



MUKTAA
CHARITABLE FOUNDATION
PUNE

■ Annual Report 2014-15 ■

• Introduction :

This annual report outlines the success and challenges faced by MUKTAA CHARITABLE FOUNDATION in the year 2014/2015.

We encourage our donors, volunteers, well-wishers, employees and other members of the community to take a moment to read our annual report, sharing information about the important work that our NGO is doing for the benefit of the community.

Nonetheless, whatever project we undertake, our NGO's dominant objective is to place the needy person at the center of what we do and provide quality services to these people when they need us.

The major challenge we faced during this fiscal year, was the monetary crunches we faced and are still facing. We understand that fund raisers come in all shapes and sizes and we appeal to one and all to support us financially to take on the challenge of helping those who are less fortunate.

The document features the numerous projects that we have undertaken our revenue, and finally our aspirations for the near future.

We hope you find this report helpful and informative, and if you wish to gain further insight into our work you may wish to visit our website www.mcf.org.in

• Vision :

MUKTAA CHARITABLE FOUNDATION

dreams for future generation of India to be free from HIV/AIDS, Tuberculosis and 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/ adolescent about life skill development and highlight bad effects of addiction.

• Brief History of MCF :

Muktaa Charitable Foundation (MCF) is a not-for-profit, registered public trust founded by socially conscious citizens. (Registration Number: Maha/1215/2010/Pune) Founders of the Trust are volunteers who have come together to help manage the trust and its projects. It was founded and registered with the charity commissioner Pune in 2010.

Muktaa HIV Helpline was started on 5th October 2005 with 1 counselor and 1 phone line. When Muktaa Charitable Foundation was founded, Muktaa HIV helpline was renamed as Samvad HIV Helpline as an initiative of MCF. It is a free, anonymous, one-to-one telephonic counseling, information and referral centre. Today we have 12 counselors on 10 lines; taking more than 100 calls

a day! Till date Samvad has helped to bring about change in the lives of over 1 lakh 80 thousand people with phone calls from all over India. We have also partnered with MSACS (Maharashtra State AIDS Control Society) and has been steadily gaining ground in our fight against the HIV/AIDS epidemic. Today, Samvad Helpline has established itself as the largest and most reputed helpline for HIV in India.

With the easing of the HIV epidemic, trustees decided to diversify into other medical fields. And MCF volunteers initiated work in TB, oral cancers, life skill development in adolescents, and deaddiction of substance abuse.

The following are the programs initiated by MCF till date:

• Programs undertaken by MCF in 2014-15 :

- SAMVAD Helpline : FREE HIV HELPLINE
- AASHA (FREE HIV HELPLINE FOR GOVT HOSP) and SAMPARK (FREE HIV HELPLINE FOR RURAL PATIENTS)
- ANKUR (HIV status disclosure counseling)
- SAKAV (HIV awareness program)
- Call Back Service (CBS)
- TB Helpline
- We CAN (in tobacco de-addiction and screening for oral cancer)



• SAMVAD :

Project Samvad is an initiative started by MCF in the year 2005. In the beginning known as Muktaa Helpline, changed as Samvad in 2009 under Muktaa Charitable Foundation and till today remains muktaa's flagship program Samvad has till date touched over 2.6 lakh lives and still counting.

Samvad is basically a helpline where callers can receive authentic information about HIV/AIDS, STDs and correct sexual practises. All the counsellors attending calls at the helpline are rigorously trained in HIV/AIDS counselling with over 100hrs of training.

Samvad basically revolves around the idea of

creating an anonymous, secure environment for individuals where they can come up and ask questions. These questions are answered by a team of professionally trained counsellors and medical experts. We also have a team of doctors who have more than a decade of experience of working in the field of HIV. In case any question arises which a counsellor finds outside his domain, that question is then referred to our panel of doctors who discuss such questions and provide the correct information.

Samvad has till date touched lakhs of lives and is still continuing to bring about a change in society. After Samvad's success in Maharashtra a 2nd helpline was opened in Bihar in the year 2010.

Highlights Maharashtra

- In this Annual Year we counseled 20346 calls
- Cost per call is Rs 98.50
- 3883 clients referred to ICTC center, 69 STD clinic, 131 ART Center, 11 PPTCT Center
- 11994 calls handled through call free service
- 1491 calls handled through AASHA (Ratnagiri 191, Beed 483, Nagar 512, Pune PCMC 83 and Solapur 222)
- 48 calls handled through LFU list provided by Project Vihaan.
- Positive self information 2628 and positive proxy 871 total calls 349



Highlights Bihar

- In this Year we counseled 14,153 calls
- Cost per call is Rs. 86.30
- 970 clients referred to ICTC center, 85 STD clinic, 340 ART Center, 69 PPTCT Center
- 6,794 Calls handled through Sampark.

	MH	%	Bihar	%	Total	%
People	1147553	63%	776809	64%	1924362	63%
Place	317862	17%	227205	19%	545067	18%
Promotion	317367	17%	177302	15%	494669	16%
Admin	49289	3%	40000	3%	89289	3%
Total	1832071		1221316		3053387	
Total calls	20346		14153		34499	
Cost / Call	90.5		86.30		88.50	

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

मुक्ता चॅरिटेबल फाउंडेशन :
उपचारकेंद्राची माहिती देणारे माध्यम

‘एड्स’वर नागरिकांचा खुला संवाद
‘मुक्ता’च्या हेल्पलाइनवर दीड लाख नागरिकांचे समुपदेशन

संवाद हेल्पलाइन युवकांचा ‘आधार’

एक फोन एक आयुष्य

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कॉल करा. 020 2638 12 34
हा नंबर जपून ठेवा, गरज पडेल तेंव्हा कॉल करा.



A few lines about Promotional activities :

- Co-ordination meeting with TI organization, project Vihaan and DAPCU office in in Satara, Sangli, Kholapur, Ahmednagar, Osmanabad & Solapur districts for promotion of Samvad helpline.
- Co-ordination meeting with District TB office and project Axshya in mentioned districts for districts for promotion of Samvad helpline were conducted.
- All 34 Districts of Maharashtra Samvad helpline IEC material promoted in ART centre, Govt. Hospital, ICTC, & other NGO with help of Vihaan team.
- Promotion on MSRTC Bus: We promoted Samvad helpline number on MSRTC 100 Buses and covered entire Maharashtra
- We promoted Samvad helpline number with DEN T.V Channel and covered PCMC area.

ANKUR

My 15 yrs son is frequently asking me questions about his repeated tests and medication. Though I want to tell him all about it, I have no guts to do so. Can someone help me? = Counselor explained about the importance of open communication with the children and its benefit to their treatment. She also gave reference of ANKUR project for face to face counseling of these adolescent kids.



India had 49,000 HIV infected in the 10-19 years age-group, in 2009, according to a UN report. With 49,000 infected boys and 46,000 infected girls this number places India 10th in the UN report titled - "Opportunity in Crisis: Preventing HIV from adolescence to early adulthood". Purely from a medical standpoint, such a high number of individuals, who are either already sexually active or may soon be, puts India at a very high risk of further HIV proliferation. This risk is compounded by the fact that majority of these individuals are unaware of their condition. Even those few that are aware lack the information as to how to deal with their condition. Hence, was born the Ankur project.

Through the Ankur project we look to reach out to adolescents and children who are already HIV positive. Our work here involves following aspects of life:

- adolescence counseling
- ART drug adherence counseling,
- HIV status disclosure counseling
- Career guidance
- Counseling for better nutrition, Hygiene
- Deaddiction from substance abuse esp. tobacco addiction

Progress of ANKUR :

- Initially, a small start in the 2012-13 with 17 children of Sparsh Balgram (an orphanage)
- 2013 we worked with 27 children supported by NGO Swadhar at YCM Hospital
- March 2014, we are implementing Ankur project at Sassoon General Hospital, Pune.

In the year 2015, we have taken up the number of adolescents to 145, but with around 50% drop out, currently we are interacting with around 70 children on regular basis.. Also, we found several of these individuals to be lacking in nutrition and hence we started providing them monthly supply of Iron, Calcium and B complex tablets along with a protein supplement liquid.

Ankur Bal Mahotsav' is a group activity which all these children look forward to. This gathering deals with a group discussion with all parents to discuss their issues about the disease and their child.

Games and educative activities to promote life-skills for their adolescent age and small FGD Focus group discussions to revise the learnings done during individual sessions.

This 4-5 hrs activity along with lunch and a small snack is planned in Sassoon Hospital for almost 5 times in last year.



AASHA and SAMPARK :

Asha caller...I'm Sudha...HIV positive since last 9 yrs taking ART from Buldhana center.Husband is negative. Last night we had a physical relation when condom broke. Is he at risk? Does he needs to take any treatment for it? Doctors here are too busy to

guide me about the same. What should I do?= Counselor told her about immediate medication to prevent infection transmission to her husband known as PEP (Post exposure prophylaxis) a specific combination of medication that should be started within 72 hrs of exposure to reduce chances of infection.



India has 2.1million HIV infected people, accounting for the third highest in the world.According to a UN report India account for 4 out of every 10 infected in Asia-Pacific. On an average 12.57% people test positive for HIV, hence for every 1 positive individual there are at least 5 other individuals who have tested negative but need to be counselled to prevent high risk behaviour.This leaves us with a number of at least 600 individual cases per year at every ICTC centre without considering the tests done in private labs/clinics.

Thus, was born project AASHA in 2012. Project Aasha, was started to offer free helpline services to HIV infected people visiting government treatment centers.Under this project phone booths were installed in ICTC centres across Maharashtra State. Since the year of its inception in 2012 we have received about 12,657 calls with 1491 calls in the year 2015 alone.

In today's world of 4G Internet and super fast broadband there still exist certain parts of rural India which still lack basic communication facilities such as land-line phone network. Hence, to reach out to the population in those parts where a telephone network is still a distant dream we started Project Sampark. Under

Project Sampark we provided free helpline mobile service to rural and illiterate people. This was done by tying up with a number of NGO already working in these largely impenetrable rural areas. Here, the workers of these NGOs could dial the Sampark Helpline number from their personal mobile phones and they would get reimbursed at the rate of Rs 5 per call. Here the callers got personalized advice for their HIV risk, testing, awareness, prevention and related issues.

SAKAV :

Sakav project was conceived jointly by Kirloskar Oil Engines LTD and MCF to bridge a gap about HIV in community. "Sakav" in Konkani language means a small bridge. A small bridge which will take us from being unaware to being aware, a small step that we take to overcome the hurdle of unawareness In India, people in the age group of 15-29 years are at highest risk of contracting HIV infection.

In the year 2014-15 a number of awareness session were conducted to cover various locations and various age groups. The first session was conducted on the 4th of September,2015 at Bhoite Nagar, khadki in which 19

youth participated. This session was mainly aimed towards spreading awareness about HIV and AIDS, various STDs and bursting popular myths. The session also included a poster presentation as well as a question and answer session.

Subsequent sessions were also conducted on the 5th, 6th of September and the 15th of November for women only conducted by women counsellors. This was done to create a secure environment where women could come out and ask questions in a largely patriarchal and conservative society. The main points discussed included difference between HIV/AIDS, awareness about various STDs how women can protect themselves, Pre-marital HIV testing, high risk behaviour and adolescent counseling to prevent high risk behaviour.

Other sessions dated 20th of September was open to general public and was once again focused on creating awareness about HIV and various STDs. This session also included the distribution of IEC material (300 booklets and 30 cards) among the youth. After the session the students were handed over a feedback form and their feedback in the quality of the session was determined. Most of the participants were generally satisfied with the session and had found answers to many of their questions.

On the 31st of November, a rally was conducted to create awareness about HIV/AIDS. This was followed up by a general session poster presentation and exhibition on the 8th of March which saw over a 100 visitors. This poster exhibition was conducted at the Khadki bazaar. As part of the exhibition, a special session was conducted at the PMT bus depot, from

1pm to 3pm, this was mostly attended by PMT employees. Further from 4 pm to 6 pm the exhibition was conducted at MSEB road Khadki.

Call Back Service (CBS) :

Looking at the economic status of our country, with about 32.97% of Indians falling in the very poor category. Unfortunately, it is in this segment where people can barely manage their own meals that lies a high risk of HIV proliferation. These people often do not have the money to seek help regarding such diseases, this combined with the high amount of stigma associated with HIV often leaves this class neglected.

Keeping in mind about these few underprivileged 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 16200 such calls.

TB Helpline :

Like HIV, Tuberculosis is a disease affecting more than 3 million Indians, with which a huge amount of stigma is associated. Hence, taking a leaf out of our HIV prevention chapter, we felt a dire need for a helpline for TB. On 1st December 2012 we added a TB Helpline. Till March 2014, we have taken 1264 TB related calls. TB

Special guest visited. Dr. Omprakash Bera RNTCP Consultant Maharashtra state visited to SAMVAD helpline.

We CAN :

Tobacco addiction is one of the major problems faced by India. Tobacco addiction today has seeped to the very grassroots of Indian Society. We often see people from higher and upper middle class families addicted to various tobacco products such as khaini, zarda, gutkha, etc. However, in the lower echelons of 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 700 doctors in 5 batches



Volunteers of MCF



MCF achievements year 2014-15 :



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 who attend the calls at the helpline run 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
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Contact Details

Address : Muktaa Charitable Foundation,
C/O Dr. Rupa Agarwal,
49-50 Himali Co-op Housing Society, Near Mhatre Bridge,
Erandawana,
Pune 411004, INDIA

Phone : 020-26383464

Web : www.mcf.org.in

Email : contactus@mcf.org.in

Blog : blog.mcf.org.in

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Details of Finances

Details	Yr 2014-15
Expenditure	3122192
Donation	3410014

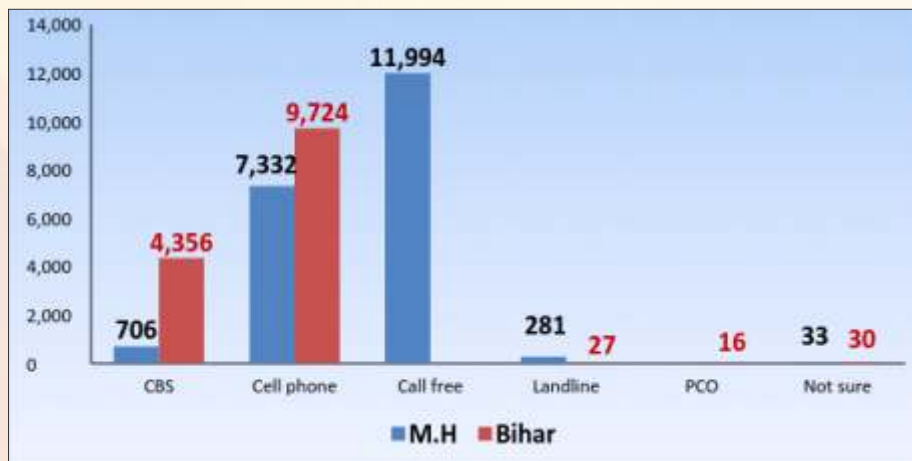
Yearly calls details:

Sr. No	Particular	MH calls	Average	Bihar calls	Average
1	Total calls	22484	83.27%	17,935	59.78
2	Genuine Calls	20346	75.36%	14,153	47.17

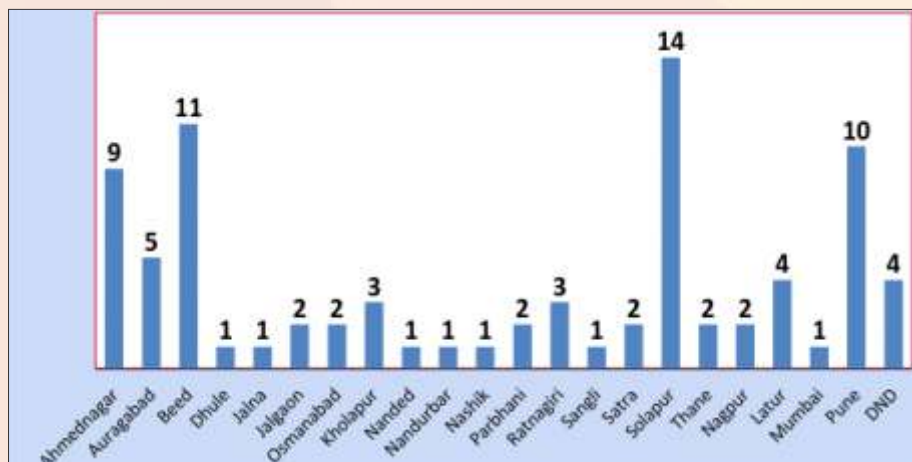
CALL ANALYSIS :

Phone Type calls Analysis Maharashtra & Bihar

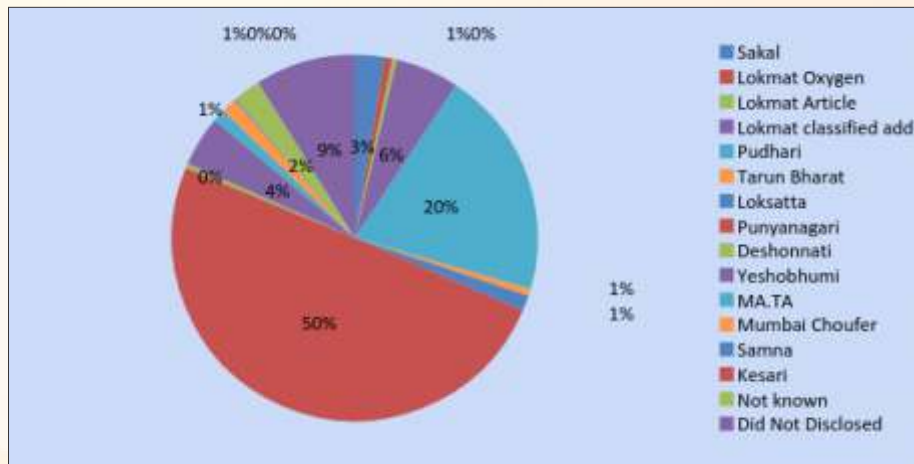
Phone Type calls Analysis M.H. & Bihar



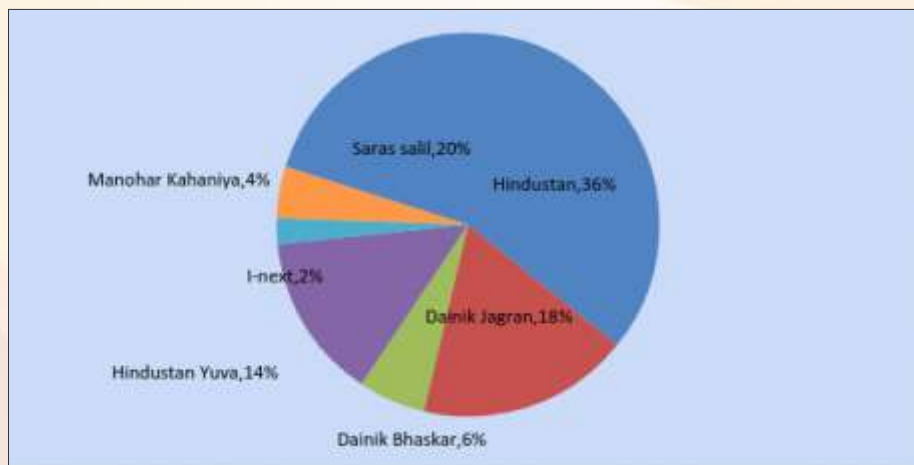
Vihaan Referral Analysis Maharashtra District wise



News paper wise Calls Analysis Maharashtra



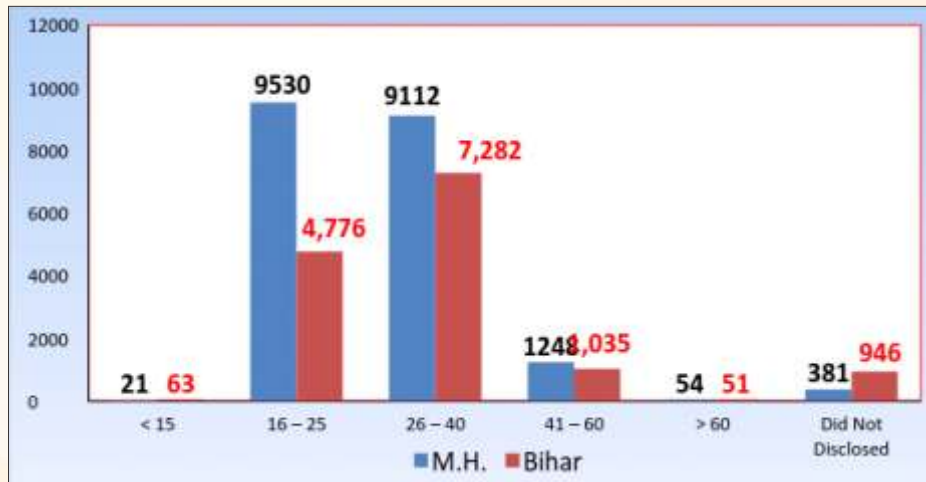
News paper wise Calls Analysis Bihar



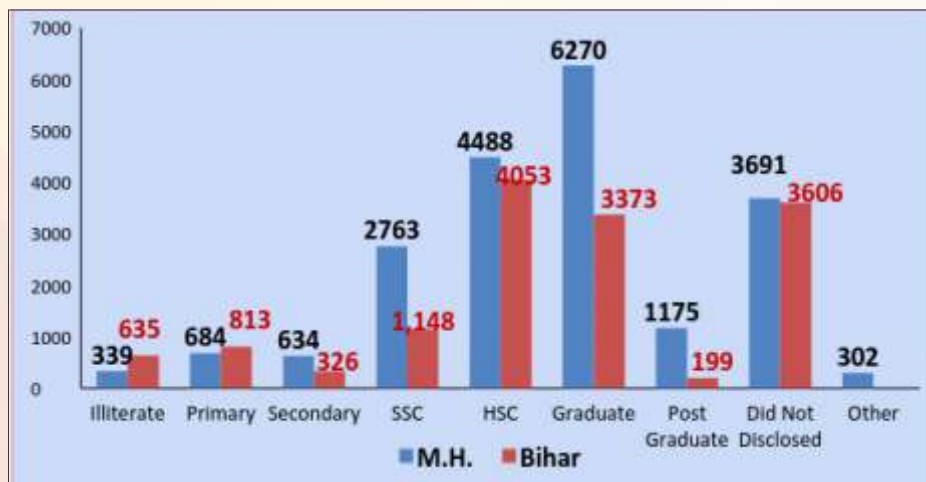
Gender wise calls Analysis :

Sr. No	Gender	MH calls received	Bihar calls received
1	Male	19065	12,789
2	Female	1280	1,351
3	Transgender	01	13
	Total	20346	14,153

Age wise calls Analysis M.H. & Bihar.



Education wise calls Analysis M.H. & Bihar.



Referred Calls Analysis M.H. & Bihar

