scenario in their respective communities. We aspire to take this initiative across Maharashtra and beyond.



Survey on Knowledge, Attitude and Practice towards drug abuse amongst college students

Entry to college is a highly awaited milestone in any student's life - to get rid of the shackles of school discipline and restrictions- and enter a world of freedom and novelty. But the brain of the adolescent trying to taste the novelty and adventures are not developed enough to take a mature and logical decision of what's good and bad. And that's the time they are exposed to drugs- addiction forming drugs. If they don't resist drugs experimentation and use at this stage of life, their chances of going into addiction increases exponentially.

The Survey on Knowledge, Attitude and Practice towards drug abuse amongst college students was conducted with help from two interns- Nikita Garg and Tanushree Singhal from NMIMS College, Mumbai.

A questionnaire having 15 questions related to knowledge, attitude and practice related to drug abuse was used for total 569 students- online and offline.

A primary research was conducted on the basis of the survey conducted across 8 colleges in Pune.

- BMCC
- Fergusson College
- Wadia College
- Symbiosis College of Arts and Commerce
- Pune University
- SP College
- Garware College
- Modern College

We received 427 responses from the offline survey conducted in the form of questionnaires that were filled up by students in the college.

We also conducted the survey online by floating the google form to different colleges where peers reside. The link was further forwarded to students across different social media platforms like Whatsapp and Facebook.

We received 144 responses from students across colleges

- NMIMS Mumbai
- MDI Gurgaon
- IIM Bangalore
- MIT college, Pune
- Sathaye Medical College

Findings of the survey(Also see graphs)

- 66% of the respondents were male.
- Majority were from 16-25 years age group.
- 67% respondents answered "yes" to the question "Almost everyone tries tobacco and alcohol at-least once in college life".
- Almost 81% feel even occasional use of ecstasy is wrong.
- 70 % of respondents feel alcohol use cause more problem than drug use.
- Use of tobacco, alcohol and cannabis is not very uncommon in the respondent group.
- Most of the respondents denied using hard drugs.
- Around 50% said they know about places where to get treatment for drug addiction.
- Almost 70% respondents would avoid someone who is a drug addict.
- 1/3 of the respondents are aware of the place/person from where drugs can be purchased.

Overall the impression from the survey is that college students are aware of most of the illegal drugs available in market, the places where to get them, but the respondent group denied using any hard drugs. There is normalcy around use of tobacco, alcohol and cannabis. The findings are similar across colleges. It is evident that people in this age group are aware of drugs, it is necessary that large scale initiative is taken to make them aware of how they can get dragged in to addiction and what are measures to avoid it.





Shaala: Beyond Books

A concept of Adolescent education- Beyond books.

SHAALA - BEYOND BOOKS believes children should learn many important lessons of life during their period of schooling beyond regular subjects like History, Geography and Maths. Helping adolescents in their healthy psychological development through various themes on Life Skills education is the best thing we can do for them in their formative years.

Since 2015-16, Muktaa Charitable Foundation started working on Adolescent Education for teenagers from age of 12 years to 16 years. We provide Life Skill Education along with a touch up important aspect of Sexual health, various Sexually transmitted diseases and their preventive behaviours. We Work with these school children, where along with interaction, Role play, story-telling activities and question-answer sessions we make them aware about various changes the person undergoes while passing through this teen phase. To provide a back up, we promote it with a Helpline number 8605506565 (Mon-Sat 4.30-5.30pm)

Topics covered:

- Self identification & Self Awareness
- Swachhta/Cleanliness of Body, surrounding & food along with internal cleaning through meditation
- Inter personal relationship (Family, Friends & Love relationship)
- Communication skills (Assertive sentences & ability to say NO)
- Drug Addictions & Substance abuse
- Sexual Health (development Physical, Intellectual and Psychological/ emotional)
- WHO guidelines regarding Sexual Diseases- Prevention and Behaviour care

Achievements/ Our Reach:

Schools from ZP to private, urban to rural all have welcomed MCF team for this project. MCF has conducted sessions in schools from city like Ahilyadevi, Modern School, Satyanarayan English School , NavMahashashtra school along with rural schools from Saswad, Jejuri, Panshet and remote place of Whelhe.

Volunteers like Mrs Shobha Joshi, Dr Deepa Darak, Dr Shweta Jaiswal, Pranjali Inamdar, Seema Akiwate from various educational background were actively participating with Dr. Rupa Agarwal, Ashok Gole and Ashwini Shinde from the trustees in these sessions.

Almost all feedback from school students as well as principals and teachers are positive about need of such module for today's adolescent generation.

Our Aspiration:

In 2017-18 we covered 1000 students making it 4000 till date. We want to target more than 3000 students in this year. This will be possible if we get more volunteers and financial support.

Along with schools, we also hope to reach this population through hostels, tuitions classes, study group libraries

What we need:

Dedicated volunteers who have interest in interacting with children and fluency in Marathi is expected

Financial Help: We do not charge anything to schools. For long term plan we need one paid counselor and adequate financial support.



Trustees

Dr. Madhu Thakkar	President	Founder Volunteer of Samvad Help-line. Working in the field of HIV for last 15 years. Trained 700 doctors in HIV. Co-Authoring a book on HIV for general Practitioners.
Dr. Rupa Agarwal	Secretary	Founder Volunteer of Samvad Help-line. Working in the field of HIV for last 7 years
Mrs. Ashwini Shinde	Treasurer	Graduate in the science stream. Founder volunteer of Samvad Help-line.
Dr. Prakash Mahajan	Hon. Trustee	HIV Physician. 35 years of experience in medical field. Authored 3 books for doctors. Trained 700 doctors in HIV. Founder Volunteer of Samvad Helpline.
Dr. Anuradha Tarkunde	Hon. Trustee	Retired government medical practitioner. Founder volunteer of Samvad Help-line. Voluntary counselor at help-line.
Mrs. Tanuja Baljekar	Hon. Trustee	Executive & Life Coach; Independent Coaching Professional Past: General Manager, Learning & Development at Thermax Ltd and General Manager, Corporate HR at Indian Seamless metal Tubes Ltd..
Capt. Ashok Gole	Hon. Trustee	Retired Captain of Merchant Navy. Huge experience in running social enterprises.

Contact Details

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Email	contactus@mcf.org.in
Web	www.mcf.org.in
Blog	blog.mcf.org.in
80 G Number	PN/CIT-I/80-G/76/2012.13/1966

Donors

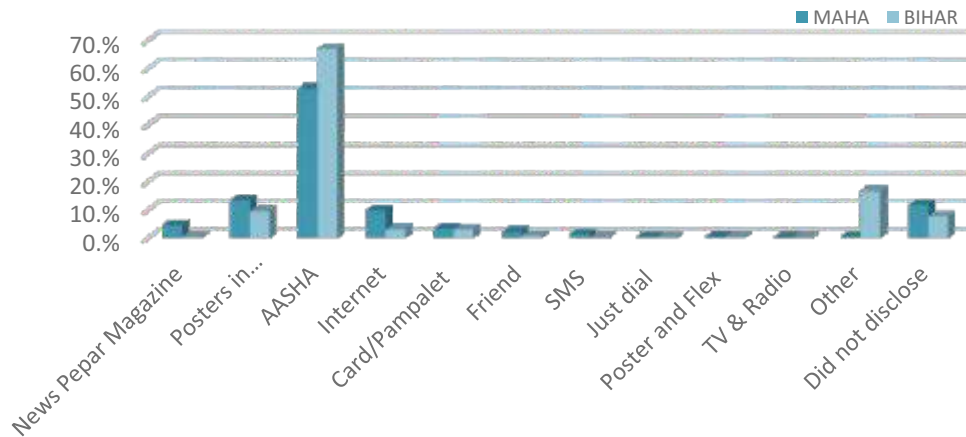
Ajita Balkawade
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Dr. Shilpa Rao
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Tanuja Baljekar
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Vijay Mahajan
Vijaya Mahajan
Vishwas Moghe

ANNEXURE

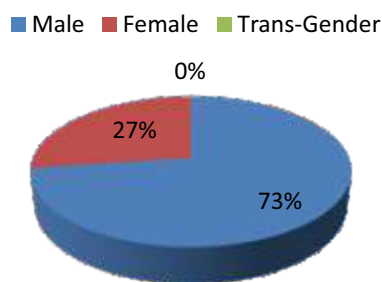
TYPE OF QUESTIONS

PROMOTION

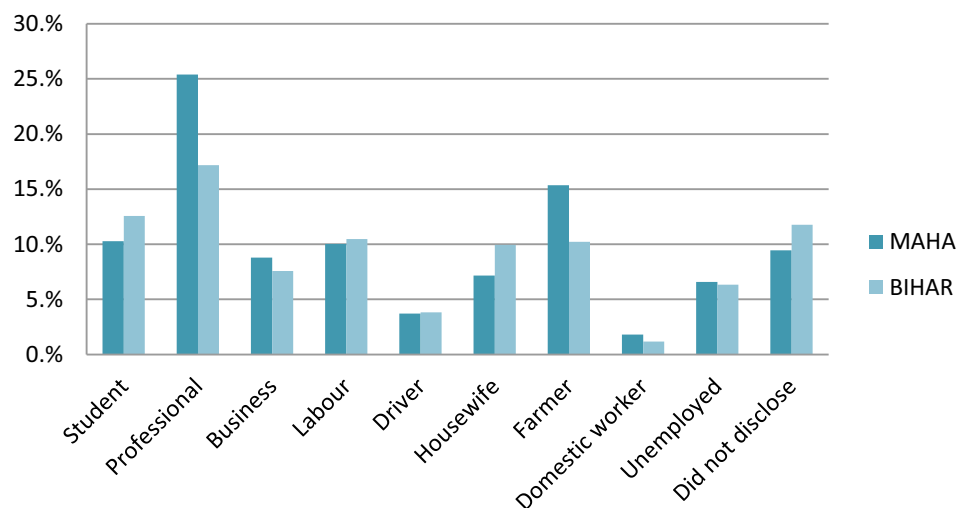
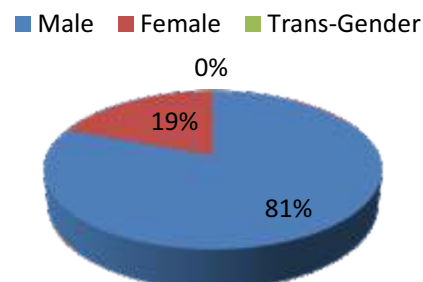


OCCUPATION

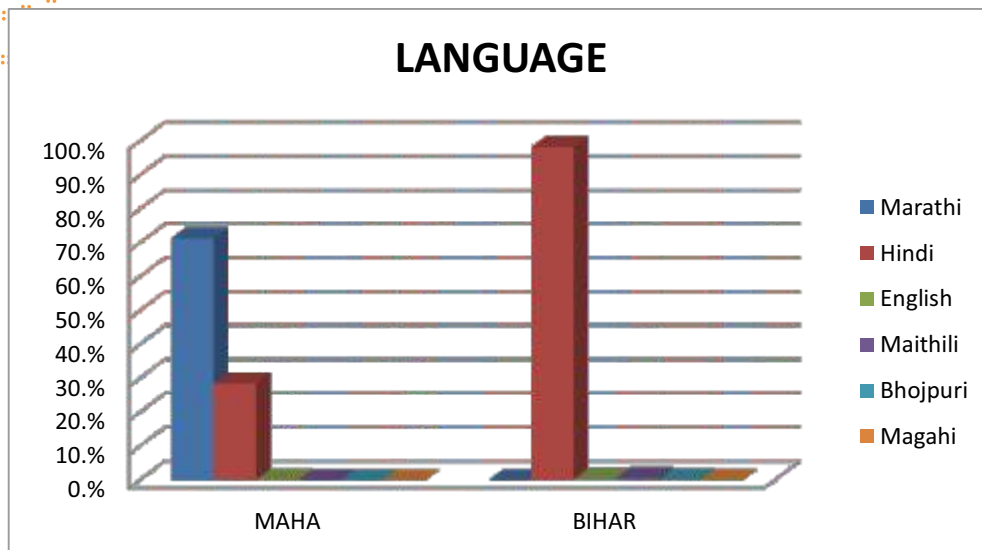
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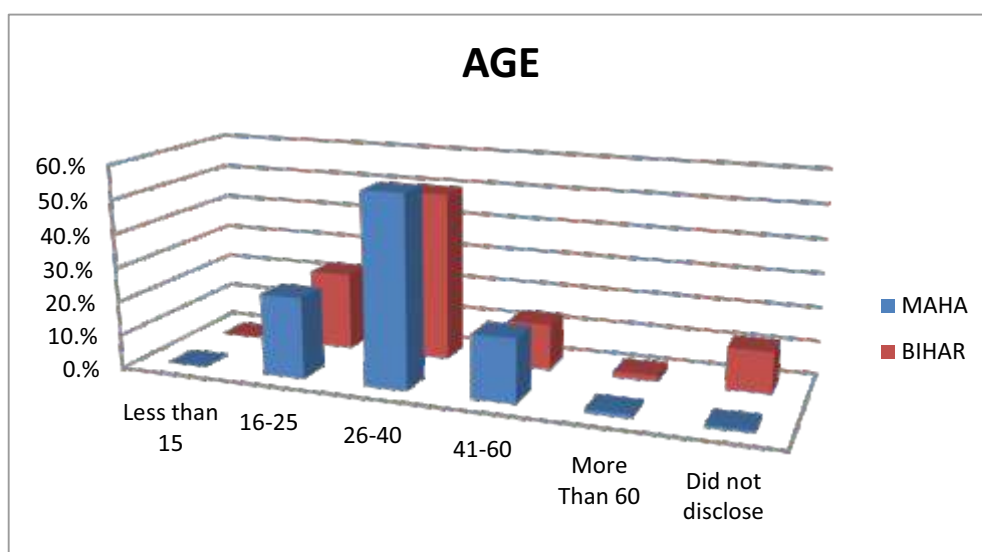
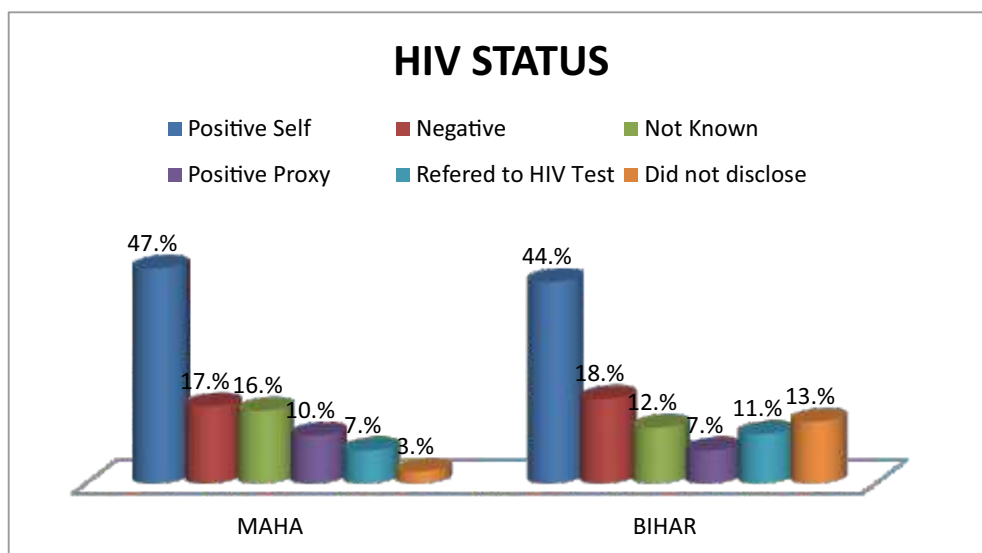
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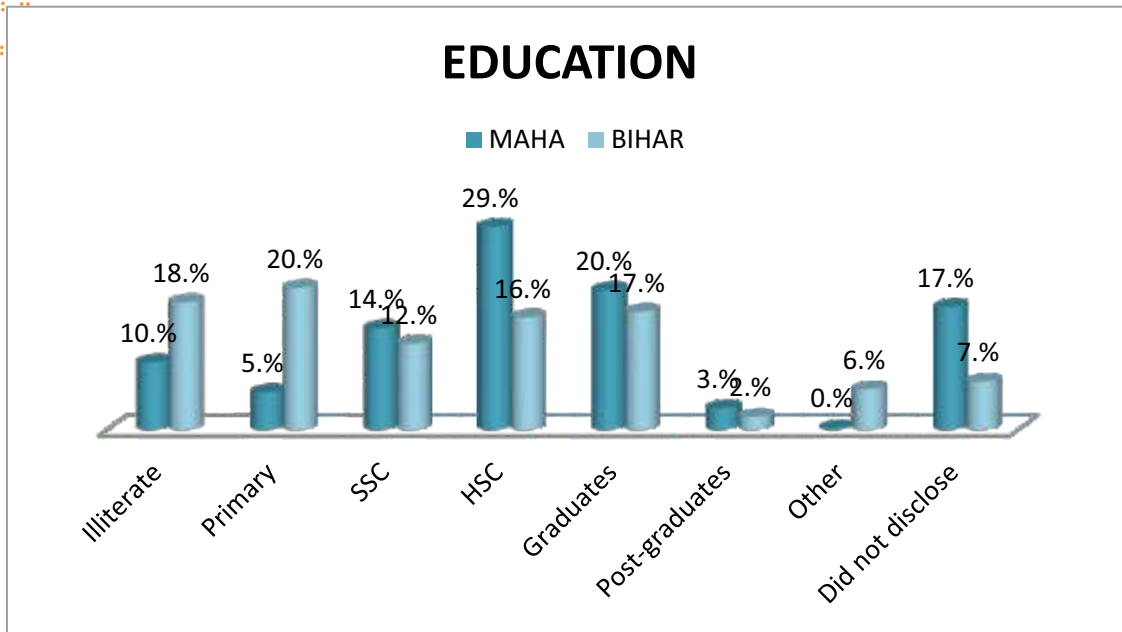
Type of Callers



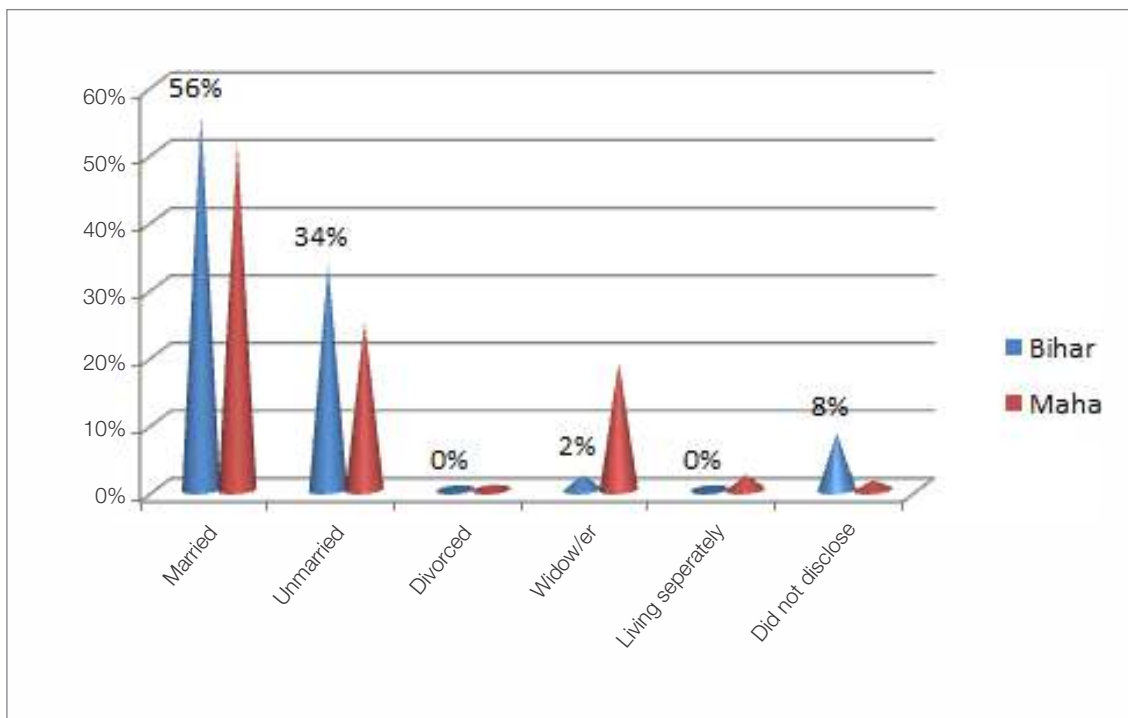
How they know about the Helpline

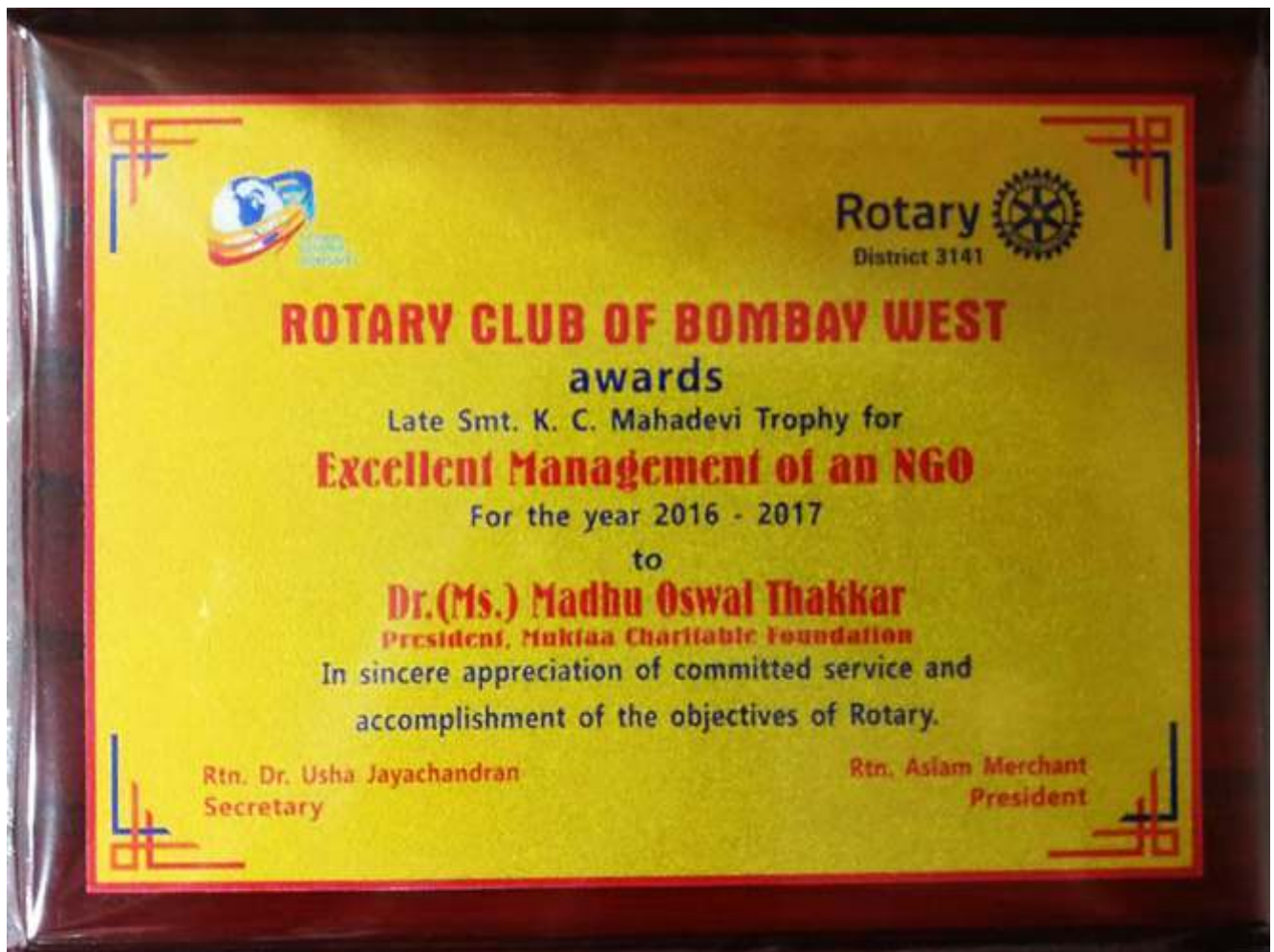


Education



Marital Status







MUKTAA
CHARITABLE FOUNDATION
PUNE

OUR PROJECTS

Samvad Helpline

Telephone Counselling for HIV, STD and TB.

Addiction Medicine

Lecture series for doctors & Students

Shala-Beyond Books

Life skills awareness sessions for adolescents

OUR ACHIEVEMENTS IN 2017-18

Counselling calls : 23423

Addiction Medicine

Doctors' training : 278, Students : 500, Facilitators : 50

Shala - Life Skills to adolescents : 1000

OUR 2018-19 TARGET

Counselling calls : 25000

Addiction

Doctors' training : 500, Lecture for Students : 1500

Shala - Life Skills to adolescents : 3000