



Muktaa Charitable Foundation
Samvad HIV AIDS Helpline

Maharashtra : 020 - 26381234 Bihar : 0612 - 2575757

ANNUAL REPORT 2013-14

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MCF Journey : 2013 – 2014

AASHA and SAMPARK: Project AASHA, was started to offer free helpline services to HIV infected people visiting government treatment centers. Here they get personalized advice for their medical, financial, social, marital and related issues. Project Sampark, give free helpline mobile service to rural and illiterate people. Here they get a personalized advice for their HIV risk, testing, awareness, prevention and related issues. During the year 2013-14, we received 4137 calls through this initiative from centers in Pune, Akola, Nagpur and Thane. We have successfully phased out the project after analyzing that AASHA project had catered to almost all the patients needing this service at all these select centers.

ANKUR : Ankur project involves adolescence counseling, drug adherence counseling, HIV status disclosure counseling and Career guidance. Yr 2012-13 we worked with 17 children of Sparsh Balgram. Yr 2013 we provided counseling to 29 children supported by NGO Swadhar. From March 2014, we have started Ankur project at Sassoon General Hospital, Pune. Along with counseling we are also providing them monthly supply of Iron, Calcium and B complex along with a protein supplement liquid.

SAKAV:

Sakav project was conceived jointly by Kirloskar Oil Engines LTD and MCF to bridge a gap. "Sakav" in Konkani language means a small bridge - a small step that takes us to the other side of the hurdle. 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. Started in October 2012, Sakav has catered to more than 400 students from Tikaram Jagannath College. Sessions included lectures, interactive sessions, and Q&A sessions to clarify myths and misconceptions regarding HIV and STDs. Street play training was also given to a selected team. They perform in various communities.

Call Back Service (CBS):

For those who cannot afford to make calls to our helpline, we have started a Call Back Service. We promote a dedicated number where anyone can give a missed call and our counselor calls them back as soon as possible. Also this service has proved to be beneficial for callers who cannot reach our counselors when our lines are busy. Our counselors then call the person back during off peak hours. Till date we have responded to 3125 such calls.

TB Helpline:

Learning from the experience of running a helpline in HIV, we feel there is also a dire need for a helpline for TB. Like HIV, TB is also a disease with lot of fear, stigma and discrimination. On 1st December 2012 we added a TB Helpline. Till March 2014, we have taken 451 TB related calls.

WeCAN:

WE CAN project involves sensitization and training of medical community in tobacco de-addiction and screening for oral cancer. With a module designed in collaboration with TATA Memorial Centre, Mumbai, we have completed training of 600 doctors in 5 batches.

Samvad HIV Helpline At A Glance

- Calls accepted 9:30 am to 8:30 pm Monday to Saturday in Maharashtra and Bihar. Open on Sunday in Maharashtra.
- 10 phone lines on hunting, 8 mobile phones with 9 full time and 2 part time counselors
- Service in Marathi, Hindi, English and Bhojpuri
- Total number of people calling helpline from October 2005 – March 2014:
Over 1.78 lakh.

Key Figures						
	Maharashtra			Bihar		
	2011-12	2012-13	2013-14	2011-12	2012-13	2013-14
Calls in the year	18,899	23759	19168	12,944	14336	12404
Daily calls	60	78.14	64	41	47.16	41
Cost Per Call	68	72.29	81	198	137.26	128
How Each Rupee Was Spent?						
People	67 paisa	74 paisa	70paisa	41 paisa	66 paisa	64 paisa
Promotion & Equipment	25 paisa	19 paisa	17paisa	48 paisa	28 paisa	22paisa
Admin	8 paisa	7 paisa	13 paisa	11 paisa	6 paisa	14paisa

Footnote: The total number of calls has gone down in both the states. One reason is that 3 counselors in Maharashtra and 2 counselors in Bihar had been newly recruited and were under training stage. Also, on the promotion front, we had many challenges due to which we could not get the expected number of calls.

Promotion

Newspapers:

During this year we have published various articles in newspapers, magazines etc. This media is very effective in reaching the vulnerable population. We covered subjects like helpline services, helpline achievement, new initiatives, impact study etc. We also published classified advertisements in newspapers. As per plan we covered all news paper and magazines by rotation in every district. Almost all of Maharashtra is covered this year, through classified advertisements. Following are the details of this promotion activity:

Sl. no	Articles in newspaper	Articles in magazine	Classifieds in newspaper
1	Lokmat Oxygen	Arogyapatrika	Sakal
2	Lokmat	Parivartan	Lokmat
3	Pudhari	Nirdhar	Pudhari
4	Sakal	Sancheti	Divya Marathi
5	Tarun Bharat	Sakal Taniska	Lokmat samachar
6	Samna	Arogyapatrika	Sandhyanand
7	Prabhat		Punyanagari
8	Ratnagiri times		Dainik Bhaskar
9	Dainik Bhaskar		Prabhat
10	Lokmat Oxygen		Navbharat times

Poster Display:

Posters as a medium are very effective in reaching a targeted audience. This year we created several new Posters. This was a creative way to target people, who could be convinced to call our helpline.

With posters we could easily reach migrants, truckers, HIV positive people in various districts.



Advocacy for number printing in Calendar:

This is free promotion to publish our number by any organization or agency on their calendar.

This year two agencies agreed to promote the helpline in their material.



General Awareness:

We took up promotion and awareness through face book, meetings with college youth and truckers/drivers, sessions at Rotary etc. We displayed 10 boards at ICTC centers in Pune district.



Bihar Helpline:

Total no of genuine calls received: 12404

Average calls per day: 41

Callers referred for various testing and treatment related services: 2208 (18%)

Zero cost promotion calls (friends and internet): 18%

28% calls from Sampark service, a free service for HIV positive people at government treatment centers.

Call Back Service provided to 64% of the callers: A new service where caller leaves a missed call and our counselor calls them back within 24 hours. This has made our service free of cost to almost 64% of the callers

Calls from neighboring states: 12%

30 calls from out of India

70% calls from people having education HSC and above.

48% of calls from students - highest till date

13% calls from Professionals

8% calls from laborers: very encouraging

5% calls from farmers: never before had we been able to reach this population

7% calls from housewives:

Our Sampark service has given an opportunity for women to speak up and speak out.

With just a team of 3 counselors we are taking 50-55 calls per day. Some day the calls go up to 65 per day. And these are the calls we could cater to. Many calls go unattended due to lack of manpower.

On the promotion front we are doing a wonderful job of networking and advocacy. Through our Promotion Officer we have reached schools, colleges, hospitals, PHCs, Civil hospitals, bus stations, railway stations, etc. His efforts over the last year have given our helpline a huge visibility all over Bihar.

We are actively participating and spreading the word about HIV at events and festivals like Durga pooja, Chath pooja, Sonapur mela, and book fairs, -any place where we can get a large crowd to address.

Samvad Helpline in Bihar is now being regarded as a reputed training organization in the field of HIV AIDS. Our counselors are invited for training and awareness sessions for army cadets, NCC cadets, Nehru Yuva Kendra students, AASHA workers, Nurses, etc.

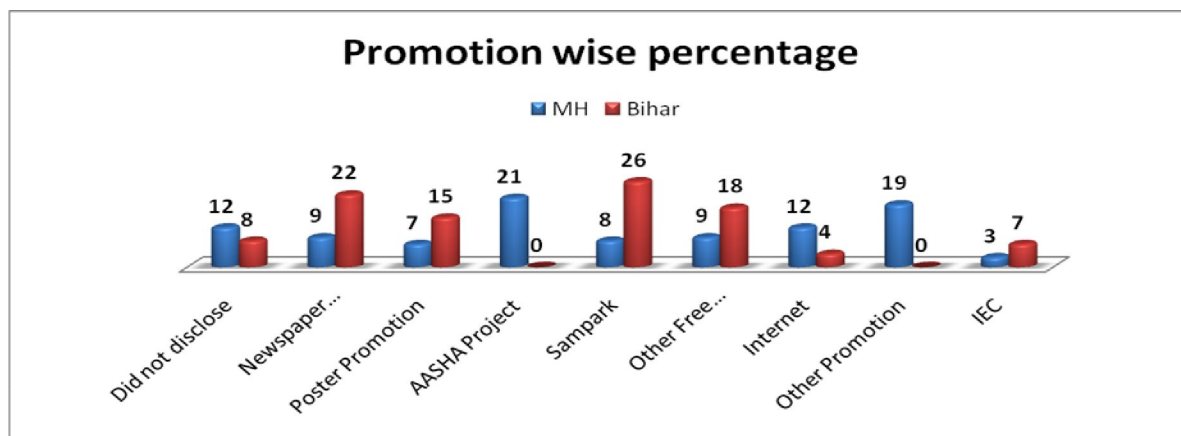
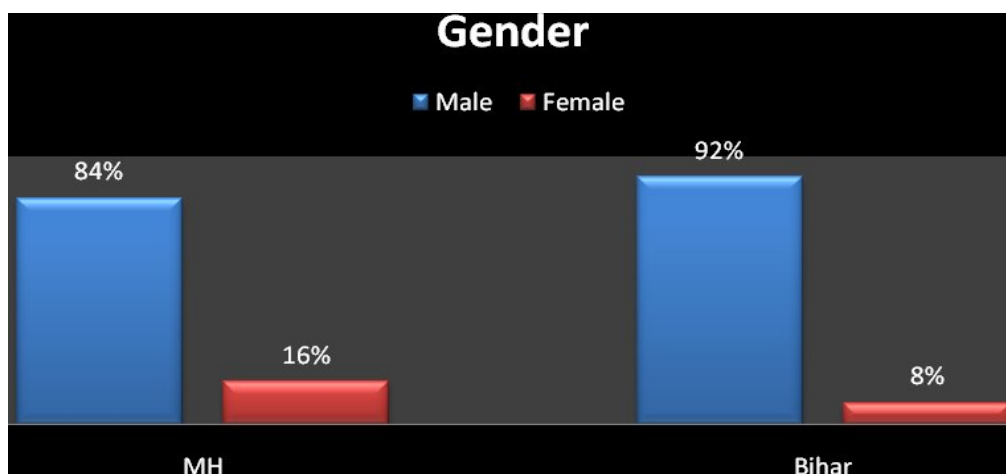
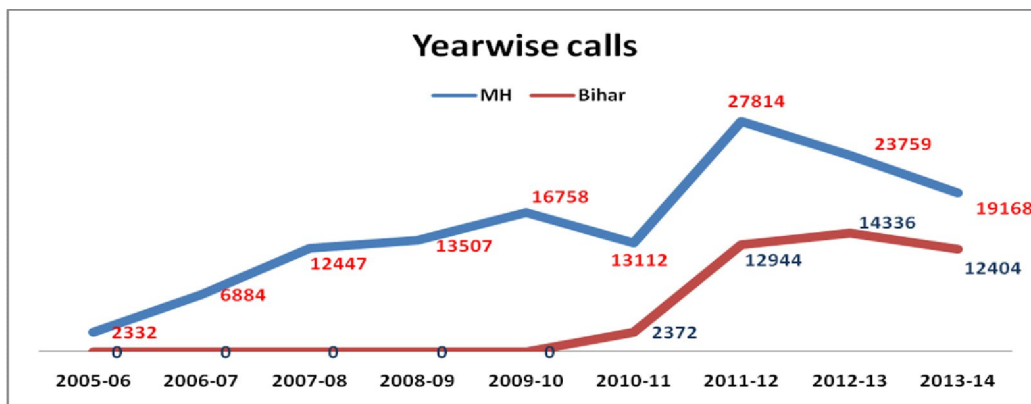
New services

Free Call Back Service:

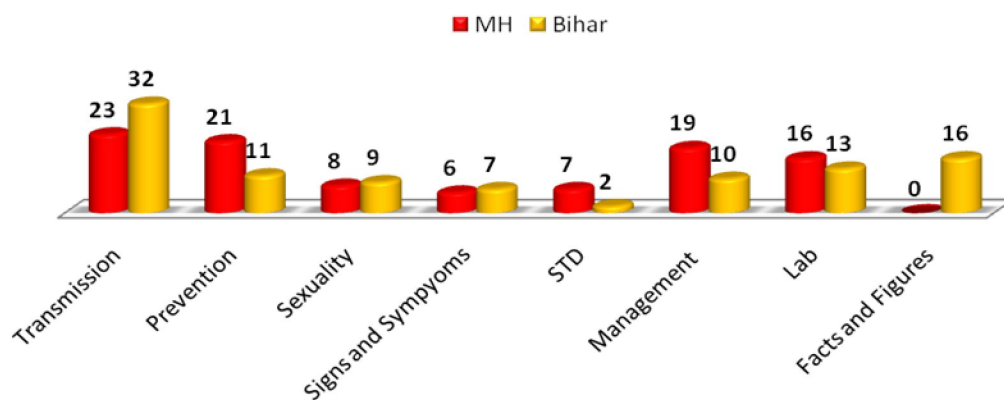
For those migrants who cannot afford to make calls to our helpline, we have started Call back service. We promote a dedicated number where anyone can give a missed call and our counselor calls them back as soon as possible. Also this service has proved to be beneficial for callers who cannot reach our counselors when our lines are busy. Started in Nov 2013, till date we have responded to 1182 such calls.

Tie up with NMP - Vihaan Project: Helpline number is carried by all the IEC material produced for Vihaan, a statewide project for HIV awareness and care. By this we reach all NGOs, CSC and ART centers in Maharashtra.

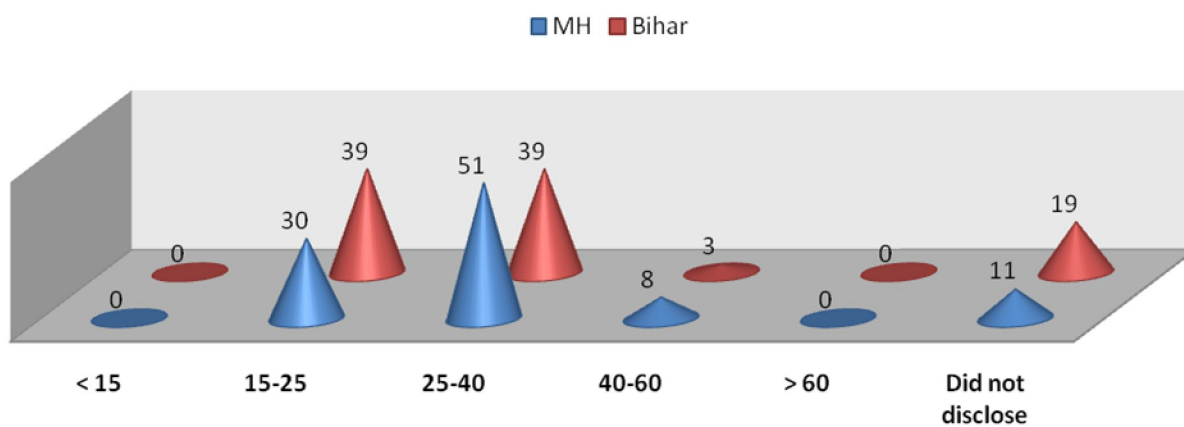
Comparative Statistics



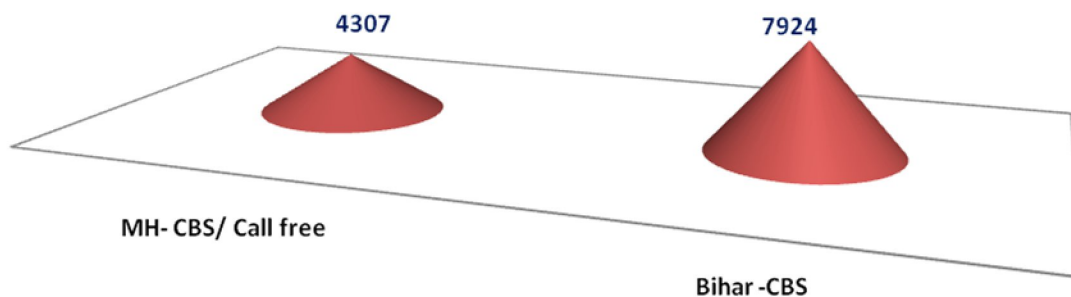
Subjects wise percentage



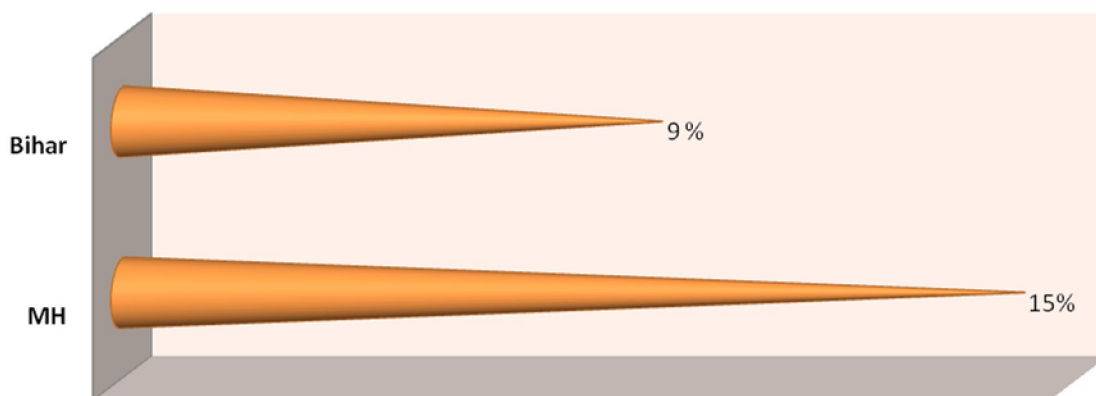
Age wise call percentage



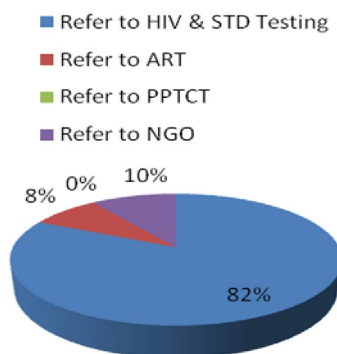
Free Service



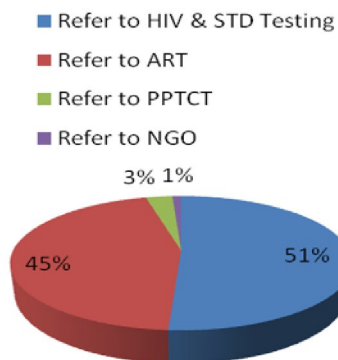
Refer to HIV testing



MH Referral



Bihar Referral



Call Trends

- Marked increase (15%) in number of calls from highly vulnerable population like truckers, laborers, migrant class, etc
- Increase in referral rate for testing (21%)
- Increase in rate of mouth to mouth publicity in last quarter.
- Repeat callers has gone down since we have discontinued the AASHA service, where HIV positive people used to call repeatedly for counseling.
- Now we are reaching more and more new first time callers
- Call back service, a free service where a caller just gives missed call and counselor calls them back has started and developed in this quarter
- Calls from Positive people and females have gone down since we have stopped our AASHA Service and shifted our promotion focus to risk prone and vulnerable population.
- Getting women from the community to call for the service is still a challenge

<h3>Plan for 2014-2015</h3>

1. Awareness and sensitization for general practitioners on addiction medicine.
2. Daily call target of 100 and cost per call of Rs 80 for Samvad HIV Helpline, Maharashtra
3. Daily call target of 50 and cost per call of Rs 103 for Samvad HIV Helpline, Bihar
4. Increase corpus by Rs 5 lakh to create sustainability.
5. Start PEPLINE, a dedicated line for callers having queries with post exposure prophylaxis
6. Online mentoring for HIV counselors working in the field.

Our Donors

Abhishek Wadke	Dr.Meera Shashikant Joshi	Rahul Mukund Jagtap
Akshay Kakade	Dr.P.S. Karmaker	Pravin Sakharam Bagde
AIDS Orphan	Dr.Pravin Darak	Raju Mager
Ajanta raddi group	Dr.Ramesh Vaze	Ramkishor Gupta
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Dr. Arvind Ghodekar	Lalwani [Eutec Systems]	Suvarna Marathe
Dr. Devare Sudha [BJMC-1961]	Amol Patil	Swapnashilp Mahila Mandal
Dr. Kamal N. Limaye	Anup Dandage	Swaroopwardhini
Dr. Krishnaji Kulkarni	Ashish Baleraw	Swarup Kulkarni
Dr. Kshitija Kumbhar	Avinash Lele	V.V.Moghe
Dr. Mlind Desai	Vivek Shah	Vaishali Dighe
Dr. R.T.Paipandiyani	Parag Khataavkar	Vaishali Ghangurde
Dr. Rajshree Gawade	Nagaraj	Vasant Keshav Joshi
Dr. Ramesh Vaze	Nahush Dandekar	Veena Kotwal
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Dr. Sudha Kantikar	Neelesh Patharkar	Vijaya Mahajan
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Dr.Arun Gujar	Persistent Foundation	Virendra Chandrakant Bhatkar
Dr.Madhusudan P. Khaladkar	Pravin Sakharan Bagde	Vitrag Foundation

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 attend the calls at the helpline run by Muktaa.

TRUSTEES

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

<h2>Contact Details</h2>

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