

Muktaa Charitable Foundation

Annual Report 2023-24



Muktaa Charitable Foundation

Muktaa Charitable Foundation (**MCF**) is a non-profit organization tirelessly committed to tackling a wide array of pressing social issues. **Since our inception in 2005, we have been resolutely working towards creating awareness, educating and bringing change in areas such as HIV/AIDS, addiction, sexual health, gender sensitization, and life skill education.** Our profound impact is evident through our flagship projects, the Samvad HIV/AIDS helpline, which has assisted over 500,000 callers, and our newly launched Muktaa Mental Health Helpline.

Driven by the dedication of socially conscious individuals, MCF stands as a symbol of positive change. We are officially recognized with **80G** and **CSR status**, and we operate under an **FCRA** license, indicative of our commitment to transparency and accountability.

Our guiding principles

OUR VISION

India where all individuals **thrive in safety**, make **informed decisions** about their **health** and are **empowered to participate in community wellbeing**.

OUR MISSION

To lead the charge in building an innovative and high-quality public healthcare ecosystem, especially for the marginalised and vulnerable. We accomplish this through inclusive, community-centric interventions rooted in knowledge empowerment, needs-driven approaches and unobstructed access to quality services.

OUR OBJECTIVES

1. **Prevention through awareness:** To promote behaviour change by raising preventive and promotive awareness about HIV/AIDS, substance abuse, mental health and sexual health issues in various stakeholders.
2. **Last-mile access to quality treatment:** To promote everyone's right to health through free, anonymous and evidence-based information, guidance, counselling support, referral linkages and capacity building of community resources
3. **Empowering communities:** To be a catalyst for community empowerment through holistic sexual health and life skill education, accessible physical and mental healthcare, gender equality and strengthening healthcare systems.
4. **Fostering inclusivity and gender sensitivity:** To foster inclusivity, respect and understanding for gender and sexuality minorities and marginalised populations.
5. **Building capacity and lifelong learning:** To facilitate the professional development of frontline healthcare providers through expert-led and practical training so they can deliver high-quality and legally updated services across various domains.

OUR CORE VALUES

- Accessibility
- Inclusion
- Equity
- Human rights
- Compassionate, Non-Judgmental Attitude
- Accuracy of Information
- Respecting Privacy

A Revolution in Social Welfare (Summary in a page)

MCF's flagship project: the Samvad Helpline

Started in 2005, as Samvad HIV/AIDS Helpline, over the years Samvad has grown into a helpline for various chronic illnesses. Till date, it has reached out to over 5.30 lakh life-changing phone calls. The project has received recognition for its remarkable service in providing HIV/AIDS counselling and support. The helpline can be accessed at 📞 **0788-788-3889**

MCF's latest project: the Muktaa Mental Health Helpline

MCF has recently launched a free mental health helpline that provides trauma-informed, culturally responsive, and empathetic care to Indian populations. We provide free, safe, anonymous and non-judgmental mental health support for people going through mental or emotional distress – over the phone. Anyone can feel free to talk to us about their emotions and feelings, how to manage them more effectively and prevent them from overwhelming you. The helpline can be accessed at 📞 **0788-788-9882**

MCF's other projects

We have also been working on various other projects, such as Ankur, Shala-Beyond Books, No-Addict, Sakav-Bridging the Barriers, Anaemia Management, Samvad Corona Helpline, and Webinars for Doctors Forum.

- **Ankur** – Systematic disclosure of their HIV status to children living with HIV
- **Shala Beyond Books (Bihar & Maharashtra)** – Life-Skill Education along with 'Sexuality Education' for school adolescents.
- **No Addict** – Addiction Training for doctors, psychologists, counsellors and college students
- **Sakav, Bridging the Barriers (MCF Project on Gender Sensitization)** – Along with IQAC Cluster, MCF is creating awareness and working towards Gender Equity. Main focus on college youth
- **Anaemia Management** – In scarcely-resourced, rural Maharashtra treatment of Anaemia with more than 3 months of follow up
- **Samvad Corona Helpline (Bihar & Maharashtra)** – Extension of Samvad Helpline during the pandemic
- **First Aid for All** – Teaching First Aid for 8000 volunteers of PRATHAM, who in turn will impart training to adolescents throughout India, especially in rural India
- **Webinars For Doctors Forum (Capacity building and modernisation for doctors)**
 - Spread the Science, not the Virus (COVID-19)
 - Skill to Win (Emergency Management)
 - Rise and Shine (Clinical Practice Enhancement)
 - Moving to Master (Essentials of DM Management)
 - Essentials of Pharmacology for General Practitioners
 - Monsoon MediClone (Combination of Parallel Gynec and ECG Webinar)

How can you help?

We believe creating meaningful change requires **collective efforts** and our diverse range of projects rely on the support of compassionate individuals like you. Just like our projects, your involvement can take various forms:

- **Volunteer Your Time:** Contribute your skills and time to make a direct impact on the ground through mentoring, organising events, or sharing your expertise.
- **Spread Awareness:** Use your voice and your platform to raise awareness about our initiatives to a wider audience. Share our work on your social media channels, discuss it with your friends and family, or organise awareness campaigns.
- **Donate:** Your financial contributions, regardless of their size, directly fund our efforts to provide quality healthcare, education, and support to marginalised communities.
- **In-Kind Contributions:** Beyond monetary donations – resources, equipment, or materials are also invaluable in ensuring the continuity and growth of our projects.
- **Join Fundraising Campaigns:** Participate in our fundraising campaigns or organise your own. Encourage your network to contribute to causes that resonate with you.
- **Corporate Partnerships:** If you're part of a corporation, explore opportunities for corporate social responsibility to create a lasting impact on communities in need.
- **Partner with Us:** If you are part of a social impact business or organisation, partnering with us for joint initiatives for awareness, capacity-building and fund-raising can magnify the impact we make together.

Collective efforts yield remarkable results. Want to be a part?

Email us at contactus@mcf.org.in

Or call Dr. Rupa Agarwal at [98226 44886](tel:9822644886)

To know more about our work, you can visit:

Our website, www.mcf.org.in

Whatsapp – <https://chat.whatsapp.com/H6lrGVGfvBI6Sks2RWKqHV>

Instagram – <https://www.instagram.com/muktaamentalhealth/>

LinkedIn – <https://www.linkedin.com/company/hello-mcf/>

Facebook - <https://www.facebook.com/muktaacharitablefoundation/>

Linkages With Sustainable Development Goals

In the UN's vision for global development a plan of action was laid out to stimulate global action over the next 15 years on issues critical to humanity and the planet. Through our projects, we have been able to address pressing social issues and contribute meaningfully to these SDGs, making a positive difference in the lives of countless individuals and communities.

SDG 3: Good Health and Well-being

SDG 4: Quality Education

SDG 5: Gender Equality

SDG 10: Reduced Inequalities

SDG 11: Sustainable Cities and Communities

SDG 16 - Peace, Justice, and Strong Institutions

SDG 17 - Partnerships for the Goals

Project 1: Muktaa Mental Health Helpline

Time and and again, our ongoing interventions have made it clear that mental health is a crucial area of concern for our target population that is often left unaddressed. The problems faced by our service users – whether it's the stress of living with a chronic illness, navigating complex healthcare systems, or social exclusion during adolescence – are inextricably linked with poor mental health.

The World Health Organization estimates that 1 in 4 people globally will experience a mental health struggle in their lifetime. Yet, only about 1 in 10 people with mental health issues in India receive adequate treatment, due to a lack of resources, stigma and a shortage of mental health professionals. The rest do not seek help until the issues become too difficult to manage.

Our primary goal is the creation of a platform and subsequent channels for anyone, especially marginalised and vulnerable populations – to access immediate, quality, anonymous mental healthcare support.

Project Objective:

- To provide free, safe and evidence-based psychological support to anyone in emotional distress
- To combat the stigma surrounding mental health by offering a mental health service that anyone can access from anywhere
- To combine rights-based, community-based, brief solution-focused, client-centric culturally-responsive, biopsychosocial and needs-led approaches to tailor an effective and efficient meta-method telephonic counselling approach that can answer the diverse needs of Indian populations
- To empower marginalised and vulnerable populations by providing them with information on their human rights and access to available support resources
- To establish referral linkages between individuals in need and affordable mental health services offered by governmental, non-governmental and private organisations, as well as individuals
- To use awareness and sensitisation to build mental health literacy in stakeholders about the importance of mental health and provide education on the determinants, signs and prevention of mental health issues.
- To offer capacity-building programs to cultivate a semi-skilled workforce in the field of mental healthcare service delivery

From April '23 to March' 24, following are the activities that have been implemented :

- Additions in the Helpline Service

1. Callback service initiated for callers from 23rd of April, 2023
 2. A new IVRS was created to streamline the calling process
 3. The Callback and Feedback system was finalized.
 4. In the reporting period there have been a total of 16 onboarding for team members. Counseling team expanded to a total number of 12
 5. Referral vetting process initiated in May 2023 to establish a larger support system for clients
 6. Total number of Interns in the reporting period - 8
 7. 5 live lines were active on the helpline from February 2024 to accommodate higher number of calls
 8. Muktaa was selected from nation-wide organisations selected to attend trainings facilitated by Toolbox for Brand Management and Communications, Funder Relations etc
 9. A POSH committee was assigned and an organization wide session was held.
 10. In January, we organized Pune's first Mental Health Conference for young professionals and students in the field of mental health. We invited 8 experts in the fields of Intersectionality - Dr. Sadhana Natu, Psychiatry - Dr. Arvind Panchnadikar, Legalities in Mental Health - Arjun Kapoor, Gender and Sexuality - Bindu Madhav Khire, Community Mental Health - Shraddha Deo, Suicide - Sachin Chitambar, Careers in Mental Health - Pooja Jain and Psychosocial Approach - Dr. Shirisha Sathe. Members of the Mental Health team and the Shaala team came together to visit individual colleges to distribute posters of the conference and the helpline, and establish connections with them for future collaborations as well, in the form of awareness campaigns, internships etc. The conference also received coverage from nationally known newspapers like Indian Express, Sakal and Free Press Journal.
- Conventional Media
 1. Press conference held for the launch of the helpline. It was covered by widely read newspapers like the Public Post, Sakal, Lokmat, Dainik Prabhat, Janmadhyam, Sandhyamand
 2. More than 9 articles published in newspapers like Sakal, Sandhyamand, Aaj ka Anand and Sinhagad Parisar
 3. Collaborated with film and Television Institute of India's community radio to promote awareness in regional languages to a wider audience. 2 podcasts were recorded and broadcasted in May and June '23
 4. Partnership with Vidyavani Radio resulting in 3 recordings and finalization of 10 stories/cases for further recording sessions.
 5. More than 2000 posters distributed to colleges, bus depots, anganwadis, coaching classes, bus stops etc
 - New Media
 1. Continued usage of Instagram, Youtube, LinkedIn and Whatsapp Community platforms for the project.

2. Over 330 posts, reels and stories uploaded on Instagram and 3 collaborations with influencers - Talking about Physical and Mental Well being with Nisaa Saher Shariff ; Talking about self care and mental health with Tanvi Parulkar - creator of Rum and Raisin studio ; Effectiveness of Helplines with Maitri Verma from Little Fixes Podcast.
 3. 12 videos on Youtube - discussion on Suicide, different mental well being activities and mental health sensitization
 4. A total of 9 Whatsapp Community sessions on topics like 'Listening like a Pro', 'Taking Charge of your Well Being' ' Emotional Awareness' were organised online, free of cost so doctor, NGO, student, women and other community members could access preventative resources.
- Academic Institutions
 1. Collaboration with Jesus & Mary College, Delhi to provide mental health helpline's support to their students
 2. During our outreach and promotion campaign for Psycon 2024 in December, we successfully reached over 50 colleges and educational institutions. We promoted our helpline by putting up posters and engaging with students and staff. Additionally, we had the opportunity to conduct sessions on basic mental health awareness. At Symbiosis, Fergusson, JSPM University, and Arihant College, we held both one-on-one and group discussions with students, providing valuable insights and support on mental health topics.
 3. In January we conducted a session on Mental Health and Suicide in the Sociology department of SPPU
 4. In February, we also conducted a session on Mental and Emotional Awareness in Shri Chhatrapati Shivaji Industrial Training Institute.
 - Primary Healthcare workers
 1. We distributed posters across Muktaa's extensive network of doctors, ensuring widespread visibility and awareness of our helpline services.
 2. At Medicon, we promoted our helpline through dedicated stalls and engaging mental health activities, effectively reaching attendees and spreading awareness about our initiatives.
 3. We established a partnership with IIH, whose field teams focus on ensuring treatment adherence for people with tuberculosis (PWTB). This collaboration also extends to providing access to mental health services, ensuring comprehensive care for the affected individuals.
 - Partnerships and Collaborations
 1. Innovators in Health (IIH) has approached Muktaa Charitable Foundation (MCF) to integrate mental health into their tuberculosis interventions. IIH aims to screen Persons with TB (PwTB) for their psychosocial needs, enhance their team's capacity to deliver psychosocial care, and link those identified with counseling services or the District Mental Health Program. This collaboration is envisioned as a long-term partnership.

Over this year, we have included providing mental health support through our mental health helpline and developed a need assessment intervention covering four key aspects: personal, nutrition, support systems, and basic details. We also conduct weekly supervision sessions for our counselors and have created a psychiatrist checklist for referring PwTBs.

In July 2023 and January 2024, two members from MCF's Mental Health Project team visited IIH in Bihar for a week. Their visit focused on supervising the screening and need assessment conducted during the training in June. They also facilitated the second part of the training, which covered topics such as creating safe spaces, sensitivity in communication, mental health and well-being, supporting individuals in crisis situations, and data handling.

2. There have been meetings with multiple NGOs that were determined to be a good match for the organization to achieve the goal of making mental health accessible to all -
 - a. Caring Hands NGO
 - b. SNEH Foundation who want to ensure excellent early childhood education, nutrition, and health for every child in India.
 - c. *Anganwadi centers*, where we have distributed posters to over 500 anganwadis to raise awareness and provide information on our mental health services.
 - d. CFAR (Centre For Advocacy and Research)
 - e. Ashraya
 - f. Schizophrenia Awareness Association
 - g. CEHAT (Centre for Enquiry into Health and Allied Themes)
 - h. Aks Foundation
 - i. Yutak Trust
 - j. Seva Sahayog Foundation
 - k. Swaroopvardhini
 - l. Saheli Sangha
 - m. Purnata
 - n. Parivartan
 - o. Samavedana

With almost all of the above mentioned organizations, there have been initial meetings to brainstorm where the helpline can provide support or for cross referrals. There have been mental health awareness sessions with the field workers of some of these organizations as well.

3. We submitted a proposal to PMPML (Pune Mahanagar Parivahan Mahamandal Ltd) to conduct sessions for their staff on topics such as anger management, relationships, addiction, and mental health. Over a period of six months, we successfully conducted a total of 11 sessions.

Demographics of service users reached through different intervention wings

1. Language Used in calls :
Hindi 1355> English 795>Marathi 628> Telegu 1.

2. Age Range :
Callers age groups 18-25>26-30>31-40.
3. Gender expressed by caller :
Male: 1446> Female 955>Trans 01.

Total number of crisis calls : 528

Numbers served or impacted by the project

1. Total number of complete calls from April 2023 to March 2024 - 2849
2. Total number of New Support Calls - 1084
3. Total number of Follow Up Calls - 1162
4. Total number of Callbacks - 637

Total number of feedbacks received : 178

The feedback from clients was generally positive, with many expressing how supported, relaxed, and understood they felt after the calls. They particularly appreciated being listened to attentively and completely, which made them feel valued and heard. This sense of being fully acknowledged was a significant aspect of their positive experience with the helpline.

We also received an email from one of our frequent callers explaining in detail how much of a support the helpline has been for her in managing distress, drawing boundaries and taking time to care for herself.

Some feedback has also been constructive - suggesting that callers should be able to connect with the same counselors they had previous sessions with, and that they should be able to receive a solution from the session. These develop into lively discussions within the team to determine what best aligns with our approach.

Milestones achieved and outcomes reached

1. Follow-up calls have consistently exceeded new support calls every month, demonstrating that clients stay in touch with the helpline for a sustained period.
2. Crisis calls have increased every month, indicating a growing reliance on our support during emergencies.
3. The number of Marathi callers has steadily risen, equaling the number of English callers in February.
4. We have established capacity-building activities for the team and implemented a supervision system to maintain quality.

5. We have expanded our service capacity to a maximum of five lines.
6. November recorded the highest number of calls with 372, while January saw the highest talk time, totaling 143 hours.
7. Our partnership with IIH has provided a significant opportunity to conduct impactful work, enhance team capacity, and train their field team.
8. Psycon was a tremendous success, receiving a fantastic response and significantly increasing the organization's visibility in the field.
9. Team growth has been a major achievement, with senior counselors enhancing their skills and playing a crucial role in helping newer counselors settle in.
10. We also participated in our first PRIDE march in the PCMC Prie organized by Yutak Trust.

Success stories or case studies

1.

A 26-year-old calling from Rajasthan who called our helpline for the first time to express his grief and anxiety following the recent loss of his father to cancer. He also had concerns about his own health, experiencing stomach pain and undergoing tests for a possible cancer diagnosis. He was reassured about the importance of early diagnosis and decided to proceed with the test. In our next session, the client discussed his fears and anxieties about the results of the cancer test. He worried that a positive result would drastically change his life and the lives of those around him, particularly fearing dependency and the potential side effects of treatment. Despite his fears, he was mentally preparing himself for the possibility of a positive result, demonstrating his determination to fight the disease. The client also found it challenging to express his emotions and mentioned using distractions like discussing time travel and movies during the session.

The third session was crucial, as it coincided with receiving the test results. The client called for the third time and shared that he received a positive cancer diagnosis (2nd stage). He expressed his worries about the impact on his life, including treatment side effects and the emotional toll on his family. He expressed a desire to see snow, travel, and explore different cultures. We discussed his interests, hobbies, and coping strategies, including improving sleep. He mentioned that he would be starting his chemo sessions soon. In the following session, the client had a chemotherapy session scheduled and talked about his fears, including the physical changes, pain, and the possibility that it might be for nothing. He also discussed his dreams of settling in the USA with his fiancée and wishing his father was still here to support him. Reassurance and validation were provided, and we talked about his support systems, including his fiancée, sister, and brother-in-law.

On the next call, the client specifically talked about his emotions influenced by his physical health. He was feeling anxious and emotional, struggling with his changing physical appearance and how others perceived him. He mentioned missing the arguments with his mother, which used to signify care. He also shared his interests in watch collecting, wine, and other hobbies. As the chemotherapy sessions progressed, there were significant changes in his physical appearance, and the client shared his feelings and experiences. He reached out due to feeling judged by others and the impact of his changing

appearance, discussing how people's reactions affected him. The session provided him with a sense of strength and support through talking.

In a subsequent call, the client was overwhelmed and talked about how he disliked people expressing sympathy. We discussed setting agendas for future sessions, focusing on creating safe spaces and engaging in activities that make him feel comfortable and happy. This narrative illustrates how the client has been dealing with the emotional and physical challenges of his cancer diagnosis, and how the counselors have been providing a supportive and empathetic space for him to express his feelings and concerns while exploring his interests and coping strategies.

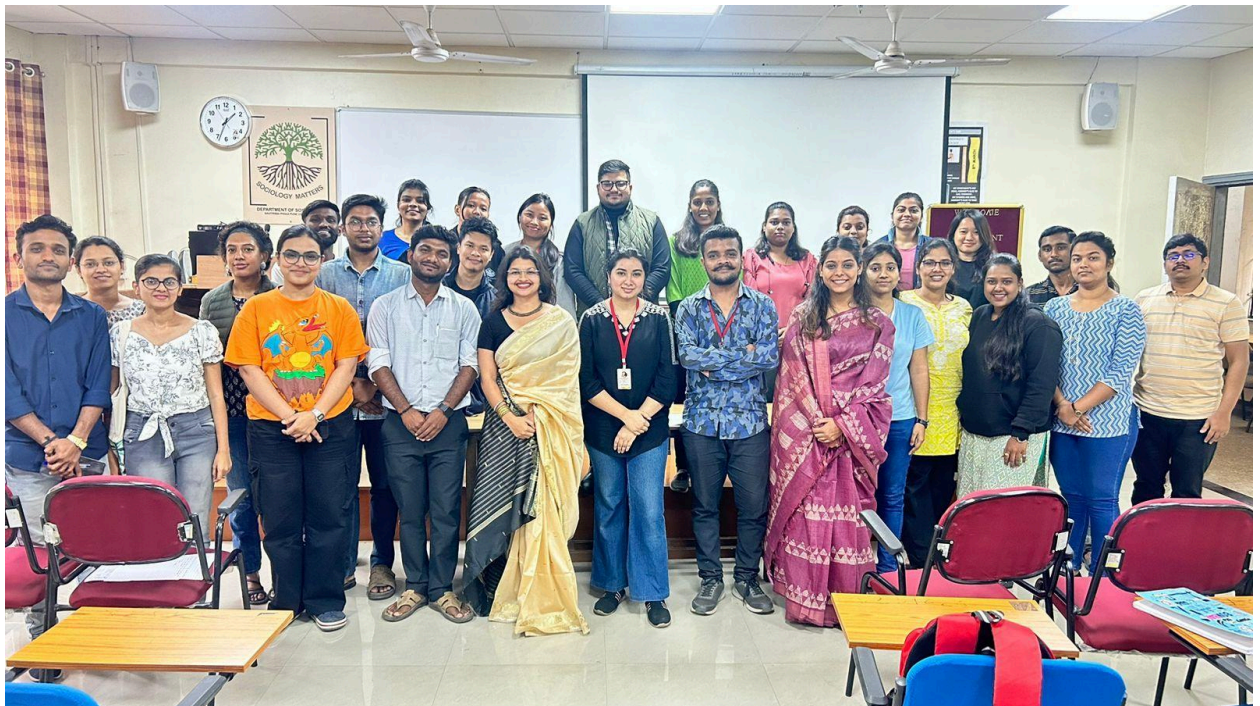
2.

A 28-year-old man from Jharkhand reached out to our helpline with a voice trembling with fear and desperation. He shared that he is going through a tough time, unable to control his addiction to online poker, which has led to significant financial losses. This addiction began during his postgraduate studies when he used his stipend to play. Although four years have passed since he completed his master's degree, he remains financially dependent on his parents and younger brother.

The client revealed that he has tried numerous times to quit gambling but finds it impossible. He has lost all his money, yet the occasional big wins keep pulling him back into the game. Recently, he borrowed a substantial amount of money from his father and lost it all in one night. His family is aware of his addiction and continuously urges him to find a job. Two years ago, out of frustration, he destroyed all his important documents, including his birth certificate, to prevent anyone from helping him secure employment. He did this because he wanted to continue playing poker. The client also borrows money from his younger brother, promising to use it for basic needs, but instead gambles it away.

The client called the helpline, expressing that he has realized the mistakes he has made over the years and is desperate to quit gambling. He wants to make his family proud and work hard to support himself. Determined to change his life for the better, he has decided to get out of this mess and start anew. We listened to him with empathy and offered a non-judgmental space for him to vent and express his pain. It was reflected that accepting his mistakes was the first step toward healing. He was reassured that he was not alone in his struggle and that there was hope for a brighter future. Together, we explored resources and support options tailored to his needs, laying the groundwork for his journey toward recovery. Over time, our conversations navigated the challenges of overcoming addiction.

As a helpline, we are honored to play a small part in someone's journey towards healing. By letting them know that we are there for them, we can continue to walk this path toward recovery together, one step at a time.



Project 2: Samvad HIV/AIDS and Chronic Illnesses Helpline

Post-1980, the highly contagious nature of HIV and the destined death associated with it resulted in panic among doctors and patients were deprived of much-needed medical care. The label "HIV positive" brought with it fears about death, social stigma, neglect by family. In Pune, the urgency for patients to receive medical treatment combined with a burning desire to help led to the inception of the Samvad HIV/AIDS helpline.

The project began with building the capacity of doctors to manage HIV – addressing their anxieties and with research-backed information on treatment methods and challenges of living with HIV. Soon it became evident that the general population also had many questions and misconceptions around HIV/AIDS, particularly due to societal taboos. It was integral to create an anonymous platform where the general public could reach out for accurate information about the signs, transmission methods, coping strategies, treatment options and way of living with chronic illnesses.

The Samvad helpline was established in 2005 to provide free, anonymous, accessible and accurate support through telephonic counselling from trained HIV counsellors. In our efforts to target states in India that are highly vulnerable for increased rates of HIV, we decided to extend our services to Bihar in 2010, with local counsellors who could answer calls in Bhojpuri, Maithili and Magahi, Hindi and English. Today, the Samvad helpline operates in Pune and Patna, staffed by 11 counsellors and callers reach out from Maharashtra, Bihar, UP, MP and other states from across India. Over the years, the helpline has become the largest HIV helpline in India. While the number of callers from Maharashtra reaching out for support has decreased since 2017 due to the laudable efforts of the government and NGOs, the Samvad helpline remains committed to serving society and has expanded its focus to address the rising issues of Hepatitis B and C, Tuberculosis, Oral Cancer, Sexually Transmitted Diseases, COVID-19, Drug Abuse and other chronic illnesses.

Promotional and outreach activity:

MCF visited 16 districts and 17 blocks of Bihar this year, promoting HIV awareness through various activities. In April, a helpline number was promoted in Patliputra industrial area, involving truck drivers and residents. The helpline participated in ASHA meetings and distributed 39 posters, 68 flexes, and 3,340 pocket cards. In May, a HIV awareness program was held at Veer Kunwar Singh University in Ara, involving over 60 students and professors. Promotion activities were also conducted at ART centers, ICTC, and public spaces within Sadar Hospital. In June, an ASHA workers' meeting was held at Punpun Primary Health Center in Patna. Block-level promotion activities were conducted in three Bihar districts, including Sadar Hospital, Bhagalpur, Sadar Hospital, Munger, and PHC, Wajirganj, Manpur. In August, promotional materials were distributed and initiatives were conducted in prominent public spaces. At Mahavir Vatsalya hospital, 140 pocket cards were distributed, and 3500 pocket cards, posters, stickers, and flex banners were strategically displayed in public spaces, healthcare establishments, and community centers.

In September, block level promotion was conducted in two Bihar districts, covering Sadar Hospital, Sivan, and Betiya, with 4000 pocket cards distributed and 25 stickers and 35 flex banners displayed in public

areas and healthcare facilities. In October, promotional visits were conducted in five districts to assess the ground situation and identify Sampark Staff. In December, promotion activities were held in two Bihar districts, covering Sadar Hospital, Vaishali, and PHC, Khusrupur, with 2500 pocket cards distributed and 10 stickers and 20 flex banners displayed in public areas, healthcare facilities, and community centers. In January 2024, the Samvad helpline was promoted by meeting with the OSD of the Zonal Officer (North-East Railway) and auto association members. In February, 2500 pocket cards were distributed among the target audience, providing quick and convenient references. In March, 20 field workers from 300 villages were briefed about the Samvad helpline and suggestions on how to integrate it into their work. A medical camp was organized by Bind Toli under Kurji Holy Family Hospital in Patna, where over 200 people participated, with 1000 pocket cards distributed and 50 stickers and 6 flex banners displayed in public areas.

Media Coverage:

We also received media coverage, particularly during events such as Muktaa Wuva Parishad, World AIDS Day, and the NGOs Meet. This coverage included news published in the special edition of Bihar Bhaskar focusing on World AIDS, with detailed reporting on the work being carried out by Muktaa. We were covered in a total of 10 print media and 4 electronic media.

Awareness session with Asha, ANM/GNM:

We have received calls on our helpline from various parts of Bihar regarding discrimination and stigma. Consequently, we have decided to address these issues in awareness sessions with ANM/GNM/ASHA professionals, as they worked at the panchayat and village level. By engaging with them, we aim to mitigate these challenges. We have conducted 5 sessions of ASHA workers. This was done around 5 blocks. The number of ASHA workers engaged across these sessions were 330 in total. Our interactions with young ANM/GNMs were ample. We had a total of 9 sessions in different colleges in Patna and Hajipur. The number of students participating were recorded to be 1055 in total. Three more awareness sessions were conducted within the slum and community settings, involving 170 participants in total. We received a very positive response during the sessions.

NGO networking and Collaborations:

This year, we have partnered with several NGOs, leveraging platforms like BDC Network, including I-Saksham and Gram Chetna Andoal in six districts of Bihar. To coordinate with NGOs, we visited organizations working in various areas of Bihar and explored platforms to maximize the helpline number's reach. We conducted awareness sessions with field workers from these organizations, who have direct access to the community. As a result of our collaborative approach, many NGOs agreed to come together for discussions. As a result, Muktaa's branding has been significantly strengthened in Bihar. Currently, almost all organizations are aware of Muktaa's work, and further improvements are expected. Through Project Potential, we have conducted awareness sessions with 45 field workers and ensured the dissemination of our helpline number within the communities.

NGO MEET:

MCF successfully held an NGO meet on 9th February, 2024. 26 representatives of several NGOs were invited into an interactive meeting. Everyone present there engaged in discussions on topics like HIV/AIDS, tuberculosis, STDs etc, A spirit of mutual cooperation was observed. The main objective of this meeting was to create a space where we can dialogue on serious diseases such as HIV, TB, Hepatitis, and STDs. These diseases often carry significant stigma and discrimination. Every NGO has unique ways of working in the society and it was hoped that every such innovation would be put together for better and bigger outcomes. The addressed issues to be worked upon in a very collaborative manner which in return will bring about positive initiatives

Muktaa Yuva Parishad:

MCF has been working in Bihar since 2010, We have access to almost the state. As part of our efforts, we conducted surveys on ART and regularly held awareness sessions for the community, children, and youth. The results were as follows:

1. Feedback from ART Centers Survey: A survey conducted by MCF in collaboration with the Anti-Retroviral Treatment Center for HIV revealed that 42% of respondents identified non-employment as a significant concern for HIV-positive individuals. This data underscores the pressing need to address employment challenges within this demographic.
2. SHALA Youth Project: Our seminar aligns seamlessly with our SHALA Youth project, which aims to instill self-realization and goal-setting among youth. We seek to address the misplaced emphasis on competitive exams and its resulting confusion, guiding youth towards a more diversified understanding of success.
3. Muktaa Mental Health Helpline: Recognizing the mental health implications arising from confusion and non-employment, we are collaborating with Muktaa Mental Health Helpline to equip attendees with strategies to cope effectively.

Keeping all these points, we organized the Muktaa Yuva Parishad program on November 29, 2023, at the Jagjivan Ram Institute of Parliamentary Studies and Political Research. The seminar featured in-depth discussions on various opportunities beyond government jobs, focusing on entrepreneurship, research, fellowships, and mental health. The event was a success, as the youth actively participated and asked questions. Their curiosity was evident, fulfilling the purpose of the event. The program lasted for over 5 hours. An estimated number of 150 people participated. The event was also covered by the media and hence reached its full potential.

Training Update:

This year, we added a total of three new counselors to the team, whose training began in December. Additionally, we coordinated effectively with the Muktaa Mental Health Helpline, arranging training for both our new and existing counselors on mental health-related skills. It was first to understand how to categorize calls in mental health, and addressing mental health issues in HIV and TB-related calls. These aspects were thoroughly and meaningfully discussed with the team by the Mental Health team. After the

training, the team started using the emotion wheel to talk to callers about their basic questions and feelings, which proved to be very beneficial.

Cloud base calling software experiences:

This year, we integrated a new cloud-based calling system that significantly enhanced our calling capabilities. This system enabled efficient call monitoring, comprehensive data visualization, and real-time call viewing, streamlining our data extraction processes and allowing us to analyze information from various perspectives. Although the adoption of this technology initially required a learning curve, our team quickly acclimatised and found the platform to be exceptionally user-friendly. As a result, the overall experience was highly positive, marking a substantial improvement in our operational efficiency and data management.

Caller story:

Story -1

संवाद हेल्पलाइन पर पिछले 13 वर्षों से कॉल करके जानकारी लेते हुए अपनी पत्नी के साथ सकारात्मक जीवन जी रहे हैं...

ये कहानी एक 58 वर्ष के ऐसे व्यक्ति की है जो 23 की उम्र में वर्ष 1999 में दिल्ली में एड्स से संक्रमित हो गए थे, ये वो दौर था, जहाँ एड्स के बारे में बहुत कम लोगों को जानकारी होती थी। एड्स का नाम सुनते ही संक्रमित व्यक्ति के पास से लोग दूर भागने लगते थे जैसे उन्होंने घोर पाप कर लिया हो। चुनिन्दा जगहों पर ही एड्स का इलाज होता था। इसके उपचार के लिए ऐसे लोगों को दिल्ली, मुंबई और पुणे जैसे शहरों की तरफ रुख करना पड़ता था। एड्स होने के बाद जीवन जीने के लिए जद्दोजहद कर रहे इस युवा को अपने पत्नी का सहयोग मिला अलग-अलग अस्पतालों और डॉक्टर के चक्कर काटने के बाद राम मनोहर लोहिया अस्पताल, दिल्ली में एड्स का इलाज शुरू किया 2011 में अपने गृह राज्य बिहार में पटना मेडिकल कॉलेज एंड हॉस्पिटल से इलाज लेना शुरू किया। उसी दौरान संवाद हेल्पलाइन पटना में कॉल किया और बताया की फर्स्ट लाइन की ART दवा अब मेरे लिए काम नहीं कर रहा है, तत्काल उन्हें Sir SunderLal Hospital, IMS, BHU भेजा गया जहाँ से उन्होंने सेकंड लाइन ART की दवा शुरू किया तब से लेकर आज तक कई दवा उन्होंने संवाद हेल्पलाइन से बात किया है यहाँ से जानकारी लेकर पत्नी को भी सुरक्षित रखा है अपना व्यवसाय भी शुरू किया है और सकारात्मक जीवन जी रहे हैं। ये ऐसे कॉलर हैं जब भी हेल्पलाइन को कॉल करते हैं खुद के सस्थि की जानकारी तथा एक सकारात्मक सोच प्रदर्शित कर्तन हैं।

Story-2

उम्मीद नहीं हारा और अपने गृहजिला आने की लालसा और उचित मदद ना मिलने से परेशान...

अक्सर इस तरह के कॉल होते हैं जिन्हें उचित सहायता और सही जानकारी के आभाव में इधर-उधर भटकना पड़ता है, ये कहानी भी कुछ ऐसी ही है कॉलर की है, पश्चिम चंपारण के एक छोटे से गाँव के रहने युवक को 20 साल पहले जब पता चला की वह एचआईवी संक्रमित है तो बहुत कठिनाइयों का सामना करना पड़ा। उस समय के माहौल में, एचआईवी पॉजिटिव होने वाले लोगों के प्रति समाज में बहुत सारी असहमति और असम्मान होता था। उनके परिवार वाले भी इसको ना सिर्फ स्वीकारने को तैयार नहीं थे, बल्कि उन्हें घर से भी निकाल दिया। इसकी वजह से उन्हें गहरा दुःख हुआ था, लेकिन वह हिम्मत नहीं हारे। आगे के इलाज के लिए वे नेपाल गए, जहाँ उन्हें इलाज मिला। वहाँ से वे अपने इलाज का काम शुरू किया। वह न तो अपने सपनों को छोड़ने को तैयार था, न ही हार मानने का सोचता था। इतने सालों के बाद, उसकी एक और इच्छा थी। वह अपने गाँव वापस आना चाहता था। लेकिन जब वह नेपाल के

अस्पताल से अपनी दवा लेने के लिए भारत वापस आया, तो उसे एक नया चुनौती थी। उसकी दवा का कार्ड ट्रांसफर नहीं हो रहा था। जब वह डिस्ट्रिक्ट अस्पताल पहुँचा, तो उसे वहाँ के लोगों का बर्ताव देखकर दुःख हुआ। उनकी मदद के लिए कहा गया कि वह पैसे देने पड़ेंगे हेल्पलाइन के माध्यम से सही और सटीक जानकारी पाकर एक कॉलर को कैसे मदद मिली कॉलर पश्चिम चंपारण से थे और उनकी जिंदगी एक बड़ी मुश्किल में बदल गई थी। परेशान होकर, उन्होंने संवाद हेल्पलाइन पर कॉल किया जहां से उनकी पूरी बात सुनकर उचित मदद के लिए 104 नम्बर बताया गया जहां से वे अपने साथ होने वाले दुर्व्यवहार की शिकायत करके सहायता ले सकते हैं। कॉलर के तरफ़ से हेल्पलाइन के द्वारा दिए गए सुझाव की सराहना की और counselors के साथ बात करके अच्छा महसूस किया क्योंकि कॉलर को बेसिक जानकारी और व्यवहारगत समस्याओं का सामना करना पड़ रहा था। कॉलर बोला की कॉल करेंगे आपने बहुत अच्छी जानकारी दी है जिससे मन थोड़ा हल्का हुआ और आगे भी आपको कॉल करेंगे ।

Feedback from Caller:

1. आपने सभी बातें बखूबी समझाई, यहाँ तो लोग सीधे मुंह से बात नहीं करते।
2. आप बिना किसी पैसे के और इतना समय निकालकर मदद कर रहे हैं, ऐसा कोई और नहीं करता।
3. आपने मेरी बात को ध्यानपूर्वक सुना, इसके लिए आपको और आपकी संस्था को धन्यवाद।
4. आपने सभी मुद्दों को ध्यान में रखकर मेरे मन को हल्का किया, ऐसी बातें किसी को बताने का मौका नहीं मिलता।
5. आप इस समाज के लिए बहुत अच्छा काम कर रहे हैं।
6. आपके द्वारा किया जा रहा काम बहुत अच्छा है, आपकी संस्था और आगे बढ़ रही है।
7. आपने जो जानकारी दी, वह पहले कभी नहीं मिली।
8. आपकी दी गई जानकारी से मैंने भविष्य में अपना बचाव कैसे करना है यह समझा।
9. आप सिर्फ़ दो ही जगहों पर काम क्यों कर रहे हैं, और और राज्यों में भी काम करना चाहिए।
10. क्या आप गांवों और टाउन्सहिप्स में नुक्कड़ नाटक या जागरूकता सत्र आयोजित कर सकते हैं?

Internship:

4 interns successfully completed their internship with Samvad Helpline, which mainly focused on social media content creation, school session identification and question input before and after testing. All the interns expressed satisfaction with their experience, appreciating Muktaa's leadership and overall team conduct. They all felt there was a great value alignment and learning that they could take forward to be beneficial in their future endeavors.

Plan For 24-25

Based on our work and the learnings from this year, we have developed a comprehensive plan for the coming year to enhance our impact and outreach. Our future initiatives include the following:

1. Structured Shala Project: We will implement the shala project in a more organized and systematic manner to maximize its effectiveness and reach.
2. Gender Project Launch: A new project focused on gender issues will be launched, aiming to promote gender equality and address related challenges within the community.
3. HIV Awareness Sessions: We will conduct targeted HIV awareness sessions in specific areas to educate and inform the public about prevention, treatment, and support.

4. Addiction Awareness Sessions: Organized sessions on addiction will be held to raise awareness about substance abuse, its effects, and available support systems.
5. Mental Health Bihar Chapter: The Bihar chapter dedicated to mental health will be launched, focusing on mental health counseling, awareness, education, and support services within the region.

The total expenses and per call cost incorporated:

- Total call: 29843
- Total expenses: ₹4769826
- Per call cost: ₹159.83 INR



MCF Samvad Helpline Sampark Staff: who motivates HIV affected/infected people to call helpline

Project 3 – First Aid for All

To know proper First Aid is one of the important life skills. Medical emergencies don't announce their arrival. They come out of the blue without any warning. To Anybody...Anywhere...Anytime. First aid given to these patients besides saving lives makes recovery faster, saves huge health care cost and prevents likelihood of injury getting worse etc. Hence, Muktaa Charitable Foundation along with

Pratham undertook the task of training the masses in India, especially the deprived and the underprivileged rural youth/people, in all aspects of first aid.

‘First Aid for All’ is the notable project having a joint venture with Pratham Education Foundation. MCF has been Pratham’s trusted partner since 2020 in promoting physical and mental wellbeing through health literacy initiatives for children and youth in rural India.

Objective- The prime objective of this project is to train the youth and ignorant masses of India on giving First Aid, where medical facilities are meagre or non-existent.

Work nature:

A] Expertise and Guidance -Due to expertise and longstanding partnership with Pratham, MCF guide Pratham in finalizing the topics, designing the scope of the project and provide medical expertise in reviewing scripts, videos, posters etc. in promoting health education through digital resources.

First Aid Content related inputs: MCF is involved in reviewing the contents, videos, Questions Bank on First Aid developed by Pratham. MCF has developed scientific study material and FAQ documents on first aid with the contribution of First Aid volunteers. Total 19 videos on first aid topics were completed 10 more are in pipeline. (<https://www.prathamopenschool.org/catalog/contents/78106>)

Home-science videos on Nutrition -Understanding the critical importance of health education, Pratham has started new project to develop digital content on various health-related topics for adolescent girls, young women and mothers such as Anaemia, Nutrition, Immunization, and Health Awareness to be of key importance for this demographic.

In order to ensure the accuracy, relevance, and effectiveness of the content, MCF being a trusted partner in health sector also got recognition in an advisory committee.

B] Online training sessions –

Expert calls: We have conducted 17 you tube live online sessions and trained more than 300 mentors through the expert call or doubt clearing sessions organized by Pratham. Who would in turn educate the rural masses on first aid under online session of Ask the doctor. These calls are conducted in various Indian languages, and MCF is growing with the team of doctors from various states and languages. From Mar.2023- Apr. 2024 -Sessions conducted in the following languages– Hindi, Marathi, Urdu, Telegu, Bengali, Odiya, Gujarati, Kannada, Assamese, Punjabi, Tamil. First Aid sessions for Stree-Mukti Sangathana, Mumbai: It was conducted on 25th and 26th May 2023. About 54 cleaning workers from Mumbai corporation were joined for these sessions with lots of doubts and misconceptions. Experts: Dr. Anuradha, Dr Mahajan, Dr. Gayatri, Dr. Maya Dr. Jaishree Sonis

C] Other offline training sessions:

MCF has organized in-person ‘Basic First Aid with CPR training session” for software Organisation M/s Kloudq Technologies Limited, Kothrud, Pune on 20th Nov.2023. About 34 Enthusiastic staff and

employees got hands on training on CPR, choking and other lifesaving first aid techniques on mannequin and another props. Pre and post training session online MCQ base tests were prepared for that session. Certificate of participation was given to each employee.

Experts: Dr. Deepali Bhujbal, Dr. Jyoti Shinde, Ashwini Shinde

Overall experience:

We are learning scientific and technical things through this project. We are getting opportunities to connect to Village youths all over India through this project. It gives satisfaction as a doctor in clearing doubts, misconceptions, superstitions through this project. Sharing knowledge always give happiness.

Future plans:

We are planning In-person CPR and other first Aid training programs for collegians, police constables, traffic police, schools, societies, Bachat-Gat, construction sites etc.

Looking forward to strengthening our partnership with Pratham and helping in shaping the content to best serve the needs of young girls and women across the country.

MCF First Aid Team:

Guide and mentor - Dr. Prakash Mahajan, Dr. Anuradha Tarkunde, Dr. Padma.Iyer (Tamil) , Dr Abhimanyu Bishnu (Bengali)

Volunteers - Dr. Snehal Neel, Dr. Jaishree Sonis, Dr. Gayatri Thatte, Dr. Maya Bhat, Dr. Rachana Gujarati (Gujarati), Dr. Deepali Bhujbal (Hindi), Dr. Akshitha(Telegu) Dr.Aarati Shahade (Kannada), Dr. Ashwineekumar Sahu (Odiya), Dr. Reena Kalsi(Punjabi) Dr. Daud Hussami (Urdu), Dr.Himanshu Bhaishya (Assamese)

Project Head: Dr Jyoti Shinde

Project 4 Capacity-Building of Healthcare Providers

BREAD-BUTTER-BETTER(BBB) Dermatology webinar series

A month-long dermatology webinar lecture series was conducted for family physicians from 10/10/23 to 10/11/23. The lectures were scheduled in the afternoon two times a week. Over 225 Doctors participated. Looking at the requirements of the family physician and the general public at large, this lecture series covered all the three important modalities of treatments used in India i.e. Allopathy, Homeopathy and Ayurveda. The allopathic lectures were delivered by Dr. Prakash Mahajan (experienced dermatologist from Pune) and Dr. D.G. Saple (eminent dermatologist from Mumbai and HOD of dermatology Grant Medical College Mumbai).

Ayurvedic lectures were delivered by Vaidya Gopa Kumar, an eminent ayurvedic consultant from South India and Dr. P.M. Madhu, Assistant professor, Ayurvedic medical College, Kunnur, Kerala The homeopathy lecture was delivered by Dr. Mrs. Maneesha Solanki, Deen, Dhondumama homeopathic medical College, Pune. The lectures were highly appreciated by one and all delegates- as a learning experience and as to their usefulness in general practice.

MCF is an educational as well as a social organisation. Hence the aim of this lecture series was also social in nature. Considering the current epidemic of fungal infections of the skin spreading in the Indian subcontinent due to misuse and improper use of steroids, the aim of this series was also to create awareness in society and amongst doctors about this highly important issue. This subject was aptly expounded by Dr. D. G. Saple as a chief guest oration. All in all, as an educational and social project it was highly successful.

Project 5 Preventing and Supporting Recovery from Addiction

Clear Breath Initiative (CBI)

A project by Muktaa Charitable Foundation (MCF)

Aim of this project was to help admitted patients who are tobacco consumers and smokers to quit their habit successfully in a hospital setting where the motivation to quit is maximum.

Tobacco is a major risk factor for many lung diseases like chronic bronchitis, tuberculosis and lung cancers, oral diseases like oral cancers and sub mucous fibrosis, cardiovascular disease, stroke etc.

It is no news that tobacco use causes millions of deaths worldwide each year. It is one of the major causes of death and disease in India and accounts for nearly 1.35 million deaths every year. India is also the second largest consumer and producer of tobacco.

In view of the above alarming situation, last year the project Clear Breath Initiative(CBI) was under taken by MCF. This project is already being run successfully in Mumbai by the organization working in tobacco cessation “Quitbuddy” headed by leading tobacco de-addiction specialist Dr Rohan Bartakke.

Looking at its success rate we decided to replicate same in 3 hospitals in Pune. 3 hospitals were identified for the purpose. A dentist Dr. Shrilaxmi Indla was appointed, trained in tobacco cessation treatment by Dr.Rohan Bartakke and after taking due approval from the hospitals, the project was initiated.

In this project, patients admitted in hospitals for tobacco related diseases were counselled and treated by the well-trained dentist. The information disseminated during hospitalization were:

- Harmful effects of tobacco with co-relation to Current Diagnosis

- Financial Implications of tobacco use
- Quitting tips and how to implement them
- Quitting tips were also given to all interested patients (OPD patients as well as caregiver)

One minimum session was conducted while admitted in the hospital. After discharge from the hospital, they were followed up, counselled and treated telephonically for 6 months periodically. The success rate of this project is being evaluated.

Project 6 Shala Sexual and Reproductive Health Education

Introduction

The responsibility of educating youth goes beyond teaching history, English, or math. As adolescents navigate the intricate path of adolescence, a phase of major transformations and profound self-discovery, they encounter a myriad of challenges, uncertainties, and moments of growth. It is during this formative period that the significance of holistic education becomes paramount, guiding young minds towards a holistic development that extends beyond the boundaries of traditional academic subjects.

Project Brief

In alignment with the project's objectives, MCF has meticulously developed a tailor-made module based on insights from renowned organizations such as UNICEF and WHO. The module encompasses a comprehensive range of themes, including self-awareness and self-confidence, interpersonal relationships, communication skills, stress management, sexual and reproductive health, and addressing the risks associated with addictions and abuse.

A] Awareness and sensitisation sessions for youth, teachers and parents

MCF collaborates with schools, hostels, coaching classes, and societies to ensure that the benefits of holistic education reach a wide spectrum of adolescents aged 13-16 years. Moreover, the project acknowledges the importance of engaging not only the adolescents themselves but also their parents and teachers, who serve as pillars of support and guidance during this transformative journey.

The project aims to support healthy psychological development and equip adolescents with essential life skills through activity and discussion oriented sessions.

Modules for Shala – Beyond Books

- Self Awareness & Self Confidence
- Cleanliness
- Interpersonal Relationships (Friends, Family and Romantic Relationships)
- Communication Skills
- Addictions and Abuse – Identify the Risky Behaviors
- Physical, Psychological and Societal Changes on the Horizon of Adolescence

- Stress Management
- Negotiation skills
- Sexual Health in Boys and Girls
- Sexually Transmitted Diseases and Prevention

Post-sessions, participants are given a qualitative survey, in the form of a personal diary with some reflective questions, to assess the impact of our sessions. This diary serves as a reflection tool, allowing adolescents to record their thoughts, feelings, and learning's from the sessions. By encouraging participants to engage in self-reflection, we encourage journaling as a valuable resource for adolescents to deepen their understanding of themselves, track their progress, and reinforce the lessons learned during the life skills education sessions.

B] Training and Empowering Volunteers

At the heart of the Shala - Beyond Books project lies a dedicated team of volunteers, comprising social workers, doctors, and individuals with a background in psychology. Recognizing the importance of skilled facilitators and sharing of accurate information with the general public, MCF invests in comprehensive training programs to equip volunteers with the necessary knowledge and tools to conduct impactful sessions. Through training sessions, workshops, and continuous support, these passionate individuals become ambassadors of holistic education, adept at engaging and guiding adolescents towards their journey of self-discovery.

C] Establishing a Helpline for Support

To ensure that no query or concern goes unanswered, MCF has established a dedicated helpline number. Adolescents participating in the Shala project can reach out to the helpline to seek guidance, clarification, or support in navigating the challenges they face. This helpline serves as a vital lifeline, connecting adolescents with expert counselors' who provide individual counseling sessions. By offering a safe and confidential space, MCF ensures that adolescents have access to the support they need to address their concerns and make informed decisions.

Project Objectives

1. Provide adolescents with a fundamental and comprehensive understanding of various life skills that are crucial for their personal and social development.
2. Create awareness among adolescents about addictions and risky behaviors, enabling them to make informed decisions and steer clear of harmful habits.
3. The project aims to educate adolescents about stages of sexual development, sexually transmitted diseases, and prevention measures to promote healthy sexual behaviors.
4. Engage parents through tailored sessions to enhance communication and support mechanisms, guided by the importance of parental involvement in adolescent education
5. Adolescent children and their stakeholders such as parents, teachers should also provide scientific information to sex education, helping to clear misconceptions.

The primary beneficiaries of the project include:

1. Adolescents aged 13-16 years in urban and rural areas: The project targets adolescents attending schools, hostels, coaching classes, and societies, helping them develop essential life skills and empowering them to make informed choices.
2. Parents: The project recognizes parents as a direct source of contact for further communication and support. Parent sessions are conducted to provide them with information and resources to better understand and support their adolescent children.
3. Teachers: Teachers play a crucial role in shaping the lives of adolescents. The project also focuses on teachers by providing them with training and resources to serve as role models and guides for the students.

Outcomes and Impact

MCF has conducted sessions in more than 47 Schools across and around Pune, reaching 6782 students in 2023-2024.

Sr.no.	School Name	Class	Student
1	Vision English Medium School Narhe, Pune	8 th	130
2	Dhyansadhana Vidyamandir, English Medium, Pune	8 th	83
3	MIT Vishwashanti Gurukul School, Kothrud, Pune	8 th 9 th & 11 th	240
4	Vijaymala Kanya Kadam School , Kothrud, Pune	8 th 9 th	250
5	Bharati Vidyapeeth Kanya Prashala, Dhankawadi, Pune	8 th 9 th	130
6	Helios International School, Sancity Vadgaon bk,Pune	5 th 8 th Girls	130
7	Modern Boys School, Pune	8 th 9 th Boys	500
8	Karmveer Bhaurao Patil High School, Yerwada,Pune	8 th 9 th	110
9	Saraswati Gulabrao Patil Vidyalay, Cidco, Nasik	8 th 9 th & 10 th	234
10	Kai Anusuya Khilare High School, Erandwane, Pune	8 th 9 th	90
11	Bharati English Medium School, (CBSC) Dhankawadi, Pune	8 th 9 th & 10 th	555
12	Sant Namdev High School, Maharishi NagerPune	8 th 9 th	160
13	Sant Namdev High School, Maharishi Nager, Pune	8 th 9 th & 10 th	55
14	Netaji Subhash Chandra Bhose High School, Pune	8 th 9 th	160
15	ShankarRao More School, Kothrud, Pune	8 th 9 th	210
16	Modern Girls School,Shivaji Nager, Pune	8 th 9 th	160
17	G R PalkarPraymari School, Karvenagar Pune	8 th 9 th	150
18	Seth Dagaduram Katariya English Medium High School, Pune	8 th 9 th & 10 th	440
19	Sarhad School Gujarwadi, Pune	8 th 9 th	140
20	Shantabai Balkrushna Dhole Patil Madhyamik School, Pune	8 th 9 th	70
21	Krantiveer lahuji vastad salve e-learning school, Pune	7 th	70
22	Gogate Vidhalay,Narayan Peth Pune	8 th	55
23	Kai Baburavji Sanas Kanya Shala, Somvar Peth, Pune	8 th 9 th	70
24	Dnyansadhana Vidyamandir English Medium School, Vadgaon Budruk,Pune	8 th	83
25	New Poona English Medium School, Ambegao Pune	8 th 9 th & 10 th	55
26	Maulana Abul Kalam Azad PMC School,BapodiPune	8 th 9 th	75

27	Kai Ganpatrao Vithoba Gole Madhyamik Vidyalaya,Gokhalenagar,Pune	8 th 9 th	70
28	Shree Sant Namdeo High School, Maharsinagar Pune	8 th 9 th	160
29	Netaji Subhashchandra Bose Vidyalaya Madhyamik & Uchh Madhyamik, Yerawada,Pune	8 th 9 th	160
30	Savitribai Phule Prashala,Bhawani Peth, Pune	8 th 9 th	184
31	Dr.Sarvpalli Radhakrishnan School,Bapodi,Pune	8 th 9 th	45
32	Hutatma Balveer Shirishkumar High School, Shivaji nagar Pune	8 th 9 th	150
33	Doctor Vasantdada Patil Madhyamic Vidya Niketan School,Shukrawar Peth Pune	8 th 9 th	90
34	Gyanba Sopanrao Moze School, Tingarenagar,pune	8 th 9 th	70
35	Subhedar Ramji Maloji Ambedkar School,Vimannagar,Pune	8 th 9 th	120
36	Rafi Ahemad School,Bhawani Peth Pune	8 th 9 th	240
37	Swatantra Senani Hakim Ajmal Khabn Urdu Madhyamik Vidhyalaya, Yarwada Pune	8 th 9 th	90
39	Dr.NanaSaheb Parulekar Vidyalaya,Yarawada Pune	8 th 9 th	128
40	Maulana Mohammed Ali Johar Urdu Vidyaniketan High School,Raviwar Peth Pune	8 th 9 th	240
41	Zeal Education Society, Polytechnic School, Nahre Pune		75
42	Bharat English School & jr. College, Shivajinagar Pune	8 th 9 th & Parents	300
43	K. Krishnaji Balvantrao More Vidyalay,Katraj Pune	8 th 9 th	250
44	Veer Khashaba Jadhav Madhyamik Kridaniketan School,Parvati Pune	8 th 9 th	45
45	Shri Chhatrapati Shivaji School,Shukrawar Peth Pune	11 th	110
46	Yashwantrao Chvhan High School, Bibwewadi Pune	9 th	110
47	Late Sitaram Abaji English Medium School, Bibwewadi, Pune	9 th	100

Shala: Beyond the Book, Bihar

Last year, we conducted a total of 26 sessions with 21 schools, and 1244 students participated. Most of the schools were government-run. For example, sessions were organized at Government Middle School Sheikhpura, Kumrahar, Rajbansi Nagar, Boys Middle School Punaichak, and Girls Middle School Chitkohra. The students were in classes 8 through 10. Separate sessions were also conducted with boys and girls in some schools. During the session, we mainly discussed topics related to self-awareness, types of communication, cleanliness, and sexual health. Children have many questions that are answered during the session, and helpline numbers are shared. The effort is to solve the children's problems through the helpline and provide them with a safe environment for their future.

The Shala – Beyond Books project has yielded significant outcomes and made a positive impact on the lives of adolescents we have worked with:

1. Adolescents who have participated in the life skills education sessions have shown improvements in their analytical thinking, decision-making, interpersonal relationship management, and communication skills.
2. The project has raised awareness among adolescents about addiction risks and high-risk behaviors. Through education and interactive sessions, participants have gained knowledge about the consequences of addiction and have been empowered to avoid such behaviors.
3. Adolescents have gained a better understanding of stages of sexual development, sexually transmitted diseases, and prevention measures. This knowledge empowers them to make informed decisions regarding their sexual health and adopt responsible behaviors.
4. Parent sessions have facilitated improved communication and understanding between parents and adolescents. Parents are also better equipped to address sensitive topics and support their children's healthy development.

Bal Yuva Mahotsav: 10 Dec 2023

Bal Yuva Mahotsav (10th December 2023):- A grand event held at Progressive Education Society's Modern College, Shivaji Nagar Pune. It provided a platform for adolescents to showcase their oratory, writing, and presentation skills. The event witnessed enthusiastic participation from 21 schools, showcasing 354 essays, 6 schools in debates, and 6 schools in street play.

Challenges and Lessons Learnt

While the project experienced a temporary standstill in FY 2022-21, efforts were made to resume activities in FY 2022-23 by approaching schools, including online approaches, and utilizing alternative platforms such as Radio Aakashwani to reach adolescents in rural Maharashtra. Despite the challenges faced during the COVID-19 pandemic, the Shala – Beyond Books project has demonstrated resilience and adaptability.

Comparatively, the project achieved remarkable success in FY 2019-20, surpassing the target by covering 6,600 students. This achievement is especially noteworthy as it was made possible through the collaboration and dedication of volunteers from diverse backgrounds, including social workers, doctors, and individuals with psychology expertise.

Future Plans

Looking ahead, MCF envisions a future where holistic education is embraced more widely, enabling adolescents to thrive academically, emotionally, and socially. The organization's aspirations extend beyond the current scope of the Shala - Beyond Books project, with plans to

expand outreach, collaborate with more schools, and leverage platforms such as local radio stations to reach underserved communities. MCF is eager to foster collaborations with stakeholders, secure additional funding, and enhance the quality and impact of their sessions, ultimately enriching the lives of countless adolescents.

Aspiration:

- *Looking at the past, the future seems to be definitely BRIGHT. We are sure with our recruited staff and volunteers we'll easily reach 7000+ count this year.*
- *Muktaa having a fully established Mental Health Helpline(788-788-9882), it is further easier for school/ College students to take more personalized counselling after our brief awareness sessions.*
- *As we are in process of getting permission for PMC Schools from the State Council of Education Research & Training (SCERT) office Pune, our process of lectures will be sped up.*
- *Reaching through other local radio stations like FTII, University Radio and PCMC radio for promoting our work to rural Maharashtra where we can't reach now.*

Youth Coordinator: - Shubham Kamble & Abhilash Choudhary

Project Head: - Dr Rupa Agarwal

School Session Photo



Bal Yuva Mahotsav Photo



PMPML Bus Depo Session Photo



Police Session Photo



First Aid Session Photo



Our dedicated volunteers are the backbone of our organization. With their passion, skills and commitment, they bring our programs to life and make a tangible difference in the lives of our programme participants. Their selfless contributions and active involvement demonstrate the power of collective action and the strength of our community-driven approach.

Abhinav Lahoti	Dr Manasi Pahade
Arpit Kothari	Dr Maya Bhat
Arun Sharma SBI Mullana	Dr Milind Desai
Ambala	Dr N Padmasri
Deepa Mukherji	Dr Neelima Shinde
Deepashri Karandikar	Dr Nirupama
Dr Anita Deshmukh	Dr Padma Iyer
Dr Anjana Rathor	Dr Padma Ranade
Dr Aprana Vaidya	Dr Palle Rama Akkamumba
Dr Arati Thakur	Dr Prajakta Ahire
Dr Prasad Sonis	Dr Archana Choghule
Dr Aruna Rao	Dr Pratibha Ghadge
Dr Asawari Patil	Dr Pravin Bagde

Dr Ashitha Y	Dr Pravin Darak
Dr Aswinee Kumar Sahu	Dr Rachana Gujarathi
Dr Daud Husami	Dr Deepa Darak
Dr Rajendra Deshmukh	Dr Dinesh Sukale
Dr Rajesh Raje	Dr Gayatri Thatte
Dr Rajeshree Gawade	Dr Geetali Ashutosh Bhat
Dr Rajkumar Shantilal Shah	Dr Jaishree Sonis
Dr Reenakaru Ruprai	Dr K.U. Gujarathi
Dr Kishor Mahajan	Dr Riyaj Shaikh
Dr Kranti Birla	Dr Shamsundar Madhekar
Dr Kshitija Kumbhar	Dr Sharmila Birajdar
Dr Kushal Mahajan	Dr Shriram Kulkarni
Dr Shweta Jaiswal	Dr Smita Charwad
Dr Sonali Honrao	Dr Sonali Dhanwalkar
Dr Madhu Oswal	Dr Madhavi Rajendra Shitole

Dr Sonali Shimpi	Sonali Kulkarni
Dr Umesh Valvi	Disket Angmo
Dr Vaishali Kataria	Vrinda Tai
Dr Vijayananda Hirematha	Parag Bhine
Jahnavi Mukundan	Rachna Dass
Jay Sahastrabudhe	Raj Kumar
Mayur Wagh	Sachin Chidambaran
Minati Prava Das	Shilpi Khandelwal
Pranjali Inamdar	Sreejith Mohan
Shlaka Joshi	Sunita Gadre
Shobha Joshi	Shreya Bedekar

Till today, Muktaa has always been funded by individuals, foundations and entities that have a vested interest in our success and impact. Their trust in

our work and financial support serve are not just a validation of our mission and work but also a reminder of the significance of the responsibility we have been entrusted with.

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Pratham Education Foundation	Focus Realty Private Limited
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