



**Movement For Alternatives And Youth Awareness (MAYA)** is a Karnataka-based NGO, registered under the Karnataka Societies Registration Act, 1960 working in the field of education, livelihood and health for over 2 decades.

**MAYA MISSION**: "Working to create an empowered and equitable society that systematically addresses livelihood, education and health."

### **Our Past Programs**

MAYA's initial focus was on child labour that led to address systemic issues in Education and Livelihood sectors. For scale and impact these programs of MAYA were made into 3 independent entities. They are:

# prajayatna

**Prajayatna** - A development initiative working to improve the quality of education in public schools.



**Labournet** - A Social Enterprise that enables sustainable livelihoods in urban and rural areas



MAYA Organic - A Non-Profit Company working on reviving Handicraft based livelihoods with a focus on women empowerment.

### Our present focus

MAYA in the last few years has focused on Health and Livelihood sector.



MAYA Health - Preventive Health Care for rural and semi-urban Communities

**Livelihood** - Revival of rural economies based on handicrafts





### CEO Message - Alex Rodrigues, CEO MAYA

This year we have gone through Covid pandemic with lockdowns that has brought greater focus on health and livelihood. MAYA needs to relook at this and build the organisation to scale the programs it is doing in the areas of Health and livelihood.

Our main strength was bringing the preventive health services to the doorstep of the rural communities, who need them the most. Due to the Covid crisis the services to the community had to be stopped but MAYA HE's continued to engage with their clients and community through phone calls on advising them on covid preventive measures. The Health Entrepreneurs had built a relationship with the community and were



immediately on the field attending to their clients after the lockdown was eased as the Covid pandemic brought the focus on the need for taking care their health care especially those who had NCD issues.

Our program of preventive health care has in the Covid crises reconfirmed the importance of such program and the need to enhance and scale up this program. For this we are grateful to the Health Entrepreneurs and partners without whom we could not have sustained the program and develop the entrepreneurship model.

On the Tobacco Control project, our focus has been to ensure the protection of children and youth which the industry targets. We have initiated a new program with 200 schools in Ramanagara District to work toward declaring them as Tobacco free schools. We have supported the government in its effort to bring in Vendor licensing for Tobacco products. This is in the final stages of approval for it to become an act. Once this becomes a reality, minors cannot access tobacco products thereby putting an end to the tactic of trapping children into the vicious cycle of lifetime tobacco addiction. We have been also working with various stake holders for COTPA amendment, which will help reduce violations and ban Designated Smoking Areas, thereby saving the health of passive smokers.

On the Livelihood area, MAYA has refocused on the craft sector. The purpose was to build a collective collaboration and ownership of the Artisans in the craft sector. We assisted in the transition of MOSS into forming two companies - AstisanPride the producer company of Artisans and Fairkraft a marketing & design Company. Over the years, we developed very good design and quality of products and a sustainable entity but had not increased the number of Artisans who benefited from it. Moving forward we will have to build the producer company into a strong institution owned and driven by the Artisan. For that MAYA will have to support build the producer company of the artisan so that it plays a pivot role to impact more Artisans and create the know-how for learnings to other sectors.

It has been a year with a lot of learnings and new initiatives, but we will have to consolidate the work in the area of Health and livelihood.

### **MAYA HEALTH Programs**

### 1. MAYA health

MAYA health addresses the demand for quality primary Healthcare by creating a new channel of dedicated, trained, technology-enabled healthcare micro-entrepreneurs called Health Entrepreneurs (HEs) who act as the last mile connect between the healthcare ecosystem and the citizens of rural-semi urban India.

### MAYA Health MISSION

"To build a sustainable health ecosystem of micro-entrepreneurs who focus on providing preventive and promotional health care services that are affordable to the community"

### MAYA Health VISION

"A healthy community is driven by empowered individuals from rural and semi-urban communities who take ownership of their health through preventive health care and promote overall wellbeing.

person who release water to the villages who is paid by GP) for

### MAYA Health Activities during 2020-2021:

MAHI (Movement For Awareness and Health Innovation) BPCL Project-





Campaign for Covid 19 prevention

The implementation team divided into small teams and the team went to each house, met family members, particularly vulnerable people such as elderly, pregnant women, children, and people with other illnesses. The team emphasized the importance of behaviour change required for Covid prevention such as Frequent Hand washing Wearing and Maintenance of mask, Maintenance of Social distance, Dietary intake for immunity and about Home quarantine.



Awareness at household level



The Panchayat Development Officers (PDO) emphasized the need for communicating the key messages frequently to achieve the behaviour change. Autos attached with PA system were used by the panchayat to create mass awareness. As a result of the above campaign, a smaller number of people were tested positive for Covid 19 in rural areas comparing to semi urban areas. On an average 2000 household living in 6-7 villages in every panchayat were reached out to.

Mass awareness

The table below gives details of community members reached for covid-19 prevention activities such as hand washing, wearing masks and maintaining social distance.

	-		
No of Grama Panchayats	16	Total Houses Covered	34,000
No of individuals reached for Covid awareness	1,28,000	No of high-risk individuals reached	21,711

### **COVID Impact on Health Entrepreneurs**

The health kits of Health Entrepreneurs were taken back during first covid lockdown in the last week of March 2020 to stop them to give service door to door. Stopping of service affected their livelihood. In between April to November, MAYA supported these HEs by providing monthly financial support of Rs. 2000 and provided dry rations. HEs were given the kits back only in December 2020. When the HNs stopped their door-to-door service during lockdown they continued contacting their clients through phone calls and involved in working at Grama Panchayat level as described above.



#### Story of Health Entrepreneur Tara

A native of Karadi Doddi village, Tara joined as Health Entrepreneur with MAYA in 2020. She dropped out of school before completing her SSLC. A quick learner, Tara learnt all the skills from the training sessions provided by MAYA. Tara who gets on-field by sunrise and is known to wrap up her work by around 10.30 am. Among other HEs, Tara is the one who is conducting the highest number of fasting blood sugar and blood pressure tests. By explaining the benefits of getting the blood sugar test regularly, was able to convince many to take this up. Her husband works as a barbender and is an alcoholic who doesn't support the family. With no financial support from her husband, Tara has taken the responsibility of raising her two sons. She recently got a scooter on instalment and can cover more villages and reach more people to carry out the tests.



### Story of Sowmya

Sowmya aged 30 years, completed MA B Ed, was working as a part time teacher, stopped working after her second child. She was attending tailoring classes when MAYA field coordinator explained her about the opportunity of functioning as Health Entrepreneur. She came for the orientation and found it interesting. Earlier she was hoping of getting a job as a teacher in a govt school but she had to pay for the post which she could not afford. She has completed more than 1 year with MAYA Health and reached out 250+ clients in a month with an average monthly income is Rs. 5000. She has two children aged 6 and 3½ years. Her husband works in a factory nearby. She said the money she earns as HE is spent for her children's insurance, education and family maintenance. She said the money she earns is helpful as the salary of her husband is not enough to manage the family.

### 2. Tobacco Control – Making Karnataka a model state for tobacco control

Since 2017 MAYA has been proactively working on a tobacco control project in Karnataka funded by Tobacco Free Kids Action Fund. The major focus is on tobacco-free cities, the introduction of vendor licensing, optimal taxation of tobacco and implementation of Designated Smoking Area. In these years MAYA interventions on tobacco control includes sensitization and engagement of various policymakers, bureaucrats and department heads has worked closely with various departments of the state government like State Tobacco Control Cell, Urban Development Department, BBMP and civil society organization.

#### **Tobacco Control Activities during 2020-2021:**



#### 1. Vendor Licensing first gazette notification-

Vendor Licensing process was initiated way back in 2013 by Institute of Public Health. Since MAYA took up the process, we have been able to complete the approvals from Urban Development Department, Directorate of Municipal Administration, BBMP and approvals from Ministers of UDD and DMA. Also mobilized the support through students, parents and teachers for countering the pressure from tobacco lobby. Currently the first notification is issued and is pending for final approval from the Chief Minister.

2. Implementation of Smoke Free laws-

The report on the study conducted by MAYA in association with Bangalore Medical College and Research Institute has helped sensitize the Chief Minister, BBMP and Excise department on blatant violations and need for necessary actions.

The Chief Minister's office has issued strong letter to the BBMP, Urban Development, Police and Excise departments for strict implementation of smoke-free laws. MAYA has organised training sessions for the excise, police department and BBMP health inspectors.





#### **3: Increasing Tobacco taxation:**

MAYA team has been working on tobacco taxation since Aug 2020 sensitizing the then Home Minister & member of GST council and Commissioner, Commercial tax. Also has sensitized and engaged with the Hon'ble Chief Minister, Additional Chief Secretary, Finance Department and newly appointed Commissioner of Commercial Tax, Bangalore by submitting the proposal and requesting to raise the proposal in the GST council meeting.

#### 4. Order on Ban on hookah bars:

Hookah bars are the gateway to lifetime tobacco addiction and other drug use. An hour of Hukkah consumption session is equal to smoking 100 cigarettes. MAYA with the support of expert lawyer has prepared document listing the available legislatures for banning hukkah bars and submitted to Home Department through High-Power Committee on Tobacco Control, GoK & An order has been passed from

the office of Director General and Inspector General of Police to all police departments to take measures to prohibit hookah bars based on the list of the legislatures provided.

5. Compliance monitoring for FCTC 5.3: MAYA team has engaged with Directorate of Municipal Administration, Excise, Transport. Education department and got the order issued on FCTC 5.3 which prohibits tobacco companies from meeting government officials and install the prescribed board in their office.

6. Mainstreaming reporting & review of tobacco control activities in the state.

As part of mainstreaming the reporting and review of tobacco control activities in the state, MAYA has engaged with the Assembly Petition Committee, Department of Legislative Assembly and Department of Planning, Monitoring and Statistics (PMS) in coordination with High Power Committee. As a result, the Department of PMS has issued order to all the districts to review tobacco control in the Karnataka Development Progress Review.



### 3. Tobacco Free School Project - NSF

MAYA received grant from Narrotam Seksaria Foundation (NSF) to work with 200 school to declare it has smoke free school. The work involved as below:

1. Equip all the stakeholders with scientific information on the ill- effects of tobacco and it connect with health and hygiene.

2. Create on ill effects of tobacco and its consequences among the children

3. Making all schools tobacco free through participation of the children and stakeholders, wards making schools tobacco free in Ramanagara district.

### **Tobacco Free School Activities during 2020-21:**

- Masters Training at District level to educate key teachers from 4 talukas of Ramanagara District.
- Block level training for 100 schoolteachers covering 50 schools in Ramanagara District.

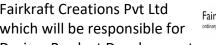
### **Livelihood Program:**

MAYA's livelihoods initiative is aimed at allowing people to live in dignity and to become self-reliant. MAYA has actively supported the handicraft cluster of Channapatna, Ramanagara District, Karnataka, India for the past 15 years.

The following 2 companies have been registered for the future growth and expansion of operations.

ArtisanPride Producer Company Ltd	State and
(APPCL) – a producer company of	and the second
lacware artisans that will be	artisanp
responsible for the manufacture and su	pply of
lacware handicraft products.	

20.	
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e .	artisanpride





Design, Product Development and Marketing.

#### Livelihood Activities during 2020-21

• Impact of Covid 19 on artisans:

2<sup>nd</sup> wave pandemic hit very badly specially in the rural & rural semi urban areas. It is directly affecting the livelihoods of Channapatna lacware artisans. MAYA supported Artisanpride to diversify into producing reusable fabric face mask, as the market for toys and accessories has been drastically affected. The artisans had to suspend production until the markets improve. Hence, their families (80 women) have been trained to stitch quality face masks. The company



could produce and sell about 60000 masks in 2 months to the corporate like TITAN, Baxter, Scientific games etc. These masks called as Karuna masks are available in Amazon online.



Covid 19 lockdown rendered the artisans of Channapatna jobless.

That is when Maya (NGO) moved in, first, to provide food security.

Transforming Liveliboods





Today Maya is helping 80 artisan families in times of crisis

Next, Maya started re-skilling artisans in mask making



Due to the crisis and lack of investment in the craft sector MAYA approached NABARD and MSME for support.

### NABARD-

### Diagnostic study was done with the support of NABARD

- ✓ Individual Artisan Interviews 502 artisans were interviewed covering 15 locations
- ✓ Focussed Group discussion−100+stakeholders, experienced artisans participated and discussed in 10 groups
- ✓ Individual Family survey 50 families participated to validate inputs from FGD and the artisan survey
- Formation of OFPO (Off Farm Producer Company) a collective/ collaborative enterprise



A scalable producer company formed to put in place all necessary infrastructure and to facilitate the revival of the entire Craft sector. MAYA had already facilitated the formation of fully functioning SHGs consisting of 50 member artisans. SHGs are in turn members of the producer company. OFPO formed to help artisans to help themselves.

### **MSME- SFURTI Scheme -**

MAYA secured grants from MSME ministry (SFURTI scheme) to revive the craft cluster in Feb 2021. The Craft full life cycle demands management of a number of important activities of the cluster like

- Product design and development
- Manufacturing
- Training
- Availability of raw materials
- Market linkages
- Craft promotion

These activities are highly interlinked and MAYA as Implementing Agency (IA) proposed to create an overreaching structure in the form of Common Facility Centre (CFC) in Channapatna for revival and development of the craft cluster. MAYA has already helped register Artisan Producer Company (SPV/OFPO) and the CFC will serve as a business incubation centre for artisans.

# Food Security for 500 artisan families -Dry Ration distribution to the Covid 19 affected Lacware artisans and health entrepreneurs:

The current pandemic has affected the artisan community and the Heath Entrepreneurs of MAYA. The artisans live on rented houses, do not own any land, and largely depended on toy making for their livelihood Whereas the health screening cannot be done maintaining social distancing, and requires lose interaction with people. These health entrepreneurs currently are engaging in offering health education to people in their communities on personal protection measures to prevent from getting infected by Covid 19.







### Story of Artisan Wazeed Khan

Wazeed Khan from Channapatna, working as artisan in MAYA unit for last 10 years. He is 41 years old, has own ancestral house and looking after his old mother, wife and two small children. He says MAYA unit is taking more care than any other unit. Dry ration has been provided during covid crisis and MAYA has registered for telemedicine service where he can spend money only for medicine and save consultation amount. He is a member of Artisanpride.

### **Impact of MAYA programs**

### MAYA Health:

- ✓ By end of March 2021, 85 Health Navigator have become micro entrepreneurs who are earning an average of Rs. 4,500 (between Rs. 3,000 to Rs.6,000) per month through their service and products at Channapatna, Ramanagara and Kanakpura talukas of Ramanagara District.
- ✓ 60,000 household information collected and reached approximate population of 2.5 lakhs
- ✓ 15,000 individuals are taking BP and sugar service from MAYA Health entrepreneurs.

### **Tobacco Control:**

- ✓ Sensitization and engagement of policy makers, bureaucrats, department heads and other stakeholders in tobacco control activities.
- ✓ Vendor licensing gazette notification reached final notification to become an act.
- ✓ Hukkah ban order from Home Department.
- ✓ Order from Chief Minister's office instructing BBMP, Excise and Urban Development department to strictly implement smoke-free laws in the state.
- Circular from Planning Monitoring and Statistics department mainstreaming reporting and review of tobacco control activities in the state.
- ✓ Issue of orders notifying FCTC 5.3 from DMA, Home department, Transport department, Excise department and Education department.

### Livelihood:

- ✓ Women artisans have produced more than 1,00,000 premium masks keeping our citizens safe, while ensuring livelihoods.
- ✓ Dry ration distributed to 500 artisans
- ✓ 50 artisans enrolled for tele medicine services of Clinikk through MAYA Health entrepreneur

### Way Forward:

- The heath entrepreneurship model has proven to be a successful at the micro level and it needs to be taken into scale. This can be done in collaboration with another partner.
- With support from MSME-SFURTI scheme in span of 3 years MAYA as Implementing Agency will be supporting Artisansprode company to create livelihood for 500 artisans. MAYA has to look at developing other clusters that create sustainable livelihood.
- In order to achieve the above goals, MAYA has to become a robust organization which requires to get additional human resources and to have in place the required policies, systems and procedures for the organization.

### **MAYA Partners:**

WE are grateful to all our partners for their support and encouragement.

- Karnataka Health Promotion Trust (KHPT)
- Srishti School of Art, Design & Technology
- Bharat Petroleum Corporation Limited (BPCL)
- Consortium For Tobacco Free Kids (CTFK)

## **MAYA Governing Council Members of 2020-21**

MUTHU KRISHNAN	PRESIDENT
ALEXANDER JOSEPH RODRIGUES	CHIEF FUNCTIONARY & SECRETARY
JOSEPH GERARD RAJESH	TREASURER
JUSEPH GERARD RAJESH	TREASURER
RAMESH SHASTRI	MEMBER
BASAVARAJU V S	MEMBER
RASHMI H	MEMBER
NAVEEN BAGALKOT	MEMBER

	MO	VEMENT FOR AL	TERNATIVES A	ND YOUTH AWARENESS (MAYA)		•			
BALANCE SHEET AS AT 31.03.2021									
		<b>General Indian</b>			FCRA	General Indian			
LIABILITIES	FCRA Account	Account	TOTAL	ASSETS	Account	Account	TOTAL		
General Fund									
Balance as on 31.3.2020	59,67,427	46,52,886	1,06,20,314	Fixed Assets					
Less:Excess of Expenditure over Income	7,34,328	0	7,34,328	Opening Balance	37,66,388	9,92,747	47,59,13		
Add: Excess of Income over Expenditure	0	1,08,54,059	1,08,54,059	Add: Purchases	27,990	0	27,99		
General Fund as on 31.3.2021	52,33,099	1,55,06,946	2,07,40,045	Total	37,94,378	9,92,747	47,87,12		
				Less Sale of Assets	15,000	0	15,00		
Current Liabilities				Less Depreciation	3,83,579	1,19,643			
Salaries and stipends payable	0	894	894	Assets as on 31.3.2021	33,95,800	8,73,104	42,68,90		
Statutory Payables	24,778	11,475	36,253						
Internal and Statutory Audit Payables	36,000	0	36,000	Current Assets, Loans and Advances:					
Rental Security Deposits	0	1,00,000	1,00,000	Tax Deducted at Source	6,71,880	and the second s			
Other payables	34,944	4,09,248	4,44,192	Security and Rent deposits	3,57,270	1,17,846			
				Program advances	435	62,640			
	-			Other receivables	0	8,14,502			
				Cash in Hand	2,816	783	3,59		
	-			Cash at Bank	9,00,621	1,20,78,046	1,29,78,6		
				Fixed Deposits	0	15,95,857	15,95,8		
Total	53,28,821	1,60,28,562	2,13,57,384	Total	53,28,821	1,60,28,562	2,13,57,3		

Place: Bangalore

For Movement for Alternatives and Youth Awareness (MAYA)

Date: 01/12/2021

FOR MOVEMENT FOR ALTERNATIVES YOUTH AWARENESS (MAYA) CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENT FOR ALTERNATIVES & YOUTH WARENESS (MAYA) INVR PRESIDENT

FOR MOVEMENT FOR ALTERNATIVES & YOUTH AWARENESS (MAYA)

Jh Rynh TREASURER

AND RAVIKU M.No. 02372 ered Account

M. No. 023785

As per my report of even date

FSF-JS Ratna Ravikumar B. Chartered Accountant

		MOVEMEN'	Γ FOR ALTERN EXPENDITUR	ATIVES AND YOUTH AWARENESS (M E ACCOUNT FOR THE YEAR ENDED 31	AYA) 1.3.2021	1	
EXPENDITURE	FCRA Account	General Indian Account	TOTAL	INCOME	FCRA Account	General Indian Account	TOTAL
CTCK Project expenses	10,796	0	10,796	Grants and donations	36,90,822	1,65,91,878	2,02,82,700
MAYA Health Project expenses	5,129	5,89,402	5,94,531	Miscellaneous income		1,632	1,632
Model State Karnataka expenses	31,42,613	0	31,42,613	Bank Interest	41,948	1,33,007	1,74,955
Operation Suraksha (TFKAF) expenses	6,88,822	0	6,88,822	Rent Income	0	3,79,430	3,79, <b>430</b>
Covid 19 support expenses	99,500	14,16,500	15,16,000	Interest on IT refund		1,430	1, <b>430</b>
BPCL project expenses		28,79,708	28,79,708		•		
NABARD project expenses		1,80,999	1,80,999				
NSF project expenses		1,14,882	1,14,882				
Support Livelihood project expenses		3,30,668	3,30,668				
Craft Development expenses		22,999	22,999				
General Administration expenses	1,36,660	5,98,517	7,35,177				
Depreciation	3,83,579	1,19,643	5,03,222				
Excess of income over expenditure		1,08,54,059		Excess of Expenditure over Income	7,34,328		7,34,328
TOTAL	44,67,098	1,71,07,377	2,15,74,475	TOTAL	44,67,098	1,71,07,377	2,15,74,475

#### Place: Bangalore

For Movement for Alternatives and Youth Awareness(MAYA)

#### As per my report of even date

Bleis Ratna Ravikumar B. Chartered Accountant

M. No. 023785

ered Account

Date: 01/12/2021

FOR MOVEMENT FOR ALTERNATIVES YOUTH AWARENESS (MAYA) M CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENTIFOR ALTERNATIVES & YOUTH WARENESS (MAYA)

FOR MOVEMENT FOR ALTERNATIVES & YOUTH AWARENESS (MAYA) RAVIKUA

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		MOVEME	NT FOR ALTER	NATIVES AND YOUTH AWARENESS (MAYA	l)	,	
		RECEIPTS	AND PAYMENT	SACCOUNT FOR THE YEAR ENDED 31.3.2	021	l	
		General			FOR	General Indian	
	FCRA	Indian			FCRA		TOTAL
RECEIPTS	Account	Account	TOTAL	PAYMENTS	Account	Account	TOTAL
Opening Balance				CTCK Project expenses	5,342	0	5,342
Cash in Hand	5,640	6,345	11,985	MAYA Health Project expenses	5,129	4,82,890	4,88,019
Cash at Bank	10,87,207	10,31,243	21,18,451	Model State Karnataka expenses	31,42,613	0	31,42,613
				Operation Suraksha (TFKAF) expenses	7,53,473	0	7,53,473
Grants and donations	36,90,822	1,65,91,878	2,02,82,700	Covid 19 support expenses	99,500	14,16,500	15,16,000
				BPCL project expenses	• 0	27,73,855	27,73,855
Bank Interest	41,948	1,26,508	1,68,456	NABARD project expenses	0	1,74,987	1,74,987
Rent Income	0	1.29.056	1,29,056	NSF project expenses	0	1,14,882	1,14,882
Interest on IT refund	0	1,430	1,430	Support Livelihood project expenses	0	3,30,668	
Sale proceeds of fixed assets	15,000	0	15,000	Craft Development expenses	0	22,999	
Miscellaneous income		1,632	1,632	General Administration expenses	1,61,660	5,89,496	
Miscellaneous mosme				Purchase of fixed assets	27,990	0	27,990
Rent and security deposits recovered	2.31.900	1,18,868	3,50,768	Rent and security deposits	0	1,10,795	
Program advances	3,23,927	2,29,310		Program advances	2,82,574	2,85,011	5,67,585
Salary advances	0,20,70	30,206		Salary advances	0	29,206	
Fixed deposits		2,24,119		Fixed Deposits	0	97,299	97,299
Duties and taxes collected	2.49.539	2,35,864		TDS receivable	0	0	(
IT refund		35,730		Staff vehicle contribution	0	0	
11 rendia				Duties and taxes paid	2,64,266	2,54,773	5,19,039
				Closing Balance	2.016	783	3,599
				Cash in Hand	2,816		
				Cash at Bank	9,00,621		
TOTAL	56,45,983	1,87,62,189	2,44,08,172	TOTAL	56,45,983	1,87,62,189	2,44,08,172

Place: Bangalore

For Movement for Alternatives and Youth Awareness(MAYA)

Date: 01/12/2021

FOR MOVEMENT FOR ALTERNATIVES & YOUTH AWARENESS (MAYA) CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENT FOR ALTERNATIVES & YOUTH WARENESS (MAYA) PRESIDENT

As per my report of even date

T C RATE AND A LICENATIVES

(M.No. 023725)