



ANNUAL REPORT 2019-20

Movement For Alternatives And Youth Awareness [MAYA]

Mayahealth @2019

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ABOUT MAYA

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

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

Past Programs of MAYA:

MAYA's past programs in Education and Livelihood sectors have now formed into 3 independent entities spread across India. They are:

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

CURRENT PROGRAMS OF MAYA

1. **MAYA HEALTH** - Preventive Health Care for rural and semi urban Communities
2. **LIVELIHOOD** - Revival of rural economies based on handicrafts

1. MAYA Health Program:

MAYA Health program is MAYA's 4th initiative which 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.

Besides this under Health program, MAYA has been proactively working on a tobacco control project in Karnataka since 2017.

MAYA Health 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"

MAYA Health 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."

Livelihood Program:

MAYA's livelihood program addresses issues faced by artisans through skill training, product development and manufacturing and marketing support. Currently working with the Lacware Handicraft Cluster of Channapatna. MAYA Organic Support System (MOSS) has now been made into two companies called FairKraft and ArtisanPride through which directly and indirectly benefitted about 100 lacware artisans from Channapatna by way providing consistent income through business opportunities.

CEO Message

Alex Rodrigues, CEO MAYA



Over the last year, experience in our **Health program** has shown us the need for the last mile connects to bring preventive health services to the doorsteps and making it accessible to the communities who need it most.

The fact that people are paying for this service is enough proof of concept that it has a demand and creates value to the communities. This has also shown that is a need for it. And the Covid -19 crises has highlighted the need for preventive and promotive Health. Health has also become a priority and how we find ways to reach out to more people with easy solutions will be what we will need to address.

Before the end of the financial year due to Covid-19 crises we had to stop all the Health Entrepreneurs on going door to door to service due to the risks involved both for them and their clients. And we reoriented the HEs to continue to be in touch with their clients and the community with providing relevant information to be safe during this period.

Our engagement with our partners KHPT and Baptist Hospital on taking this model forward emphasised the importance of Partnership and collaboration if we need to sustain and develop the entrepreneurship model. It was felt that we will have to work together to create the organisation that is required for a scale up model. While we all see the need to work together to take this model forward and scale it up. MAYA will have to take the lead role to drive this initiative. We will need to build the mission and vision and the road map for the organisational structure and get the necessary funding for it. We will have to focus on this in the coming years.

Our work in the **Tobacco project** has focused more at supporting the depts in implementing the COPTA laws to move to Tobacco Free cities. This has been in providing Technical and training support and ensuring enforcements take place for compliance of the law.

On the **livelihood** area, MAYA has refocused on the craft sector. The purpose was to build a collective collaboration and ownership of the artisan in the craft sector. We assisted in transition of MOSS into forming two companies one is the producer company of Artisans called AstisanPride and the other is marketing & design Company called Fairkraft. Over the years, we developed very good design and quality of products and a sustainable entity but 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 also create the know-how for learnings to other sectors.

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

OVERVIEW OF MAYA PROJECTS IN 2019-20

1. MAHI (Movement For Awareness and Health Innovation) Project:

MAHI project funded by Bharat Petroleum Corporation Limited (BPCL) began the work in Feb 2019 for developing a replicable and sustainable health model to address the preventive health care needs of the community in Ramanagara District of Karnataka. Started in Ramanagara Taluk with 14 HEs on Board the project extended to Kanakpura Taluk by Jan 2020. These Entrepreneurs are selected from local community who are married and settled in the locality, with basic education qualification and an interest to work in the field of Health The selected HEs are trained by the coordinators of MAYA for connecting and providing Health service and products to the community.

Area of Operation: MAYA Health has extended its presence to 3 Talukas of Ramanagara District: Channapatna, Ramanagara and Kanakpura Taluk with a total on-field Health Entrepreneurs (HEs) of 70+.

RAMANAGARA DISTRICT MAP



2. Operation Suraksha – Tobacco Free Cities Project:

MAYA has been proactively working on a tobacco control project in Karnataka funded by Tobacco Free Kids Action Fund across 6 cities (Shimogga, Bellary, Mangalore, Mysore, Davanagere and Tumkur) since November 2017. 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 has worked closely with various departments of the state government like State Tobacco Control Cell, Urban Development Department, BBMP and civil society organization.

3. Livelihood Program:

Keeping in mind future growth and expansion of operations, MAYA decided to restructure MOSS into two different business entities. Accordingly, the following two companies have been registered



ArtisanPride Producer Company Ltd (APPCL) – a producer company of lacware artisans that will be responsible for the manufacture and supply of lacware handicraft products

Fairkraft Creations
ordinary people, extraordinary products



Fairkraft Creations Pvt Ltd which will be responsible for Design, Product Development and Marketing.

Area of Operation: Lacware Handicraft Cluster of Channapatna, Ramanagaram District

MAYA PROJECT ACTIVITIES IN 2019-20

MAHI Project in Ramanagara and Kanakpura Taluk:

- **Selection of HEs:** The field coordinators visited several villages and identified candidates to become Health Entrepreneurs (HEs). Enrolling new HEs was through Anganwadi workers, ASHA Worker, Panchayat members. The selected HEs were given training by MAYA to screen and provide basic preventive health services to the community at their doorsteps. And to use medical handheld screening devices such as Glucometer, BP apparatus, Hemoglobinometer, Digital weighing scale etc



Started with 14 HEs in Feb 2019 number of HEs on board by end of March 2020 were 32 in Ramanagara Taluk and 15 new HEs in Kanakpura Taluk.

- **Household Survey:** The trained HEs started household survey which covered basic details of the family with health conditions in their respective villages. Based on this they offered service and registered their clients for service.



The project has done 31,436 household survey during 2019-20 covering approximate population of 1,25,744.



- **Screening:** These HEs screened the clients using handheld medical devices such as BP apparatus, Glucometer, Hemoglobinometer, and digital scale. Backpacks and overcoats were given to them to carry these equipment's.

Total of 30,751 number of people were screened during 2019-20

Other than screening HEs motivated people to change their lifestyle. Along with these services HEs earned income through selling of products like millets and sanitary pads to the community.

- **Data Capture:** Along with this, mobile phones were purchased and given to HEs for data capture such as client basic details with health conditions. The new MAYA Health app designed to capture client data and service details and to show the Health status of each client and it sets reminder for follow-ups.
- **Baseline Survey:** Detailed survey of population and consumables (Baseline Survey) was conducted by each HEs which covered household situation, health knowledge and practices, health issues and service coverage, habit and risk factors.

Around 19 HEs of Ramanagara Taluk conducted 4,750 baseline survey (each HEs 250 families)

The HEs of Ramanagara Taluk were earning an average income between 2000 to 4000 until they stopped their service due to Covid – 19 lock down by the 3rd week of March 2020.



MAYA Health program in Channapatna Taluk:



MAYA Health program which started its program at Channapatna Taluk in 2014. MAYA supported the Health Entrepreneurs of this taluk by giving stipend until they started earning minimum income per month through their service and products. By 2019, 30 HEs became micro entrepreneurs who started earning themselves without support of MAYA.

During 2019-20 the following activities taken up for these micro entrepreneurs in this taluk:

- Introduced to new govt schemes like Ayushman Bharath Card.
- Increased their income by introducing new product called Noni to the community.
- Started blood group and creatine test for which training was given by Dr. Sulochana.



New IEC material developed with collaboration from Srishti School of Design for pregnancy care and malnutrition. MAYA team also developed health hand book for HEs which helped them to make community understand more about BP, Blood Sugar and Anaemia.

Operation Suraksha – Tobacco Free Cities:

Activities during 2019-20:

1: *Vendor licensing policy in Karnataka-*

Vendor licensing process was initiated in 2017. It was prolonged due to various reasons. With coordinated follow-up with the High Power Committee, the file was put forth for finalization of rules with the Urban Development Department, Department of Municipal Administration and BBMP. As per the latest update, the file was at the BBMP to be sent to UDD for notification.



2: *Implementation of DSA-*



Sensitisation programmes were organised for key stakeholders such as owners of pubs/ clubs, and bar/ restaurant/hotel association members in Shimoga, Davangere, Bellary and Mysore. Training programmes were conducted for enforcement officials - police, excise, and corporation officials for effective implementation of DSA rules. As part of the DSA activities, concerned District Tobacco Control Committee was sensitized on the DSA along with Deputy commissioner and other department heads. This was followed by enforcement drives. As an outcome Police, Corporation and Excise departments have issued circulars to comply with DSA rules.

3: Implementation of Tobacco Free cities (TFC)-

Sensitisation and training and enforcement drives were done in all six cities during the reporting period. The Tobacco- Free Cities Endline survey results at Shimoga and Tumkur showed that the COTPA compliance in these has reached more than 90% in key sectors- transport, hospitality, point of Sale, education and public places. The team attended periodic district and state-level review meetings including Karnataka Development Programme Review (KDP). Review meetings conducted for TFC status along with defining roles of each department and reporting mechanisms. The sustainability of the same is ensured through DLCC and KDP review meetings ensuring each department carries out their roles.



4: Optimal taxation of tobacco:

Team sent periodic communications to the Commissioner of Commercial Tax, Bangalore, and explained the need for optimal taxation of tobacco.

Livelihood Activities in 2019-20:

In the year 2019-20, MAYA supported the formation of a producer Company called ArtisanPride. The purpose was to build a collective collaboration and ownership of the artisan in the craft sector and to see how we could create greater livelihood opportunities for Artisans.

MAYA has provided support in getting the Artisans together to understand the importance of having their own entity and the need to be work together to build their entity.



Impact of MAYA programs in 2019-20

MAYA Health:

- ✓ 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.
- ✓ By March 2020, there were total 47 HEs under MAHI project, out of this 32 HEs on board at Ramanagara taluk who started BP and DM services to the community and 15 new HEs of Kanakpura Taluk who started Household survey.
- ✓ Covered approximate population of 1,25,744 of Ramanagara an Kanakpura taluk.
- ✓ This model has influenced three organizations to initiate this model in their respective areas – KHPT, BBH and IIPH.

Tobacco Control:

- ✓ The project had achieved in declaring the 6 cities that we worked in to be Tobacco Free cities.

Livelihood:

- ✓ The formation of the two companies and mainly the initial stage of institutional building of the Artisans to take ownership and learning the process of handling their own entity.

Way Forward:

Taking the Health model forward we will have to structure with our partnership with KHPT and Baptist Hospital to sustain and develop the entrepreneurship model. We will have to replicate its Health Entrepreneurship program with another partner organisation, and for that we will have to create template for the transfer of knowhow so it can be easily operationalised by the partner. MAYA will have to look at how to make it sustainable by bring in new partners to support the project.

MAYA Partners

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

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

MAYA Board 2019-20

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