



*INSPIRING HEALTH*



## **A N N U A L R E P O R T 2 0 1 8 - 2 0 1 9**

“Building a sustainable health ecosystem of micro entrepreneurs who focus on providing preventive and promotional health care services that is affordable to the community”

- ❖ *Over 70% of global deaths are preventable. India, like other developing countries faces the worse brunt, with over 60% of deaths attributed to NCDs, communicable- maternal, prenatal, and nutritional conditions.*

### **From the CEO's Desk - salient features of this year**

**Partnership and collaboration** – KHPT, Baptist Hospital & Maya. Our partners see a relevance in the model and have initiated the Health Entrepreneurship model in their working areas. We need to work together, to take it to the next level while making the model scalable.

**Technology** – working with open source app called Commcare that only captured data. With Accenture support, we created our own app called MAYA Health. We now collect client information and information for the HEs. The major shift this year has been to use the data to empower the HE to serve their client.

**Transition to entrepreneurship** – Earlier, the HEs were supported through a stipend. We transitioned them from the stipend-model to the entrepreneurship-model. Through this transition, 95% of the HEs continued and were now micro entrepreneurs. The approach has been extended to Ramanagar with the support of BPCL.

It is now clear that it is possible to scale up the model by collaborating with our partners. We are entering a next phase of the journey now which is to refine the model



Alex Rodrigues, CEO  
MAYA

❖ *63 million Indians are forced to remain in debt/poverty due to the high costs in healthcare.*

## **ABOUT MAYA**

### **MAYA- Movement for Alternatives and Youth Awareness**

What began as a humble idea 27 years ago, today stands testament to a number of innovations in the Social Sector. In the past 2 decades we have worked collectively with communities, and have incubated ideas into transformative institutions of change at the grassroots. Positively influencing education, livelihoods and health of millions of marginalized individuals and families across India.

Today, 3 of MAYAs programs are independent organizations with dedicated teams working to solve some of the pressing systemic issues that our country faces.

<p><b>Prajayatna (NGO)</b> -<a href="http://www.prajayatna.org/">http://www.prajayatna.org/</a> Focuses on interventions in education and education reforms with government schools reaching over 5, 00,000 children across India.</p> <p><b>MAYA Organic (NPO)</b> - <a href="http://mayaorganic.com/">http://mayaorganic.com/</a> Focuses on supporting Livelihoods for the traditional toy making artisan community in Chanapatna, program has over 70+ skilled artisans providing quality products in India and overseas.</p> <p><b>Labournet (Social Enterprise)</b> - <a href="http://www.labournet.in/">http://www.labournet.in/</a> Focuses on interventions in livelihood program to informal sector workers all over India. Program has a presence in 650 locations across India and has impacted more than 5, 00,000 individuals in 15+ sectors till date.</p>	<p><b>MAYA - GOVERNING BOARD MEMBERS</b></p> <ol style="list-style-type: none"><li>1. MUTHU KRISHNAN-</li><li>2. ALEXANDER JOSEPH RODRIGUES-</li><li>3. JOSEPH GERARD RAJESH -</li><li>4. Dr. VASUDEV THIMMAIAH –</li><li>5. RAMESH SHASTRI-</li><li>6. BASAVARAJU V S-</li><li>7. KARTHIK ANANT-</li></ol>	<p>PRESIDENT</p> <p>CHIEF FUNCTIONARY &amp; SECRETARY</p> <p>TREASURER</p> <p>MEMBER</p> <p>MEMBER</p> <p>MEMBER</p> <p>MEMBER</p>
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*There is a stark contrast between India's growing 2.30 trillion economy and its human development indicators. We rank 131 out of 188 countries.*

## **“We believe that without health there is no escape from poverty.”**

### **MAYA HEALTH**

Is a Preventive Healthcare Program focused on promoting health and wellness for the urban- rural poor. It focuses on creating a sustainable health ecosystem of micro entrepreneurs who provide preventive health care services and education that is affordable to the community.

MAYAHealth empowers individuals & communities to take informed health decisions aimed at overall well being. It furthers public health by leveraging an enterprise solution that complements the existing healthcare ecosystem at the grassroots.

The program makes it possible for doorstep delivery of preventive healthcare services in over 95+villages in Chanapatna, Karnataka- India.

**MISSION:** “To build a sustainable health ecosystem of micro entrepreneurs who focus on providing preventive and promotional health care services that is affordable to the community.”

**VISION:** “A healthy community driven by empowered individuals from rural and semi urban communities who take ownership of their health through preventive health care and promote overall wellbeing”

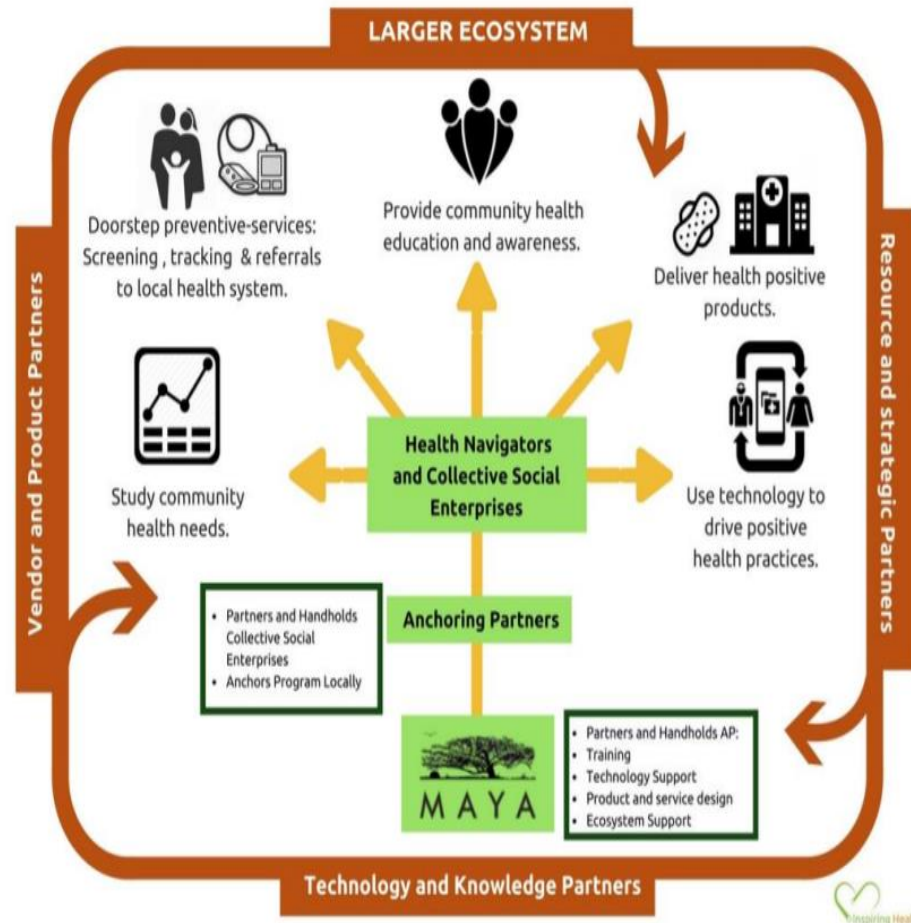
### **Key Objectives**

- To train and empower local Health Navigators to deliver high quality, affordable and easily accessible preventive healthcare services to the community.
- Develop health knowledge of the community to take control of their health, access health services and actively participate in building healthy environments.
- Develop a sustainable ecosystem and linkages to support Health Navigators and address health needs of the community.
- Develop a model that can be sustainably scaled up and create impact on health in India

*45 HNs in Chanapatna covering approximately 45,000 people and directly impacting the health status of 6200+ community members*

❖ Over half of women of reproductive age — 51% — suffer from anaemia — a serious condition that can have long term health impacts for mother and child. - **THE GLOBAL NUTRITION REPORT 2017**

## MAYA HEALTH Model



### Pillars of the model

#### Health Navigator

Micro-Entrepreneur tasked with last mile connect

#### Community

Local community where the Health Navigator operates

#### Local Health Ecosystem

Implementing organizations -Primary Health Centers, Clinics, Private Hospitals and medical practitioners

#### Technology

Solution at Every Level to Capture Data & Share Information



## Services and Products

1. **Swaraksha**- Wellness services- (includes-Basic screening, Diet and wellness counselling)
2. **Blood Sugar Management Services**--(includes: Regular testing, Monitoring, Diet counselling, Hygiene and health education, referrals and other related wellness follow-ups)
3. **Blood Pressure Management Services**--(includes: Regular testing, Monitoring, Diet counselling, Hygiene and health education, referrals and other related wellness follow-ups)
4. **Basic Screening** --(Includes: Basic medical screening technologies are used to carry out group camps or individual testing for- BP./ Sugar/ Child Health and Development/ Anemia in women/ Eye care)
5. **Hemocue - Anemia Testing** (Includes: Screening and referrals)
6. **Poshan – Nutrition services** (Child health monitoring, Referrals and PHC support, Nutrition counselling and provision of Nutrimix and homemade mixes)
7. **Health Products**- (Includes: Sanitary Napkins/Pads, Glasses, Nutrition Mixes- millet based etc.)

### MAYA PARTNERS

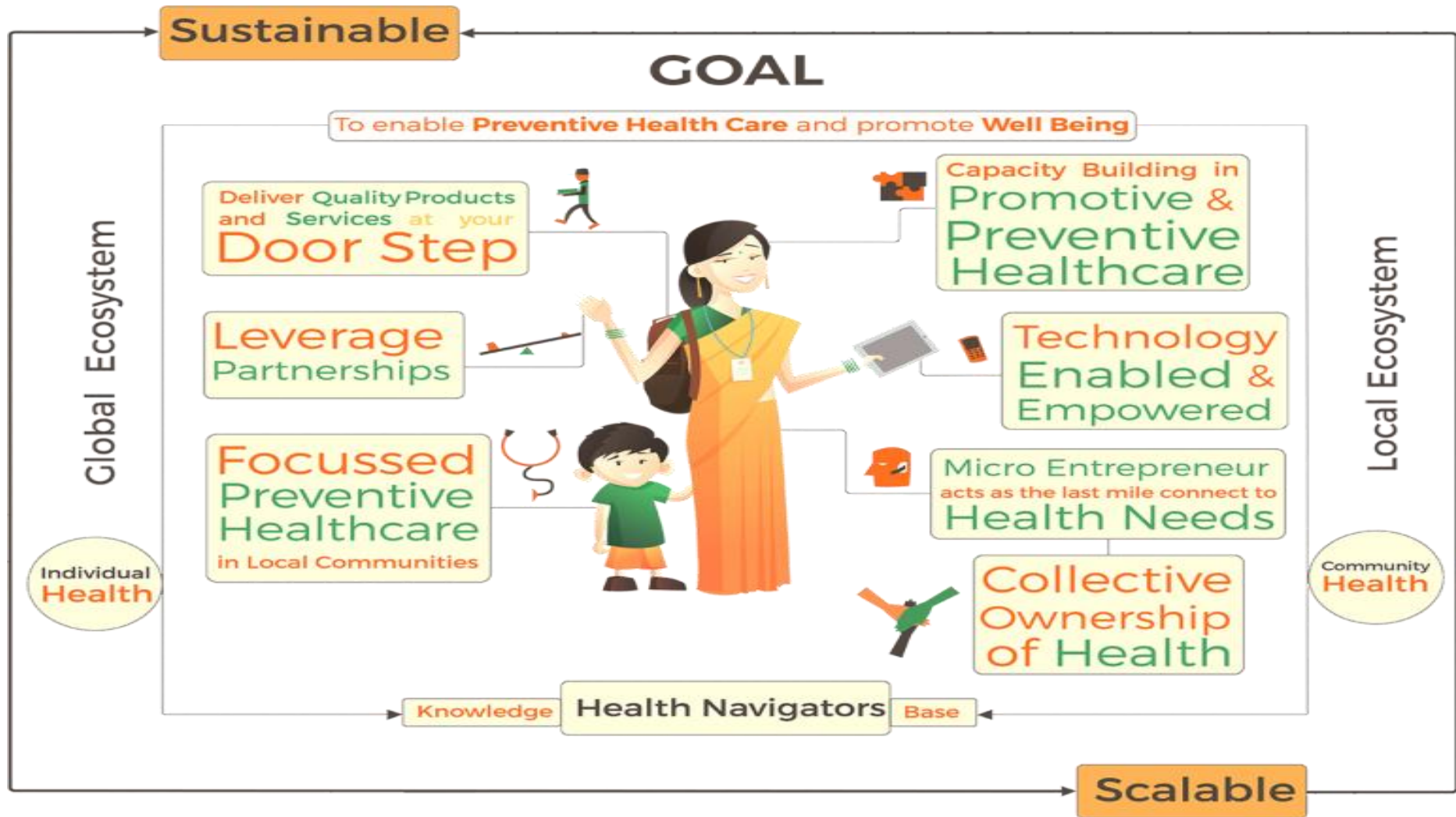
- Bangalore Baptist Hospital (BBH)
- Karnataka Health Promotion Trust (KHPT)
- MAYA Organic Support Service (MOSS)
- Srishti School of Art, Design & Technology
- Consortium For Tobacco Free Kids (CFTFK)

### Geographical map where the program is in operation

#### RAMANAGARA DISTRICT MAP



# Health Navigator Model



## HEALTH NAVIGATOR STORIES

### **Mangamma:**

Mangamma has been working in Kanakanagar area for the last 4 years. One day in the month of May 2018, 46-year old Siddalingamma wanted to undergo screening as she had developed burning sensation in her feet. While Mangamma tested her blood sugar it showed a reading of 306 which was quite high. She referred Siddalingamma to a doctor. The doctor confirmed that Siddalingamma has developed elevated blood sugar levels and suggested her to be strictly on medication.

Mangamma advised Siddalingamma that she must regularly take medication and reduce the intake of carbohydrates such as rice.

Mangamma also advised her to reduce sweets, tea and coffee. Two months passed but there was not much change in the health status of Siddalingamma, though she had started walking and had made some dietary changes. Siddalingamma was very unhappy that she was not seeing any health improvement.

Mangamma observed that Siddalingamma was having two big meals a day and having coffee very often. Hence, she advised her to divide two meals into 4 small meals and have smaller quantity at a time. Siddalingamma started regular walking but found it very hard to reduce consumption of coffee. Slowly, she started to see some health improvement and Siddalingamma realised that health improvement requires some changes in habits. On the advice of HE, Siddalingamma has reduced consumption of sweets and is regular to her daily exercise. She also has increased consumption of vegetables. Siddalingamma is pleased that her blood sugar is under control at Post Prandial reading of 128.

### **Sudha:**

Sudha lives in Kempanahalli, in Ramnagar taluka and had an interest in becoming an entrepreneur. Sudha was involved in supporting the family in farming and also in rearing cows and other farm animals. Sudha was happy to take support from MAYA to become a Health Entrepreneur in her own locality. In just 6 months since she started her work Sudha has regular clients and can deliver 8 to 10 services every day that helps her earn close to Rs. 4,500 to 5,000 per month.

Like all the other Health Entrepreneurs, Sudha visits community members at their homes and offers basic health screening services such as BP, DM and anaemia, in addition to selling health products such as menstrual pads, soaps, and millets. She also visits schools to share about the services she can offer and has conducted anaemia screening in schools followed by health education to them. The HEs conducted the camp as a team as it helped them conduct tests for a large number of children at a fixed time given by the school authorities. It was found that out of the 44 children who participated in the camp, 19 of them were found to be anaemic. The HEs also met the parents of those identified as anaemic and offered appropriate advice and referrals.



**Ruksana:**

Ruksana started as a Health Entrepreneur 8 months ago in Ramanagar taluk. Prior to this she had some experience in supporting the local primary health centre whenever they ran polio camps. Ruksana likes the idea of contributing to the wellbeing of her community. She is very enthusiastic in meeting people, visiting their homes to educate them on health care. Hence, she readily agreed when the idea of Health Entrepreneurship was suggested to her.

She has been actively conducting screening and educating the community on healthy lifestyle. She earns Rs. 4000 to 5000 per month. Ruksana enjoys her work and enjoys good support from her home members. She likes the nature of her work as it also allows her time to come back and attend to her children whenever there is a need. Ruksana has encouraged her sister to be a Health Entrepreneur.

### STORIES FROM THE FIELD

**The story of Raju**

Raju lives in Kariyappandoddi and is 42 years old. He was getting tests done for his wife but was never interested in getting himself checked. He would say that 'I am healthy, I have no health issues as I work hard every day in the field'. One day when the Health Entrepreneur (HE) was testing his wife, Raju agreed to get himself checked. It was surprising to find that Raju had developed both BP and Blood Sugar. Raju visited a doctor where his health condition was confirmed, and he was advised to start with medication. Raju was weighing 85 kgs and had BP of 110/165 and blood sugar levels of 350.

Raju now goes for walks regularly with his wife, regular on his medication, has started consuming millets, and reduced sweets as per HEs advice. Sugar levels came down to 135/95 and PPBS came down to 200. Raju says his wife has supported him a lot in the changes he could do in his lifestyle.

**The story of Yakub**

Yakub, aged 45 years who lives in Balageri, said he did not have any health problem. But when tested, he had Random Sugar reading of 316. When tested again, the reading showed FPBS 179 and PPBS 313 and BP reading 127/90. The Health Entrepreneur referred him to the doctor and he went for check-up. The Doctor advised him to take tablets and to follow food diet.

When visited after 1-week client said he is taking tablets. HE advised the client - - compulsory walking as it helps to create more insulin in the body and helps to control sugar, food diet like Ragi Mudde, Chapathi and more vegetables, reduce sugar intake, dinner before 8 pm etc.

In Oct '19, his reading was FPBS 125 and PPBS 216. Now the client drinks 1 glass of warm water every morning and goes for walking without fail. He takes tablets as well. Before he used to have meat twice a week and now reduced to one time. Also, he eats curry leaves every day. Again, when tested in Nov '19, his reading showed FPBS 100 and PPBS 200.

### **The story of Jabin Taj**

Jabin Taj, aged 40 lives in Reyamaninagar. She was getting herself checked up for the first time. When tested, her BP reading was 126/83, random sugar 373 and her weight was 64.4 kgs. After 1 week when visited she said she had visited doctor and doctor prescribed her tablets and advised her to walk and to reduce rice intake. But she said she cannot go for walking due to household and outside work as her work timing starts by 8 am. She used to go by sharing auto to her workplace. Now she walks instead of going by auto, morning and evening 20 minutes each time.

When tested on July 2019, her FPBS was 152, PPBS was 188 and her weight reduced to 63.8 kgs. Advised the client to reduce sweet intake and to concentrate more on her health. Now she has reduced her sweet intake and goes for walking and monthly check-up regularly. When tested in Oct '19, FPBS was 93, PPBS 135 and her weight was 63.8 kgs. HE advised her not to stop tablets and to continue her healthy food diet. Jabin Taj has advised her neighbour also for health check-up from HEs.

### **The story of Rathnamma**

Rathnamma 60 years old and has been living in SM Halli for the last 35 years. Rathnamma knew about the HE as her family members were taking services from the HE. However, Rathnamma always refused to take services or get initial screening done though despite HE's repeated attempts. One year passed. HE was regularly visiting the family and conducting tests for other members. Rathnamma, surprisingly approached HE one day and showed interest to undergo tests. The test results showed very high fasting sugar levels, that is 210 mg/dL and her post prandial blood sugar level was also very high. Rathnamma was suggested to see a doctor as quickly as possible. As per HE's advice, Rathnamma visited the doctor and she was confirmed to have developed elevated blood sugar levels. Doctor suggested her to take regular medicines.

Rathnamma started checking her sugar levels every month with the HE and was quick to make changes in her diet as per her advice. HE motivated her to make small changes in her lifestyle. Rathnamma reduced her tea intake from 5 cups to 2 cups, reduced consumption of sweets and carbohydrates and started taking timely food. Rathnamma's fasting sugar level has come down to 119 mg/dL and post prandial 148 mg/dL.

## IMPACT:

- ✓ 30 Health Navigator at Channapatna have become micro entrepreneurs who are earning an average of 4000 (between 3000 to 6000) per month through their service and products – 8 HNs in urban areas and remaining HNs at rural areas of Channapatna
- ✓ At present there are 37 HEs on board at Ramanagara taluk who have started BP and DM services
- ✓ Reached approximately 75,000 population of Ramanagara District
- ✓ This model has influenced three organizations to initiate this model in their respective areas – KHPT, BBH and IIPH.



## WAY FORWARD:

- The project impact is to train 300 people and out of that at least 200 to be micro entrepreneurs and 50 to be employed in the Health space and other 50 to seek other forms of employment
- There will a coverage of over 4 lakhs population
- MAYA will look to make it sustainable by bring in new partners to support the project.
- scale it up with enhancing the training and certification process and digitalising it.

## **OPERATION SURAKSHA PROJECT**

Since November 2017 MAYA has been implementing a tobacco control project in the state across 6 cities focusing on tobacco free cities and introduction of vendor licensing and removal of DSA. Last 15 months has given MAYA an opportunity and confidence to work in collaboration with government and civil society organization.

### Activities/action:

- At State level major politicians and bureaucrats like Deputy Chief Minister, Urban Development minister, Health Minister, Chief secretary, Principal secretaries of Health, Urban development were met and sensitized on Cigarettes and Other Tobacco Product Act (COTPA) and MPOWER.
- We have engaged more than 100 journalists (around 40 new journalists) of print, Electronic media and online media, both at state and district media to generate over 300 stories during the project duration
- A state level consultation was conducted with Minister of Urban development, Principal Secretaries of Health, Urban development, Health commissioner, MLAs, MPs, SATC, Tobacco experts and many others had attended. The former Surgeon General,
- A baseline survey was conducted in 6 cities to build a case for the need of vendor licensing to regulate tobacco sales and COTPA violations
- The application was developed for COTPA compliance monitoring and was used for monitoring in 3 cities as a piloting. This app is now taken up by BBMP (Bangalore city corporation) for using it in their National Tobacco Control Program (NTCP) cell
- The team has been formed through District Tobacco Control Cell (DTCC), Additional Deputy Commissioner (ADC), District Health Officer (DHO) and Municipal corporation commissioner in all the 3 cities.
- Implemented TFC in 3 cities namely Tumkur, Mangalore and Mysore.
- Completed capacity building training for Police, Municipal corporation, Transport, Headmasters of schools and Fire department in 3 cities. The training program covered Tobacco ill effects, COTPA laws, DSA order.
- A enforcers handbook was developed and distributed for their quick reference and sustained enforcement



**MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)**  
**BALANCE SHEET AS AT 31.03.2019**

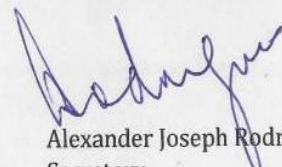
LIABILITIES	Sched	FCRA	Indian	TOTAL	ASSETS	Schedule	FCRA	Indian	TOTAL
General Fund as on 31.3.2018		1,03,99,499	58,18,830	1,62,18,328	<b>Fixed Assets</b>				
Less: Excess of Expenditure over Income		39,04,340	0	39,04,340	Opening Balance		47,11,382	12,82,138	59,93,520
Add: Excess of Income over Expenditure		0	70,568	70,568	Add: Purchases		0	0	0
<b>General Fund as on 31.3.2019</b>		<b>64,95,159</b>	<b>58,89,398</b>	<b>1,23,84,557</b>	<b>Total</b>		<b>47,11,382</b>	<b>12,82,138</b>	<b>59,93,520</b>
					Less Sale of Assets		0	0	0
<b>Current Liabilities</b>					Less Depreciation	4	4,93,537	1,69,100	6,62,637
Salaries and stipends payable	1	16,780	0	16,780	<b>Assets as on 31.3.2019</b>	<b>5</b>	<b>42,17,845</b>	<b>11,13,038</b>	<b>53,30,883</b>
Statutory Payable	2	63,472	31,775	95,247					
Internal and Statutory Audit Payables		81,000	10,000	91,000	<b>Current Assets, Loans and Advances:</b>				
Rental Security Deposits		0	1,00,000	1,00,000	Salary Advance		0	22,716	22,716
Other payables	3	2,24,264	1,13,939	3,38,203	Tax Deducted at Source	6	6,71,880	6,47,044	13,18,924
					Security and Rent deposits	7	5,89,170	1,25,919	7,15,089
					Advances	8	35,000	33,633	68,633
					Other receivables	9		6,77,949	6,77,949
					Cash in Hand		4,140	367	4,507
					Cash at Bank	10	13,62,640	20,16,909	33,79,549
					Fixed Deposits	11	0	15,07,537	15,07,537
<b>Total</b>		<b>68,80,675</b>	<b>61,45,112</b>	<b>1,30,25,787</b>	<b>Total</b>		<b>68,80,675</b>	<b>61,45,112</b>	<b>1,30,25,787</b>

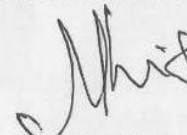
Place: Bangalore

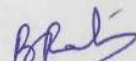
Date: 10.09.2019

**For Movement for Alternatives and Youth Awareness (MAYA)**

As per my report of even date

  
Alexander Joseph Rodrigues  
Secretary

  
M. Krishnan  
President

  
Ratna Ravikumar B.  
Chartered Accountant  
M. No. 023785



**MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)  
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.3.2019**

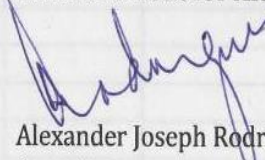
EXPENDITURE	Schedule				INCOME			
		FCRA	Indian	TOTAL		FCRA	Indian	TOTAL
Operation Suraksha -TFKAF	12	65,06,552	0	65,06,552	Grants and donations	60,90,453	24,91,543	85,81,996
ZCT Event expenses		4,11,677	0	4,11,677	Sponsorship	0	72,000	72,000
HCPC program expenses	13	1,54,626	0	1,54,626				
MAYA Health Project	14	67,000	14,84,701	15,51,701	Bank Interest	2,36,912	65,999	3,02,911
MAHI-BPCL	15	0	3,51,861	3,51,861	Rent Income	0	4,80,980	4,80,980
Promotion expenses		0	70,000	70,000				
Craft program expenses		0	11,204	11,204				
Administration expenses	16	25,98,312	9,53,088	35,51,401				
Depreciation		4,93,537	1,69,100	6,62,637	Excess of Expenditure over Income	39,04,340		39,04,340
Excess of Income over Expenditure		0	70,568	70,568				
<b>TOTAL</b>		<b>1,02,31,704</b>	<b>31,10,522</b>	<b>1,33,42,227</b>	<b>TOTAL</b>	<b>1,02,31,704</b>	<b>31,10,522</b>	<b>1,33,42,227</b>

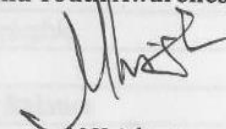
Place: Bangalore

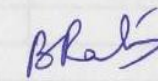
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