

# BRINGING POSITIVE CHANGE FOR CONSTRUCTIVE FUTURE



ANNUAL  
REPORT  
2019-20



**MUKTAA**  
CHARITABLE FOUNDATION  
PUNE

# FROM TRUSTEES

A journey of a thousand miles begins with a single step (a Chinese proverb). That single step was a great step that we took in 2005 by starting the 'Samvad HIV helpline', which we never imagined, would one day become the biggest helpline in India! It happened something like this.....

When the HIV epidemic hit the shores of India in 1986, there was death all around, associated with a lot of stigma, fear, discrimination against the infected person and his family. This led to mushrooming of many unethical practices and rehab centres on the outskirts of Pune, Maharashtra opened for the sole reason of making a fast buck. Two decades went by, with the same scenario prevailing. There was hardly any effective treatment available. And there was a lot of misinformation about this deadly disease. That is when a group of social conscious, likely minded people from different strata of society (doctors, software engineers, housewives etc) from Pune came together and decided to start a free telephonic HIV helpline. We appropriately named it 'Samvad' which in English means "dialogue".

Easily said than done! It was a formidable task than we had contemplated. But we followed Abraham Lincoln's advice: Give me six hours to chop down a tree and I will spend the first four hours sharpening the axe. We gave ourselves 6 months and spent the first 4 months in planning, getting trained in telephonic counselling, recruiting volunteers, recruiting and training telephonic councillors, renting a place etc. In the next couple of weeks, we realized that we had a super-talented team with inspiring and enthusiastic leaders who were always committed to excellence.

Our intentions were clear and pious. Hence, help in the form of monetary donations, movable assets like computers, software, furniture, air conditioners were easily obtained than we had thought possible.



Then finally, in the fitness of things, on Mahatma Gandhi Jayanti i.e. on 2nd of October 2005, we launched our ambitious project Samvad HIV helpline which we never imagined, would one day become the biggest helpline in India! Shortly, MUKTAA CHARITABLE FOUNDATION came into existence.

Days, weeks, years went by. We progressed from one councillor to 8 councillors, from hardly any call in a day to almost 140 calls per day, polishing our services in the process. Looking at our dedication, experience and quality, we were requested to start a similar helpline in Patna, all finances taken care off. A big opportunity to serve mankind in a different state in India. We grabbed this opportunity and our branch in Bihar. A replica of our Maharashtra helpline, it attained success in very short time. Reasons for this success? Our councillors are trained to the last word in giving accurate scientific information on HIV coupled with a friendly, empathetic attitude.

Years went by. HIV epidemic reached its peak (calls were beyond our capacity to handle), slowed down (calls were manageable) and reached its nadir (calls rates dropped). We at MCF were jubilant! We were waiting for the day when a helpline in HIV was not needed, meaning that there were hardly any new HIV infections!! Great! Our job was done!

In all probability, MCF had made a decent role in control of this HIV epidemic. Till 2020, we have catered to more than 3 lack life changing calls. Running a helpline without any government funding was truly an immense task.

But we had in place a very efficient, experienced help line. So we moved in different directions and added TB, STD, Hepatitis to our helpline. We also expanded our work in the community in areas our services were needed most. We needed to take one step at a time, but kept on stepping!

- Drug addictions: We realized that we in India were facing a silent, life threatening addiction to mind changing drugs like tobacco, alcohol, marijuana and even narcotics which was causing disastrous in families and society. In 2015 we started conducting awareness programmes in schools (addiction is a symptom of not growing up!), colleges (please learn to say NO to drugs), amongst doctors, councillors and psychologists (who would be our messengers in the society) with the sole aim in controlling this epidemic. We started treating the addicted directly when we realized that the mentality and behaviour of drug addicts and alcoholics is wholly irrational until you understand that they are completely powerless over their addiction and unless they have structured help, they have no hope.

- We started Life skills training in school children the project called 'Shaala Beyond Books'. New India doesn't need children to think smaller, India needs them to think bigger, be bolder and to manage their life efficiently. That is what we teach in Life Skills!

- We conducted 'Anaemia detection and treatment camps' in Pune and in remote rural areas where we found anaemia very common on account of poverty and bad nutrition.

The beginning of this current year (2020) witnessed a pandemic of magnanimous proportions never witnessed by anyone alive...rapidly spreading infections, deaths, curfew, lockdown.....

Our helpline closed, all our projects went on hold and we were forced indoors (work from home was the new mantra!). We started what was critically needed under the situation: Corona Muktaa Helpline. Eight doctors came together, got updated in Covid pandemic and started answering calls from the lay public.

## 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

## Mission

Serving Humanity  
Selflessly

# SAMVAD HELPLINE

Way back in 2005, a group of volunteers from varied professions, came together with a common goal in mind. To do something to curb the growing menace of HIV/AIDS in our country. Lot of work was being done by government and non-governmental sector, but the awareness about those programs was poor. There was a need of a channel for taking this information to the person in need. And that need gave rise to HIV helpline. 15 years down the lane, the same helpline is working, consistently, pan India, on voluntary funds. Started for Maharashtra, helpline activity was extended to Bihar for catering to Hindi speaking belt of India. Till date we have catered to over three lac fifty thousand calls from all over India and abroad.

Have things changed in last 15 years? Yes. Like everything else, the content and format of calls at helpline has changed with time. In 2005, we were striving to get female callers, uneducated callers, rural callers. Today, with our SAMPARK project, almost 30% of our callers are female callers, 20% of ours callers are illiterate callers. And 50 % of our callers are from rural area where health related messages are difficult to reach. Earlier calls were laden with fear, panic, stigma and discrimination. Today callers discuss about life after HIV, job, marriage, and children. The free availability of anti-HIV medicines all across India has changed the face of HIV epidemic.

People have learned to live with the disease. And we were waiting for this day to come, when we would no longer be needed to educate them, to calm them, to encourage them. We are now free to move on, to work for some other cause, some other issue.

And here comes COVID19.....

Will share you in next annual report our COVID related work. Till then, stay home, stay safe.....

We are grateful to Nalanda Charitable Foundation, Suma Soft Pvt Ltd., Persistent foundation and all donors for their continuous support and encouragement.



Muktaa Charitable Foundation  
**Samvad HIV Helpline :**  
**020-26381234**  
Web : <http://www.mcf.org.in>

## HOW THE RUPEE WAS SPENT

Spent on	MH	%	BIHAR	%	TOTAL	%
Staff	783568	57.4	2015943	71.	2799511	66.6
Promotion	340478	24.9	447155	15.	787633	18.7
Helpline Rent	60000	4.4	198000	7.0	258000	6.1
Admin	181744	13.3	174875	6.2	356619	8.5
Total	1365790		2835973		4201763	
Cost/call	202.34		150.12			

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





# ADDICTION MEDICINE SEMINARS

This year Muktaa Charitable Foundation conducted seminars on addiction medicine in Pune and Shirwal in Satara district. In addition to doctors we expanded our training programme to psychologists and councillors working in the field of addiction medicine.

Three seminars were conducted this year. First seminar was conducted in Hotel Ambassador, Pune in September 2019 which was attended by 72 delegates. Looking at the overwhelming response, next seminar was conducted at the same venue in Pune in Jan 2020. This seminar was attended by a smaller number ( 37 delegates ) but by very knowledgeable delegates, indicative of increased maturity of our seminars. The third seminar was conducted in June 2019 at Shirwal in Satara district, Maharashtra. Here was the first time that we conducted a seminar overnight. This experiment

proved successful in terms of imparting knowledge as the discussions went on till late night. 57 delegates attended. The forth seminar to be conducted in Satara town in first week of March was prematurely cancelled because of the Corona pandemic. The focus of all the seminars was learning the science and art of managing and counselling an addict and his family.

These workshops were conducted in partnership and active support from Rotary Foundation, Rotary Club of Mumbai, Ghatkopar.

A wide range of topics pertaining to addictions were covered during seminars. During the seminars, most importantly it was emphasised by most of the faculty that addiction is a disease. This helped in developing empathy towards the addicted patient without which proper treatment was futile. These included addiction as a disease, alcohol, tobacco, cannabis and other hard drugs, mobile addictions, women and addictions, neurolinguistic programming etc.

The seminars were conducted by eminent resource persons and psychiatrists from this field like Dr. Prakash Mahajan ( Founder Trustee of MCF), Dr. Swapnil Deshmukh, Dr. Ashutosh Chouhan, Dr. Bhalchandra Kalmegh, Dr. Avinash Waghmare, Dr. Bhushan Mhetre (all renowned psychiatrists from Pune), Dr. Rohan Bartakke (Tobacco specialist from Mumbai), Mrs. Anuradha Karkare, Mr. C.G Deshmukh, Mr. Dwigen Smarth, Prof. Rajesh Tayal, Dr. Alok Deodhar, Mr. Rajesh Alone ( Eminent Psychologist and counselors) were the faculty guiding the delegates.

The delegates and the faculty were given a " Concise Handbook of Addiction Medicine" authored by Dr. Prakash Mahajan and Dr. Narayan Perumal, to guide doctors and councillors for the management of an addict. The expenses towards this handbook were sponsored by the Rotary club of Ghatkopar under the Global Grant initiative of Rotary club international.

Delegates from all over Maharashtra attended. In each seminar we had invited a reforming addict who narrated vividly his real life experience which made him an addict and how he came out of it. Judging by the feedbacks majority of the delegates went home with a resolve to work in this field for the benefit of these unfortunate individuals.

MCF will continue its efforts in educating the masses, doctors, psychologists and school/college students in this field after the lockdown due to the pandemic is lifted.



# 'SHALA - BEYOND BOOKS'

## *A project of imparting knowledge regarding various basic life skills to our youth*

Like every year, this year 2019-2020 MCF Shala-Beyond Books project continued its work of approaching various schools in Pune and periphery like Saswad, Jejuri, Velhe, Shirwal etc. Various well-wisher as always are always helping us walk through difficult times. Paranjape Autocasts is new on our list who not only helped with a donation but also volunteered organizing Shala sessions in the schools under their care in Shirwal. Similar handholding continued in conducting sessions in schools of Khandala and Veer with Shree Uday Gujar. Mr Baldota from Baldota Associates always supports with yearly donation ready to encouraging MCF volunteers. Never the less Rotary Prestine had supported MCF by organizing sessions in many schools in Pune giving more focus on Drugs Abuse and Addiction.

Our volunteers come from all ages, loving granny like Shobha Joshi, Grandpa like Ashok Gole, elder didis like Asawari Patil, Arundhati Sonawane and Seema Akiwate. Not to forget story teller Pranjal Inamdar or acting hero Dr Kushal Mahajan. Dr Archana Choughule and Dr Jyoti Shinde steps in with a role of disciplined strict elder Sister. Ashwini tai is always like a standby support, a completely rubber like shock absorber. Our journey of Shala- Beyond Books gives us scope of exploring newer ideas of learning while working together.

1. Vision English Medium School, Pune
2. Sumitra Sadan Hostel, Model Colony, Pune
3. Panditrao Agashe school, Pune
4. Shivaji English school, Saswad
5. Kanya shala, Saswad
6. Gurukul, Saswad
7. Paranjape Vidyalaya, Saswad
8. Chambhali School, Saswad
9. Bhopgaon School, Saswad
10. Bhivre School, Saswad
11. Hivre School, Saswad
12. Kanifnath Vidyalay, Saswad
13. Modern Boys School
14. New India School, Pune
15. Shirwal Dnyansamvardhini Shikshan Sanstha
16. Atit Sushilatai Paranjape School, Pune
17. Palkar School & Rotary Pristine Club, Pune
18. PES Modern Girls School, Pune
19. Maharshi Karve Vidyalaya, Karve Nagar, Pune
20. Dnyanada School DP Road (Tarachand Trust)
21. Pragati Vidyalaya, Karve Nagar, Pune
22. Rutu Enterprises Youth group of 100



Though it takes time for us to get permission into new schools, but once they see our performance, none of them have turned us away in next years. This is the payback or the Certificate of Satisfaction for our volunteer's team.

This year we also have tried to define this project into a replicable model which can be implemented easily into other states without being PERSON DEPENDANT. We are also in process of making small video clips of the stories that we enact in the schools during our sessions in the schools. We are hopeful that showing these stories in short film format will help in creating bigger impact in their minds. We are thankful to Sai Service for their support in this activity.

This year we could cover total 3790 students from various schools. The list of schools participated in Shala Project in 2019-2020 are:





# MUKTAA BAL-YUVA MAHOTSAV

Muktaa Bal-Yuva Mahotsav was organized on 21st July 2019 At Modern College auditorium in association with PES Modern College of Arts, Commerce and Science, Shivajinagar Pune. Dr Vaishali R Deshmukh was the main guest of this program who being a pediatrician is very sensitive and is completely devoted in Adolescent related work.

This Mahotsav involved three main activities.

- A) collection of essays from different schools , screening and selecting the Best three of them
- B) Debate on the given topic with prior preparation on the day of event(both for& against by one school for one team)
- C) Street-play to be presented on the day of event with 5-9 participants with prior topic selection

All schools were updated about the topics and the rules to abide with for participation well in advance.

The topics of all three activities were as follows:

- |  |   |   |
|--|---|---|
| A) Essay Writing:                            | B) Debate:  | C) Street play:                                       |
| • Self Confidence                            | 1) Online shopping Vs visit to a shop   | • Teenage suicide: a conflict between needs & desires |
| • My first meeting with a HIV infected child | 2) Both working parents Vs one earning money and second as house & family caretaker | • My first meeting with a HIV infected child          |

Many schools showed interest and participated in this event.

- |                                   |  |
|-----------------------------------|--|
| 1) Modern Boys High School,       | 5) Dr Kalmadi Shamrao School, (Kannada medium) |
| 2) Pandit Rao Agashe high School  | 6) PES Mordern Girl's School                   |
| 3) Hujurpaga High School          | 7) Shivaji English medium School, Saswad       |
| 4) Bishop's Boys School Camp Pune | 8) SPM English Medium School                   |

On 21st July the program started with debate which was thoroughly enjoyed by all. All groups were very efficiently presenting their points. It was followed by streetplays. Bishop's ; SPM school, Shivaji English School Saswad and Modern college all were performing their role to their best presenting the zest of the topic very effectively. The main program started with Lamp lighting and prayer. Dr Rupa Agarwal, Dr Archana Choughule , Dr Asawari Patil and Dr Jyoti Shinde presented various aspects of MCf work especially related to adolescent children. Dr Vaishali R Deshmukh gave keynote address regarding various life skills and developing ability for informed decision making.

Winners for Debate Competition were:

- Bishop's School (Atharv Shinde & Swaraj Nikam)
- SPM English medium School (Ameya Walvekar & Ansh Arjun Wadkar)
- Shivaji English medium school (Sudershan Kale & Badal Singh)

Winner of Street play were:

- First prize: Bishop's School
- Second Prize: SPM School
- Consolation/Appreciation prize by Modern College

Essay Competition was a very difficult exercise for examiners as most of the essays were really very thoughtfully written. Finally 3 main prizes, and 2 consolation winners were declared.

- 1) Rohit Madhukar Chore Modern High School
- 2) Manasi Kakade Modern Girls High School
- 3) Arya Bhate SPM English medium School
- 4) 1st Consolation: SImran Gundecha Pandit Rao Agashe School
- 5) 2nd Consolation: Siddhi Firodiya Hujurpaga HHCP School
- 6) 3rd Consolation: Shivaji English Medium School Saswad

Mr. Shripad Amle, Dr. Deepa Darak and Smt. Shobha Joshi were honourable judges. Our whole Muktaa Volunteers team with special efforts from Dr Archana Choughule, Dr Kushal Mahajan, Dr Jyoti Shinde made this event successful. Around 150 guests enjoyed the program as well as food.



# HEALTH CHECK UP CAMP

A Health Check-Up Camp was conducted in

**"Veer Netaji Palkar Model School, Ma Na Pa school no 2, Shivajinagar Police Vasahat , Pune 5."**

It was organised in collaboration with " Modern college of arts, science and commerce, Shivajinagar , Pune 5 ( ISR) and Lions Club of Poona.



The camp took place on 13th March 2020, from 8.30 am till 12 pm.

Total 115 students from LKg till 7 th std underwent health checkup, wherein general physical examination was conducted and observations were noted. Children with abnormal findings were directed to meet concerned specialist doctors for further treatment.

Among 115 school children , following health problems were widely seen -

Anemia

Dental caries

Malnutrition leading to low weight for their height and age.

A separate list has been made with each child's name and the condition he is suffering from , for the Principal's reference.

The doctors who participated in the camp were -

Dr Prakash Mahajan

Dr Rupa Agarwal

Dr Kushal Mahajan

Dr Jyoti Shinde

Dr Riaz Shaikh

Dr Sham Icchur

Dr Archana choughule

# 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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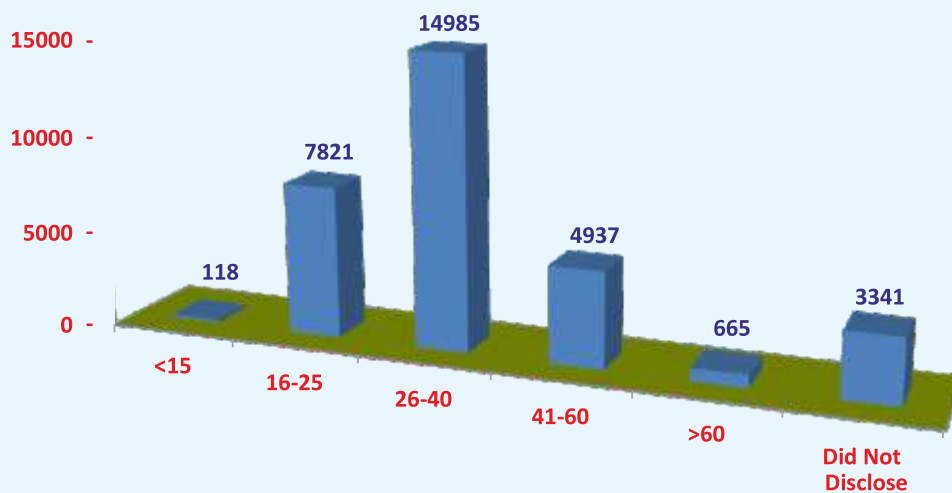
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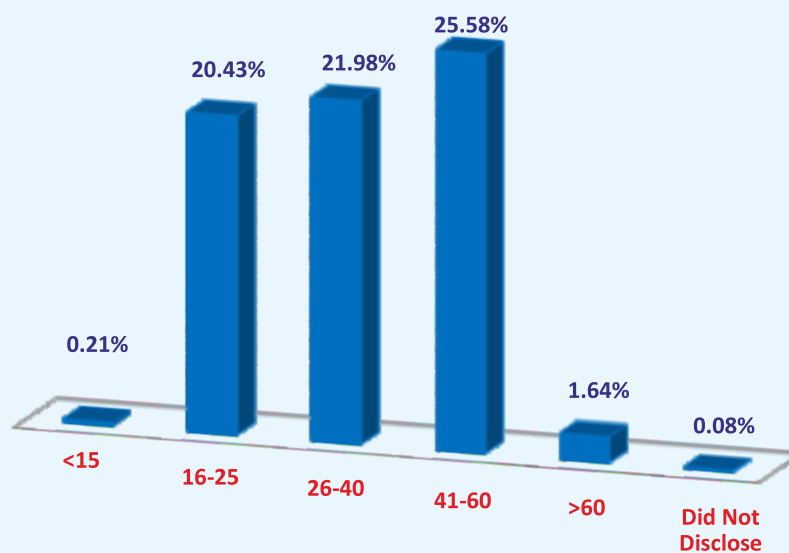
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# Samvad Helpline Report

## BIHAR AGE CALLS

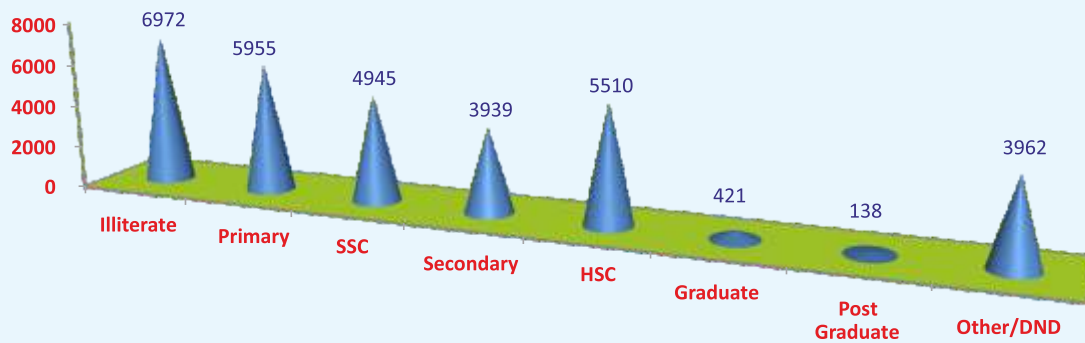


## MAHARASHTRA AGE CALLS

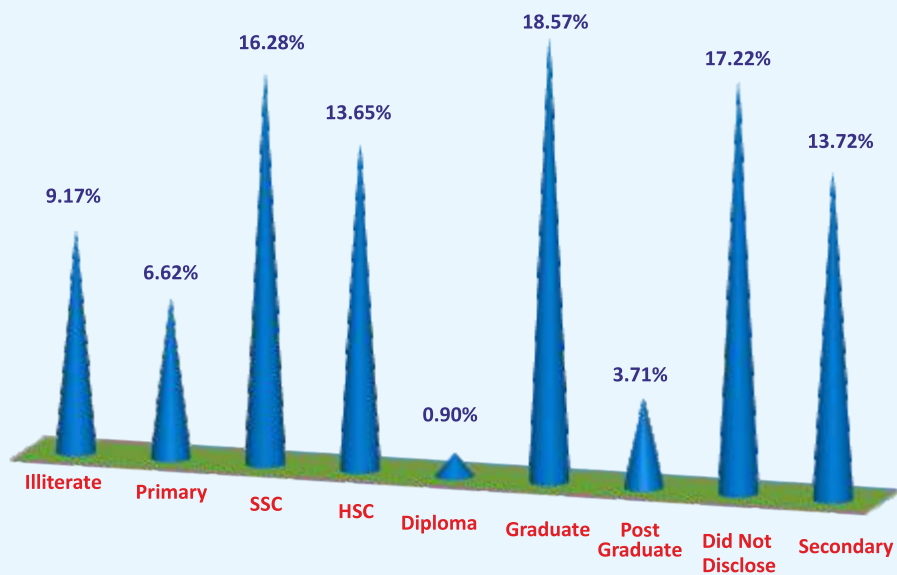




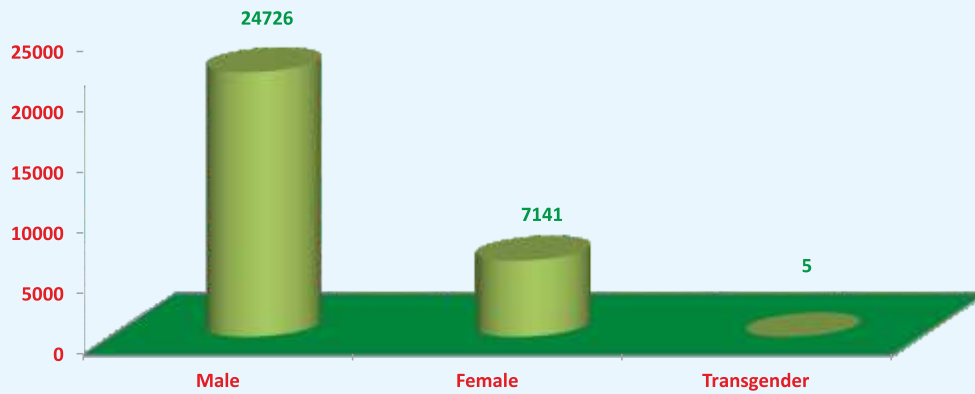
## BIHAR EDUCATION CALLS



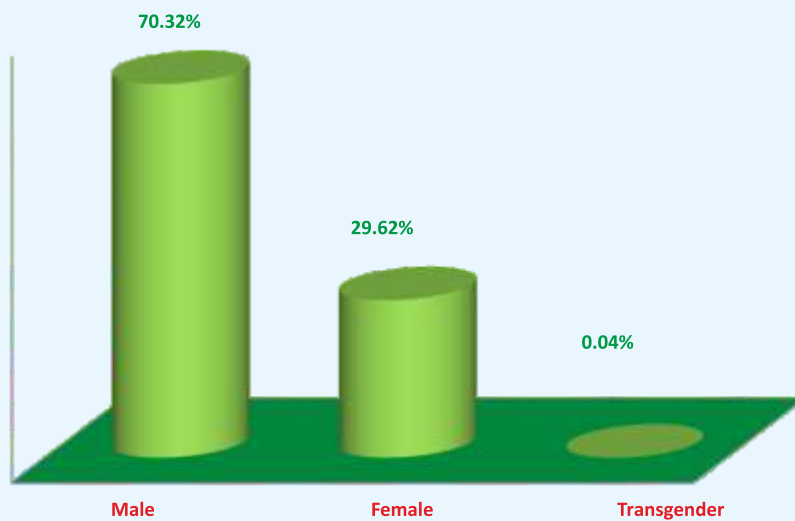
## MAHARASHTRA EDUCATION CALLS



## BIHAR GENDER CALLS



## MAHARASHTRA GENDER CALLS







**MUKTAA**  
CHARITABLE FOUNDATION  
PUNE

## OUR PROJECTS

Samvad Helpline  
Telephone Counselling for HIV, Corona, STD and TB.

Addiction Medicine  
Lecture series for Doctors & Students

Shala-Beyond Books  
Life skills awareness sessions for adolescents

## OUR ACHIEVEMENTS IN 2019-20

Counselling calls : 36545

Addiction Medicine  
Doctors' training : 156

Shala - Life Skills to adolescents : 3790