



Annual Report
2016-17

◆ Introduction

At Muktaa Charitable Foundation (MCF), It's not about numbers. It's not about targets. It's about human sufferings - which cannot be measured - only be felt. At MCF we don't believe in having corporate style 5 and 10 year plan and chase targets. We just keep our eyes, ears and heart open and when we work – we work with corporate style professionalism and dedication – for any cause that confronts us where we feel we can alleviate human suffering. That is what our belief is - decide with your brain, but work with your heart!!!!

Whatever projects we undertake, our ultimate objective is to respond to need of the society and provide quality service to the needy.

Monetary crunch remains a challenge, but we believe that it can't be to good work. We are sure that this report will provide you an overview of our activities in the year gone by.

◆ Vision

MUKTAA CHARITABLE FOUNDATION

Dreams of a future generation of India to be free from HIV/AIDS, Tuberculosis, oral cancer and substance abuse. We believe in working with dedication in sowing the seeds of a future healthy nation today.

◆ Mission

MCF looks towards:

- Making a significant impact on the epidemic of HIV and AIDS; Tuberculosis; Hepatitis B and other sexually transmitted diseases & substance abuse in society.
- Providing assistance in systematic disclosure to HIV positive children to ensure better life for them.
- To educate doctors on Oral Cancer and de-addiction medicines.
- To educate children/adolescents about life skill development and highlight bad effects of addiction.



◇ From the President's laptop

We all, at MCF, work passionately and tirelessly throughout the year. We do get what we strive for. But when it comes to writing about all this work for an annual report, it seems to be a very drab activity. Every year when it's time for me to start working on the annual report, I always get the same "bored" feeling but once we gather the data together, compile our work reports, get it all at one place and then sit and analyse all together - what we see and learn really surprises and amazes us.

One - it fills us with pride that we have collectively achieved so much in just one year. Our project of Samvad HIV Helpline, in its 12th year, catered to almost 24 thousand callers from all over India. Our project SHALA - beyond books, went to 19 schools and touched lives of 2847 young adolescent children. The project of training of doctors and para-medicals, in Addiction Medicine, has successfully trained 900 doctors from Mumbai and Pune, in 11 batches. And these are just statistics. These numbers don't reflect uncountable blessings of our callers at Samvad helpline. The sheer excitement on the faces of school children in Shaala project and the gratitude of hundreds of doctors who attended our Addiction Medicine lecture series speaks for itself. These blessings, these smiles, these "words of thanks" cannot be written in this report. They will remain with us as an "opening balance" for our activities for this year and year after year.

Second - We start seeing things as an outsider which others failed to notice when we were in it - doing it. The comparative analysis on call data of Bihar and Maharashtra helplines showed us very clearly the different phases of HIV epidemic are in both the states. While in Maharashtra, less calls from youngsters asking for information about transmission and prevention, more calls from people who are already infected and asking about management of HIV, The older age group between 25 to 60 years, with more number of callers who are married or widower/widow reflects that the epidemic has matured. The pattern of calls in Bihar is just the reverse. It reflects that the epidemic is in the growing and expanding phase, that's the challenge Bihar is facing today.

Third - When we compared data of our work done in this year with that of a decade back, it revealed some very interesting findings. We could see a changing pattern of the cause we were working for and a parallel change in the work we were doing.

This exercise also helped us view our own journey as a bystander - how with changing needs of society we were changed our paths - to be there when and where we were needed the most. This report is nothing but a glimpse of our arduous but rewarding journey of MCF. Hope you enjoy reading about this journey!!!!!!



◆ A Journey

Whether one believes in the entity called “God” or not, one has to accept that there is some super power that has made a master plan for each one of us. Whatever we do, planned or unplanned, we are actually moving according to that master plan. Same is the story of our organisation - Muktaa Charitable Foundation. In 2005, MCF came into existence, to work for the cause of HIV, an issue laden with fear, stigma and neglect. No one in that era was speaking about this highly stigmatised topic which is closely related to sexuality. That time, we came out with a helpline, an anonymous, confidential telephonic lifeline for anyone looking out for authentic information, referral service or counseling related to HIV. Started with one line- one counselor and one city - today we have a pan India presence with 10 counselors, office in two states (Maharashtra and Bihar) and handling around 80 calls a day. With 2 lakh 75 thousand calls over 11 years, today we are established as the largest helpline in India. To support the callers of helpline, we added many new sub-projects like Ankur (systematic disclosure to children of their HIV status), AASHA (initiative to enhance ART adherence), TB and Hepatitis helpline, Sampark (Free mobile service to rural and illiterate people), call back service for desperate callers and SMS reminder service.

We were brainstorming with what next? What after HIV??? Unknowingly or surprisingly the next issue to work for was already scripted in the master plan made for us - the issue of drug addiction. We, in India are facing an epidemic of drug addiction of a magnitude never imagined of. New dangerous drugs, new profiles of people consuming these cocktails of drugs, new frightening numbers of our children who are consuming these drugs at younger and younger age.

We couldn't afford to be just a passive witness to the raging fire, doing nothing to try dousing this fire. So here we are with our new project, started in May 2015 - a multi pronged strategy to prevent and manage addiction.

We started creating awareness and sensitization about drug abuse in schools through our project “Shaala – Beyond books”.

To create a work-force to take care of those already into addiction, we started training of family physicians and mental health professionals in Addiction Medicine. A specially designed certificate course covered in 16 modules spread over 20 hours. Through these front - line workers, we would be able to reach minimum 60000 families.



◇ Samvad Helpline

Muktaa Charitable Foundation

- ◇ Samvad HIV Helpline : 020-26381234
- ◇ Web : <http://www.mcf.org.in>

In its 12th year, Samvad helpline has catered to almost 24000 calls from all over India in 2016-17. While the number of calls at Maharashtra Helpline is steadily declining, those at Bihar helpline are increasing beyond our capacity to handle them. This pattern of call numbers is nothing but a mirror image of the different phases of HIV epidemic the two states are in. In Maharashtra, the epidemic has matured and is in a declining phase, while in Bihar we are seeing a blooming epidemic of HIV as had been predicted years ago. The difference is also reflected in the pattern of calls- the demographics of callers, the type of questions asked and the concerns they raise.

To meet the increasing demand, we have recruited 4 new counsellors at Bihar helpline and plan to double the promotion to reach the population who are in dire need of authentic information and support in the form of a helpline.

While doing the analysis of our calls, we did an exercise to do a comparative analysis of calls from this year with that of calls taken a decade back. We could see a fascinating resemblance of call pattern at our helpline with that of changing pattern of HIV epidemic in India.

Now and then.....

In 2007-08, 97 % of all our callers were male. Today female callers have gone up to 32%, almost one third of our calls are from female callers. Reasons could be easy, accessibility of mobile phones to females, changing social norms or our promotion strategy of AASHA service of free calls for those coming to government

centres for treatment. This was something which was very hard to achieve.

In 2007- 08, 34% of our callers were from 15-16 years age group. Today majority of our callers are from the age group of 25 to 60 years. It's a reflection of diminishing fear and anxiety about HIV and STD in the at - risk population and that's frightening. It also means the "ageing "of HIV epidemic- more and more people are living longer with HIV.

In 2007-08, 2/3 of all our callers were unmarried males. Today the majority of our callers are married or widowed. This is a sign of an ageing HIV population and evaporating fear about HIV, in the population, in general.

The sharp rise in calls from labour class, farmers, unemployed, illiterate population is something we were always aspiring for and we have achieved it. This is the population who have limited alternative sources for authentic information about HIV.

Hardly anyone talks today about HIV transmission and its prevention, especially at Maharashtra helpline. A decade back, almost 90% of the calls were about transmission and prevention messages. Today the calls are about treatment of HIV and life after HIV. The mass campaign for HIV awareness run by government and non- governmental organisations, the free HIV treatment and testing provided by government - all together has led to this success story - a 50% drop in new HIV infections. But this success has also led to a sense of complacency which has the potential of fuelling the epidemic again.



HOW THE RUPEE WAS SPENT

SPENT ON	MH	%	BIHAR	%	TOTAL	%
STAFF	1085481	76.5	1345344	72.4	2430825	74.2
PROMOTION	181964	12.8	235700	12.7	417664	12.7
HELPLINE RENT	48000	3.4	184392	9.9	232392	7.1
ADMIN	103722	7.3	92570	5.0	196292	6.0
TOTAL	1419167		1858006		3277173	
COST/CALL	129.36		141.57			

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

◆ Addiction Medicine lectures for doctors

Substance abuse in Indian youth is witnessing a new high - new drugs, new numbers, new reasons, new profile and new sources. It's a tsunami that we are facing without realising we are caught in it. What starts as a voluntary "single puff or booze" becomes a start of a journey of addiction and drug dependence.

The major reasons cited by youth starting drugs are, "to fit in", peer pressure, thrill, experimentation, kill boredom- or just to show being "cool". And the easy availability and pushing of drugs at their doorsteps in schools and colleges have made the scenario all the more grievous.

But where are the experts to cater to the needs of this ever expanding young population entrapped in addictions? We realised that as frontline workers, family physicians can and should play a crucial role to screen, diagnose, treat and prevent addiction. So as a trial, MCF in collaboration with Rotary club of Mumbai Ghatkopar and Department of Psychiatry and De-addiction Centre of Excellence, KEM, Mumbai undertook the first addiction medicine lecture series in 2015 in Mumbai at Ghatkopar. A training program of 16 modules spread over 20 hours was designed. It included lectures and discussion on all the major drugs like tobacco, alcohol, cannabis, opium, mephedrone, club drugs, designer drugs - all were discussed in details - from diagnosis to management. There was special emphasis on training family physicians in techniques in behaviour change. There were sharing experiences by ex-addicts, there was a session on legal aspect, and there was participation by NGOs, de-addiction centres and a lot more. After the entire series, there was a written evaluation of all the doctors and the workshop ended with Addiquiz - an info-entertainment programme. Those who satisfactorily attended the workshop were given certificates.

Our first programme was a super-hit. And that was the beginning of a series of such training workshops at Navi Mumbai, Ghatkopar, Juhu, Dombivali, Vashi, Thane, Malad and 3 workshops in Pune at Tilak Road, Deccan Gymkhana and Sahakar Nagar. In most of the training programmes, the local doctor organisations and Rotary Clubs took the entire responsibility of organising, funding and managing the programme.

Top notch doctors working in addiction medicine in Mumbai and Pune guided the participants - Dr

Shubhangi Parkar from KEM, Dr Ashish Deshpande- President of Bombay Psychiatric Society, Dr Rakesh Ghildiyal from MGM Hospital, Dr Kiran Shandiliya, Dr. Shilpa Adarkar, Dr Avinash Dsouza, DCP Jayant Naiknavare - Anti narcotic cell, Mumbai, Dr Kunal Oswal, Dr Adwait Padhye, Dr Shailesh Umate, Dr Rohan Jahagirdar, Dr Ashutosh Pradhan, Mr Mahesh Zagde -Ex FDA commissioner, Mrs Pratibha Joshi-ACP narcotics, Pune, Dr Anil Awachat-social worker, Dr Shirish Ratnaparkhi, Dr Ashutosh Chouhan, Dr Swapnil Deshmukh, Dr Nitin Abhyankar, Mrs Anuradha Karkare.

Rusan Pharma, Sun pharma and Ariina Pharma supported the activity.

The food, audio-visual arrangements, communications - all were organised in a very efficient manner.

The feedbacks given by the participating doctors speak all about this novel and noble initiative :-

"It was a wonderful experience. We learnt a lot. We appreciate the hard work which you have put in"

"Thanks to all of you for organising such a fantastic series of lectures. I am sure it has increased our knowledge about de-addiction."

"We got an insight into a branch of medicine which is very relevant in today's time."

"Thanks to you for arranging this workshop & giving us an opportunity to get aware of this increasing problem"

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.





◆ **Shaala : Beyond Books**

Aims & Objectives :

SHAALA - BEYOND BOOKS believes children learn many important lessons of life during their period of schooling beyond the regular subjects like History and Geography. 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.

MCF began with this initiative in 2015 -16. The module contents include Self Identity, Swachcha Bharat, Inter-personal Relationship, Addiction- Attractions/ Temptations, Sexuality- Play safe, Dare to say 'NO' etc.

Year Gone By :

During the year, 2847 Students from 19 schools of Standard 8th-10th i.e. age group 12-16 yrs were covered.

The feedback from the students as well as the teachers attending the sessions was very positive and encouraging. Most of them agreed, this kind of workshop is a must for today's Adolescent age group. With the growing concept of Nuclear Families the bonding with grand-parents, uncles, aunts or cousins is almost gone. So various life skills e.g. interpersonal relationship, communication skill, dealing with stress, team work etc which earlier were casually learnt, should be incorporated in the growing process of a child by taking special extra efforts. Shaala workshop is providing that stepping stone for children's personality development. Many of them also invited us for future years to conduct these sessions for their schools.

Schools' names

S S Agarwal English School, Dattawadi | Modern Marathi School | Vidya Jyoti School

Military Farm High School, Khadki | Anusuya Khilare Model Shala, Erandwane

Shivaji English Medium School, Saswad | Kanya Prashala, Saswad | Gurukul Vidyalay, Saswad

Purandar Public School, Jejuri | Ahilyadevi Vidyamandir Jejuri

Jijamata English and Marathi medium School, Jejuri | Vidyaniketan Shala Donje

Mahatma Gandhi Vidyalay, Khanapur | Shivaji Veer, Purandare High School, Kondgaon

Ahilyadevi School, Pune | Purander Public School, Saswad

Kanifnath Shala Bhivri, Saswad | Nav-Maharashtra Vidyalaya Bibvewadi

Sanas Vidyalaya , Dhayari phata

ARAI (Automotive Research Association of India) provided us financial support of Rs 1,00,000/- which MCF utilized in purchasing Laptop, Projector and other electrical equipment for Shaala project.

Many new and old volunteers helped conducting the sessions. Dr Deepa Darak, Mrs Seema Akiwate, Smt. Shobha Joshi, Mrs. Anita Gharmalkar, Mrs. Pranjali Inamdar, Prof Mate, Ms. Dhriti Agarwal, Smt Sunita Gadre, Mr. Nitin Chawan, Mr. Aniket Nalawade and many others were always ready to help.

In the coming years, with the more participation from volunteers we would like to increase the number and the depth of our sessions.



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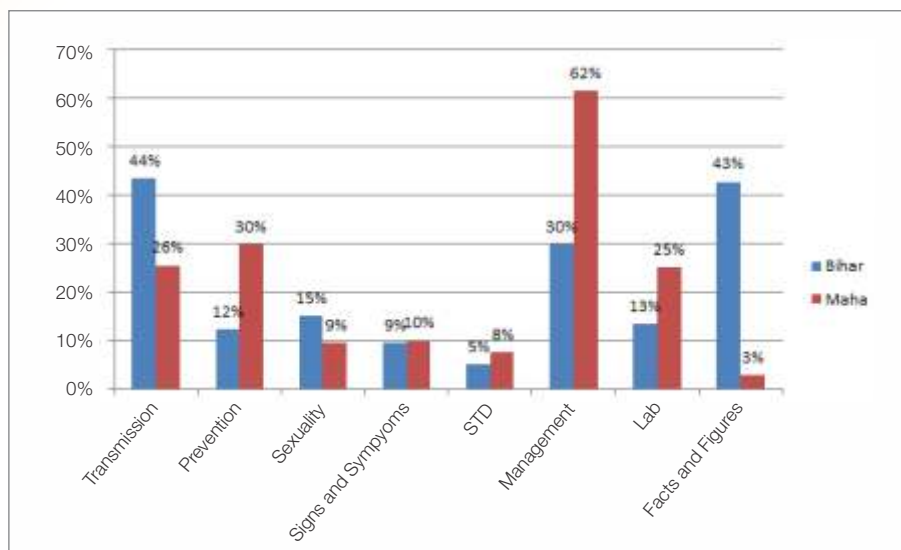
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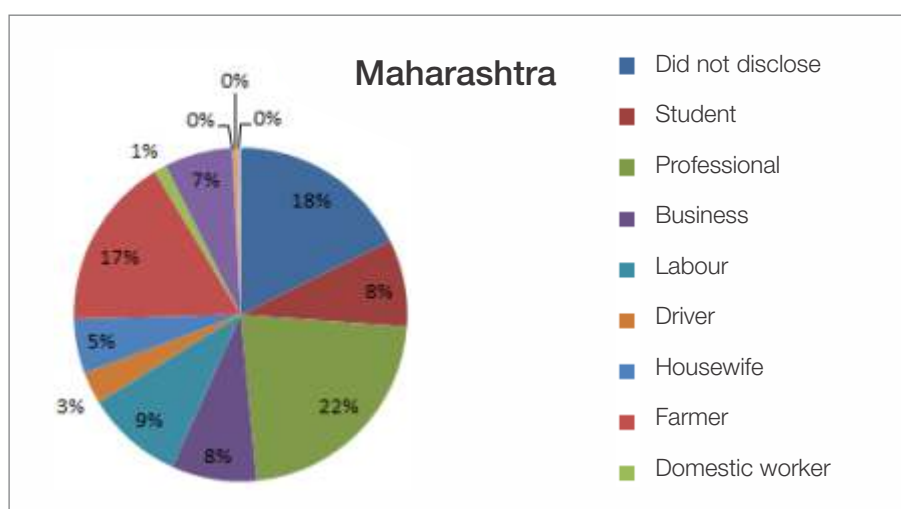
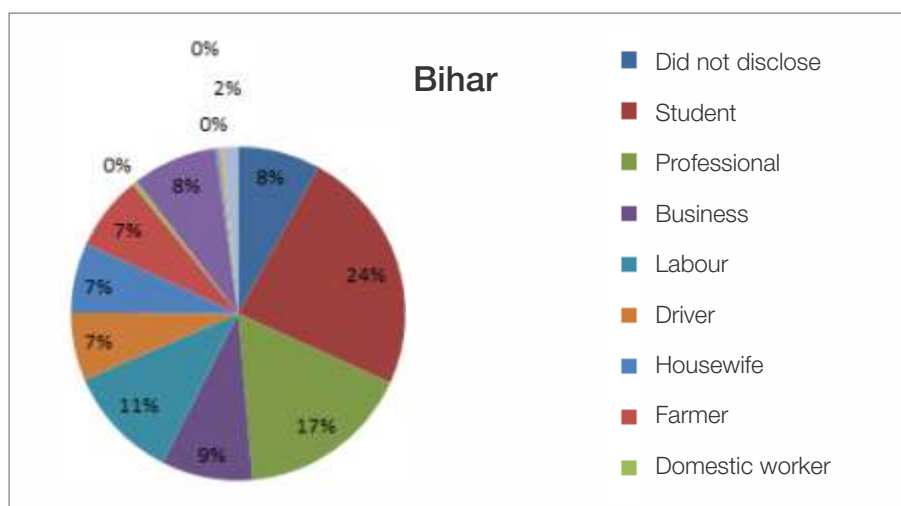
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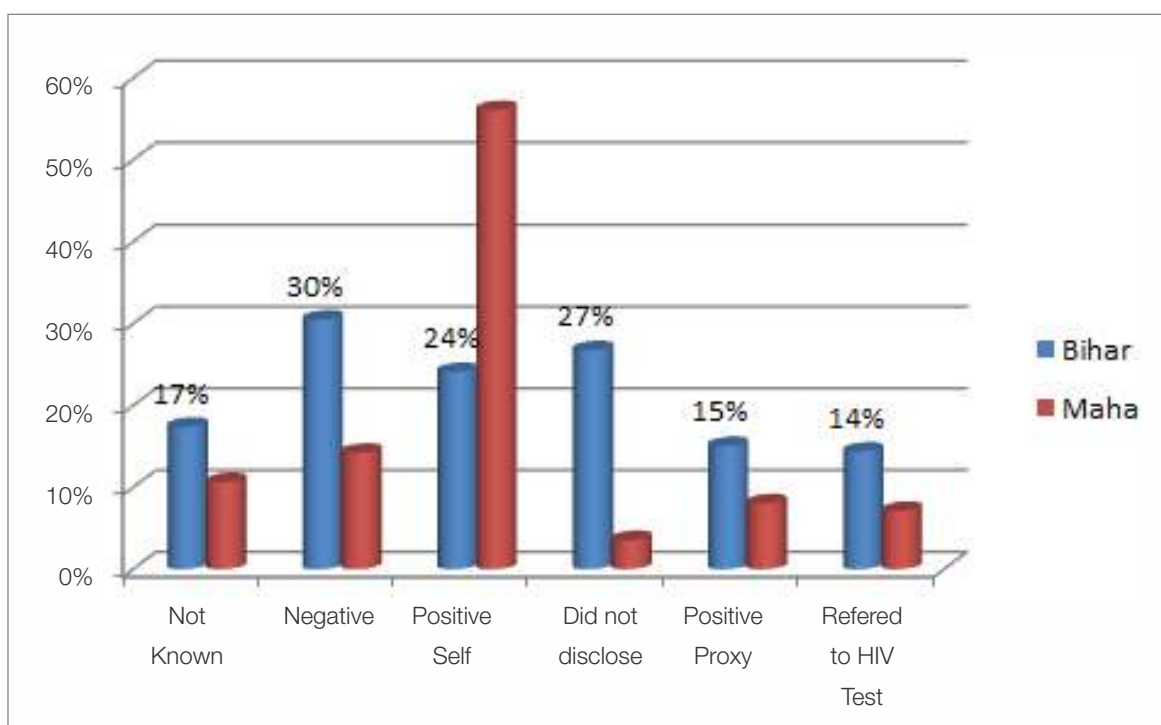
◆ Type of Questions



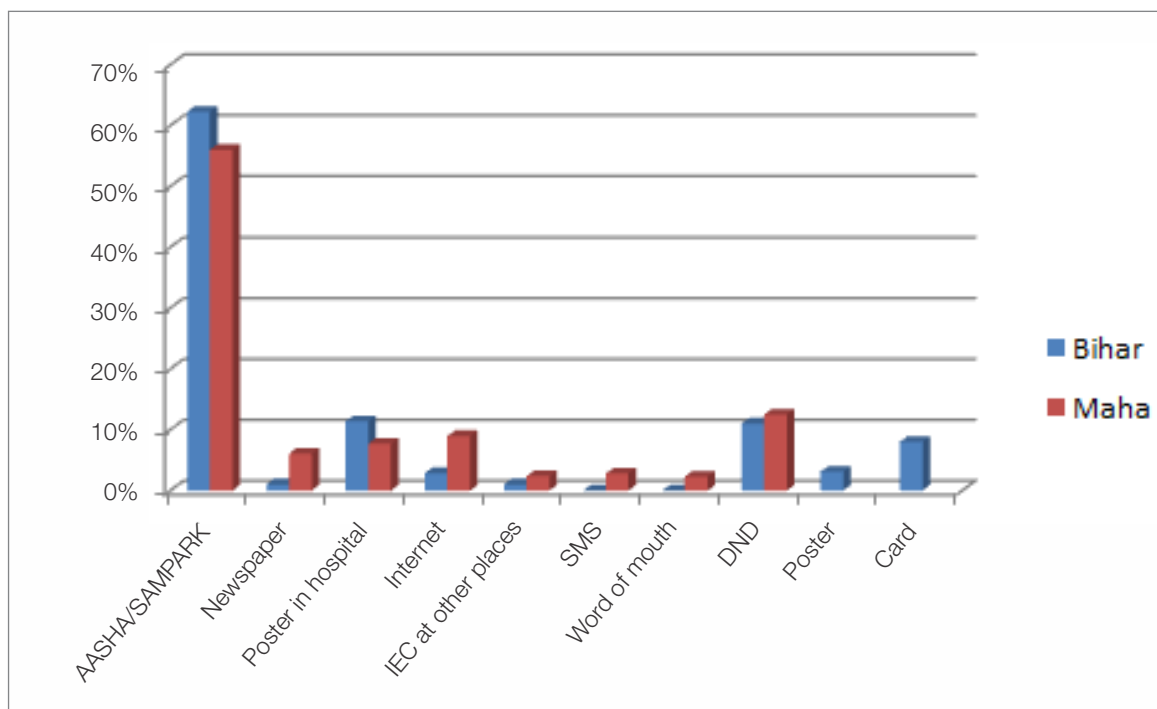
◆ Occupation



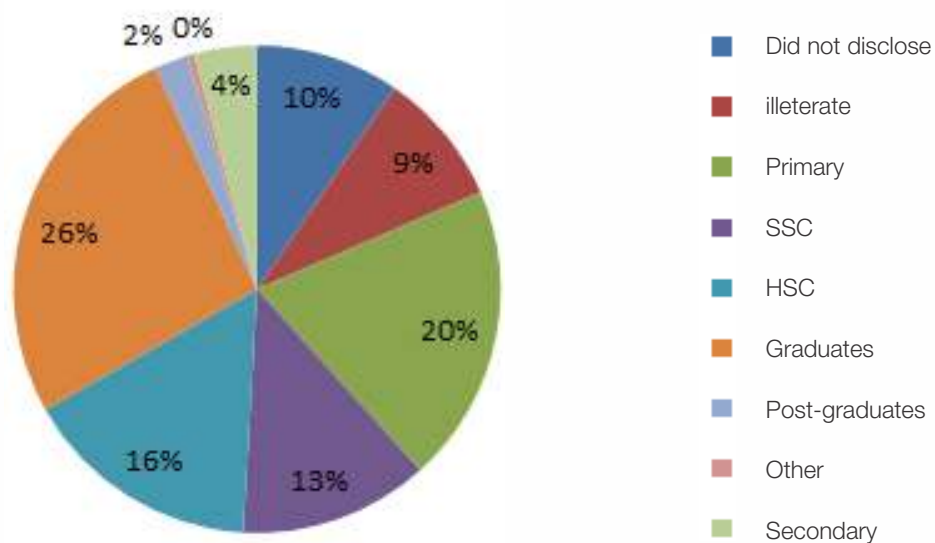
◇ Type of Callers



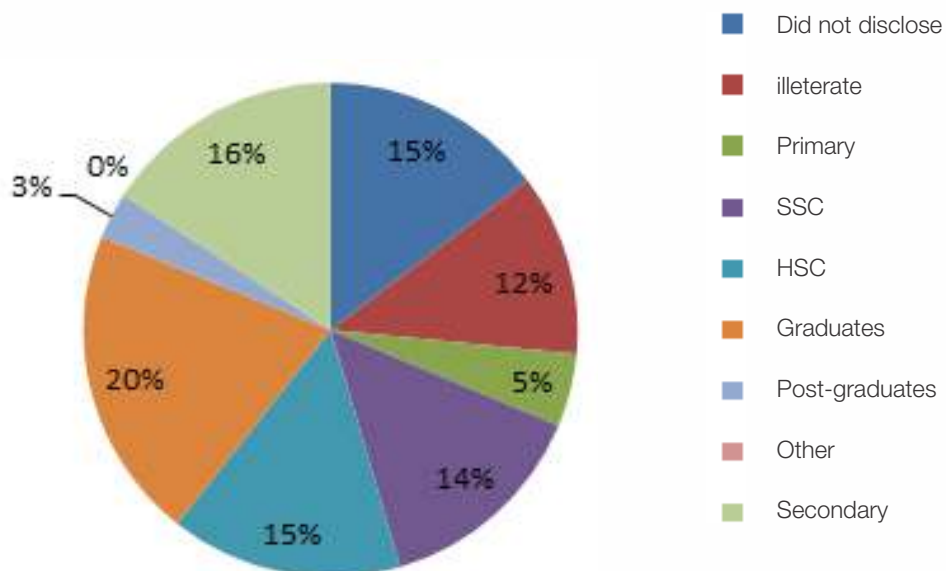
◇ How they know about the Helpline



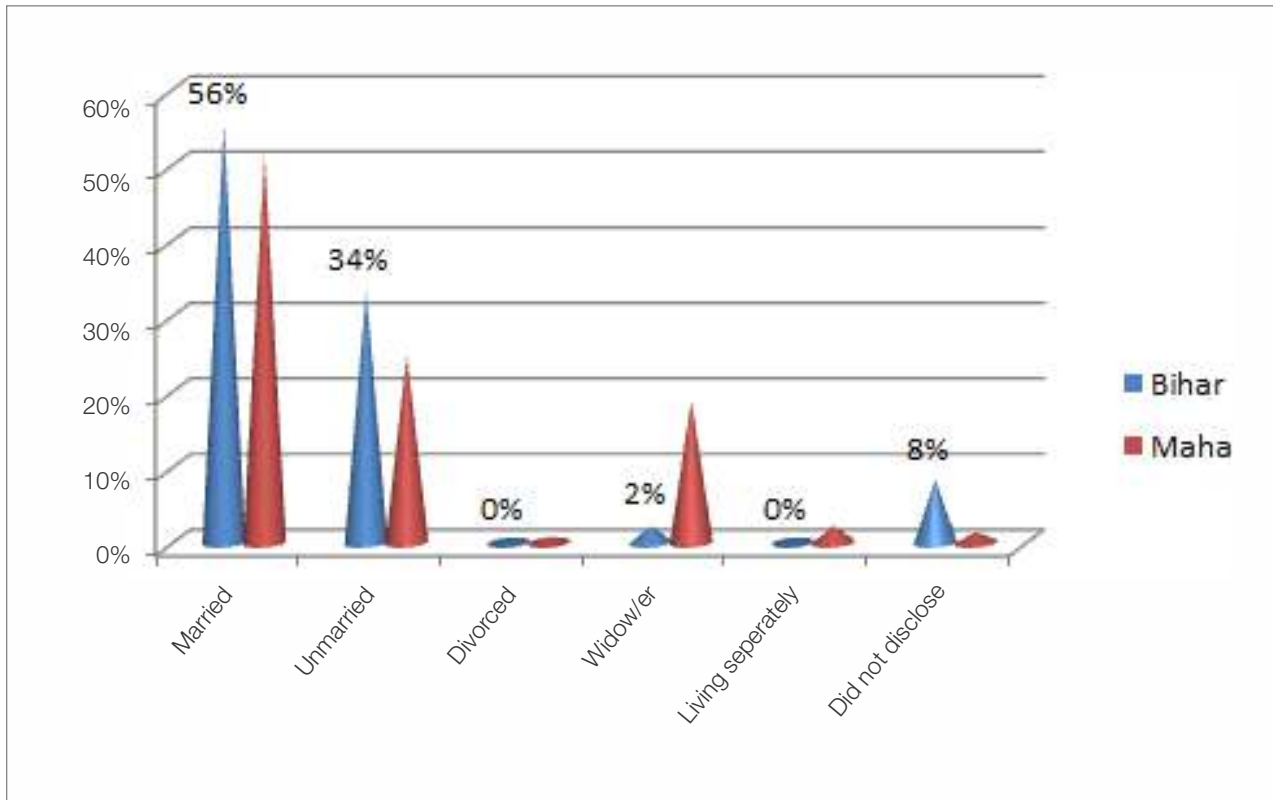
Bihar



Maharashtra



◇ Marital Status





Thane Medico's Social Welfare Association

&

Jain Doctors Federation, Mumbai, Thane



Beyond Barriers **Mukta Charitable Foundation, Pune**

Dept. of Psychiatry & De-Addiction Center K.E.M., Mumbai

WORKSHOP ON

ADDICTION MEDICINE

Date : 26th Aug to 21st Oct 2016, Every Friday



MUKTAA
CHARITABLE FOUNDATION
PUNE

OUR PROJECTS

Samvad Helpline
Telephone Counselling for HIV, STD and TB.

Addiction Medicine
Lecture series for doctors

Shala-Beyond Books
Life skills awareness sessions for adolescents

OUR ACHIEVEMENTS IN 2016-17

Counselling calls : 24094

Addiction Medicine -Doctors trained : 900.

Shala - Life Skills to adolescents : 2847

OUR 2017-18 TARGET

Counselling calls : 30,000

Addiction Medicine
Doctors' training : 500, Students : 500, Facilitators : 50

Shaala - Life Skills to adolescents : 3000