



MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS

ANNUAL REPORT 2022-23

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- PREVENTIVE
HEALTH

- HEALTH
ENTREPRENEURS

- LIVELIHOOD

- YOUTH
ENGAGEMENT

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VISION AND MISSION:

MAYA VISION: create an empowered and equitable society

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

JOURNEY SO FAR:

Child
Rights/Child
Labour

Vocational/
Prevocational
Training

Educational
Reforms-
PRAJAYATNA

Skilling of
Informal Sector
- LABOURNET

Craft – MAYA
Organic

Livelihood –
Artisans/
Health
Entrepreneurs

HIGHLIGHTS OF 2022-23

LIVELIHOOD - WOMEN HEALTH ENTREPRENEURSHIP PROGRAM:

MAYA initiated women Health Entrepreneurship program to promote preventive healthcare and enable well-being ensuring sustained good health by creating dedicated, trained, technology enabled health entrepreneurs (HEs) also called as Health Navigators who provide health services like basic screening, BP, Blood Sugar and Anaemia tests to the community at their door steps. MAYA's approach is to make these Health Navigators self-sustain and continue screening and following up community with essential health service and products at affordable rate to improve their health.

This program piloted at Channapatna with 15 Health Navigators on board later extended to 5 talukas of Ramanagara and Maddur districts of Karnataka.

In 2022-23:

88 Women Health Entrepreneurs (HEs) provided Blood pressure, Blood sugar and Anaemia services to the community covering 5 talukas of 2 districts Channapatna, Kanakpura, Ramanagara of Ramanagara District and Maddur, Malavalli of Mandya Districts. No. of BP screenings: 28,679 No. of sugar screenings: 31,115 and No. of HB screenings conducted from July 2022 to March 2023.

Certification to the HEs:

In order to get the recognition and acceptance within the community the Health Entrepreneurs went through training and certification process and was certified by MAYA and Bangalore Baptist Hospital on 5th July 2022



Certificates issued to the HEs to screen Blood Pressure and Blood sugar using digital devices.

HEs Service to the Artisans:

Besides providing service to the community HEs entered into an agreement with Artisanpride Producer Company to screen the artisans and their family.

Health Screening camp for Artisans by TATA 1mg on 17.12 2022



Data in google forms:

To streamline HEs service information, google forms was created. HEs are entering the collected data of their service given to the community in to these forms. After analyzing the entered forms MAYA is encouraging the HEs by recognizing their performance by giving gift to them.

Channapatna Community Health Library:

An Infrastructure was set up at Channapatna to Enhance Community Health, Wellbeing & Livelihoods through Participatory Design & Deployment. This project is funded by APC-Locnet community network grant scheme. The infrastructure using low cost open source and locally configurable components supported HEs work. A mesh node was placed in few places of Channapatna connecting to the local server which helped the community such as ASHA workers, anganwadi teachers and households to engage with the knowledge created to learn and solve health related problems. Health Library currently has about 200 audio-video items (in the local languages of Kannada) of local health and wellbeing. The HNs engage in collating and curating the library, as well as to enable health knowledge exchange between their communities and local public health to educate and activate them with information that is locally rooted and relevant.

Jabeen Taj explaining the community network and our intentions behind building it to a group of HNs, ASHA workers and community members at the inauguration / unveiling of Channapatna Health Library



Asma demonstrating the Channapatna Health Library on Papad running on Raspberry Pi desktop to a group of ASHA workers



Successful Story of a Health Entrepreneur:



Sowmya

I am 32 years old , completed MA B Ed, was working as a part time teacher, but stopped working after my second child. I was attending tailoring classes when MAYA field coordinator explained about the opportunity to work as Health Entrepreneur. I came for the orientation and found it interesting. Earlier I was hoping of getting a job as a teacher in a govt school but I had to pay for the post which I could not afford. After becoming Health Entrepreneur I reach 250+ clients in a month with an average monthly income is Rs. 5000+. I have two children aged 7 and 4½ years. My younger daughter has health problem and had to undergo throat surgery and with the income earned as HE I could pay hospital bills and also I am able to buy TV, Fridge on instalment basis. My husband works in a factory nearby for low salary.

LIVELIHOOD - ARTISANPRIDE:

MAYA supported formation of Artisanpride Producer Company Limited (Producer company) and Fairkraft Creations Pvt Ltd (Marketing company) to benefit the lacware artisans of Channapatna by way of providing income through business opportunities.

MAYA was able to get fund from MSME-SFURTI scheme to increase the livelihood of the artisans by providing infrastructure and technology for better productivity. A common Facility Centre (CFC) was constructed, new machineries were installed.

Common Facility Centre (CFC)

Managed by Artisanpride Producer Company (SPV/OFPO) with MAYA support



Solar Grid:

Installed 25KWp Roof top Solar Grid-Tie system on roof top of the CFC and the power generated from Solar are supplied to the grid



Purchase of New Machineries:

In 2022-23 below new machineries were purchased from the MSME-SFURTI fund which helping in reducing the time and drudgery of the artisans in the process of making toys and other accessories:

- Krutz Dust Collector 3 HP Double bag with hosepipe
- Vacuum Sealing Machine with Nitrogen Flush Facility
- Shrink Wrapping machine
- Table Top Dewalt portable planer
- Continuous Band Sealer for Nitrogen Packing
- Air Curtain
- CNC Router Stepper Motor

Copy Turning Lathe:

One of the important machine is used to make semi-finished products and artisans to do the final. Which helps the artisans to increase their productivity and save time the emphasis to utilize artisans skill and reduce mechanical work.



Implementation of Lean Management:

To improve production and to reduce waste Lean Management was implemented throughout all functions at CFC.

MAYA also was able to get funds from **NABARD** for formation and nurturing of intensive Major Off-farm Producer Organization (OFPO), through which identified 10 small local manufacturing units in various artisan clusters called Spokes. These Spokes have standard lathes and other required tools which are close to the artisan's houses, a clean and safe working environment specially for women artisans.

In 2022-23:

- Artisan Basic and Technical training provided for 25 women who are from Beedi rolling sector.
- 250 members paid full share capital
- 190 artisans are covered under Insurance by Lakshya Organization (Aditya Birla Marketing Partner) where they are provided Hospital Cash Benefit
- 9 Spokes out of 10 are functioning
- Participated in Delhi Haat Exhibition (SFURTI Mela a national level exhibition for 15 days at New Delhi), Daskar, India GI Fair, G20, Mahalakshmi Saras and VTPC exhibition.
- Buyer Sellar Meet held at Channapatna CFC on 10th Oct 2022 to



Successful stories of the Artisans:



Kubra Bano

I am 30 years old and unmarried living in Indira Cottage, Channapatna, Ramanagara District, Karnataka. I am the only earning member of the family as my father is not earning. I am taking care of my old parents and younger sister who is a widow and diabetic who is rolling beedi at home and earning minimum income.

Since 2019 I am working in toy assembly group of Artisanpride Producer Company Ltd. I am assembling types of toys like peppy-five, tutu turtle, cubby, Ma Me Pa etc and few office and home décor products.

Before joining, our family had financial crisis where we could not fulfil basic needs of the family. I was part of MAYA learning centre where I received basic education.

I attended an education visit to Janapadaloka to get training about e-commerce.

I am 40 years old and unmarried living in Ramanagara town, Ramanagara District Karnataka. I have a brother and 2 sisters. I have the responsibility of my old father, younger sister and a brother. My brother is dumb and deaf working as housekeeping in Artisan pride office at Channapatna Craft Park. One of my sisters is married and another sister is not working.

I am currently working in Quality checking group of Artisanpride Producer Company Ltd. I do product quality inspection , safety compliance using gauges as per the safety norms, check individual components and approve the good quality products and reject the bad quality products.

I had an exposure visit to TITAN factory recently to know the manufacturing process. There were 33 artisans visited TITAN and learnt the process flow, quality control, housekeeping standards etc.



Shakuntala

PROTECTION OF YOUTH:

Celebrating Life Addiction Free (CLAF):

MAYA initiated Celebrating Life Addiction Free (CLAF) along with Karnataka NO for Tobacco (KNOT) alliance towards protecting youth from the harms of tobacco during 22-23.

Key achievements of CLAF:

- Trained more than 1000 students on harms of tobacco and their roles in tobacco control measures.
- MAYA signed an MOU with Dayanand Sagar University towards supporting the institution on tobacco control activities. 4 More institutions are being approached.
- MAYA hosted an artwork competition for the students which fetched more than 35 artworks on tobacco control that are being shared with the Govt and on social media posts.
- Developed audio visual IEC materials and training modules on engaging the youth on tobacco control. This has been appreciated by other states and are replicating the same.

Other Key Highlights:

- Supported BBMP in capacity building and sensitization of enforcement officials like Police, Health Inspectors, Teachers, anganwadi workers etc.
- MAYA supported the Govt with the draft implementation guidelines for the Vendor Licensing.
- A butts collection campaign was conducted to highlight the violations of COTPA and the health issues caused 400 students were engaged in the activities from 5 colleges.
- Sensitized 8 MPs on the need for strengthening tobacco control policies and secured support from 4 MPs.



Figure 2- Strengthening of COTPA - participated by 600 students.

MAYA received grant from Narotam Seksharia Foundation (NSF) for making schools Tobacco free in Ramanagara District of Karnataka.

In 2022 organized Tobacco Awareness seminar on World No Tobacco Day combined with world environment Day in collaboration with Education and Health Department. Also oriented children to pledge freedom from Tobacco in view of Independence Day. Introduced online monitoring to assess the compliance of status of schools to Tobacco Free guidelines. Few children provided short video message to policy makers. Two villages declared tobacco free village.



- **Developing vision and strategy for 5 years**
- **Organizational administration Streamlining**
- **Strengthening of Entrepreneurship program for scale**
- **Livelihood cluster development program – Weavers**
- **Governs and accountability structure**

MEET OUR GOVERNING COUNCIL MEMBERS



Alexander Rodrigues
Chief Functionary
and secretary



M. Krishnan -
President



Joseph Gerard
Rajesh Treasurer



Basavaraju V S -
Member



Ramesh Shastri -



Rashmi Hebri -



Naveen Bagalkot -
Member

OUR PROGRAM PARTNERS



Narotam Sekhsaria Foundation



APC



Financial Report

MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)

Consolidated Balance Sheet as on March 31, 2023

Particulars	Note No	Local As at March 31, 2023	FCRA As at March 31, 2023	Total As at March 31, 2023
Liabilities				
General Fund				
Opening balance		2,00,77,816	68,35,792	2,69,13,608
Add : Excess of Expenditure over Income		98,22,967	-	98,22,967
Add : Excess of income over expenditure		-	14,15,981	14,15,981
		1,02,54,849	82,51,774	1,85,06,623
Current Liability				
Security deposits		-	-	-
Sundry Creditors	1	1,54,812	89,435	2,44,247
Duties & Taxes	2	49,978	45,813	95,791
Other Current Liabilities	3	2,85,690	70,806	3,56,496
		4,90,480	2,06,054	6,96,534
Total		1,07,45,330	84,57,828	1,92,03,157
Assets				
Fixed Assets	10	54,82,535	27,88,129	82,70,664
Deposits				
Rental & Other Deposits	4	1,30,501	3,57,270	4,87,771
Cash and Bank Balances				
Cash in Hand		377	639	1,016
Cash at Bank	5	22,86,959	25,92,959	48,79,918
Balance with Fixed Deposits account		17,54,997	20,00,000	37,54,997
Loans and advances				
TDS receivables	6	4,76,980	6,71,880	11,48,860
Advances and Loan		-	-	-
Sundry Debtors	7	3,61,060	30,680	3,91,740
Program advances	8	1,93,734	14,133	2,07,867
Other Current Assets	9	58,187	2,137	60,324
Total		1,07,45,330	84,57,827	1,92,03,157

Place: Bangalore

Date: 30/09/2023

For Movement for Alternatives &
Youth Awareness (MAYA)

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

TREASURER

Ratna Ravikumar B.
Chartered Accountant
M.No. 023785



MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)

Consolidated Income & Expenditure for the year ended March 31, 2023

Particulars	Notes	For the FY 2022-23	For the FY 2022-23	Total For the FY 2022-23
Income				
Donations - Domestic	10	21,08,358	-	21,08,358
Donations - FCRA	10	-	62,32,628	62,32,628
SFRUTI Grant		25,61,400	-	25,61,400
Interest Income	11	1,26,668	71,315	1,97,983
Other Income	12	13,63,569	10,000	13,73,569
Sundry Credit Balances Written Back		5,908	-	
Total Income		61,65,903	63,13,943	1,24,73,938
Expenditures				
APC - Locnet	13	-	8,19,336	8,19,336
MAYA Health Project expenses	14	8,80,450	1,07,325	9,87,775
Model State Karnataka expenses	20	-	10,06,990	10,06,990
Oxfam	21	-	2,82,838	2,82,838
NABARD project expenses	15	1,20,000	-	1,20,000
NSF project expenses	16	5,30,254	-	5,30,254
SFURTI project expenses	17	1,26,88,834	-	1,26,88,834
General Administration expenses	18	7,51,771	97,897	8,49,668
Give India Expenses	19	-	3,08,349	3,08,349
TCMY Expenses	22	-	20,26,141	20,26,141
Depreciation		10,17,561	2,49,085	12,66,646
Total Expenditure		1,59,88,869	48,97,962	2,08,86,831
Excess of Income over Expenditure		-	14,15,981	
Excess of Expenditure over Income		98,22,967	-	84,12,893

For Movement for Alternatives & Awareness (MAYA)

Place: Bangalore

Date: 30/09/2023

FOR MOVEMENT FOR ALTERNATIVES & YOUTH AWARENESS (MAYA)

Mishra
PRESIDENT

FOR MOVEMENT FOR ALTERNATIVES & YOUTH AWARENESS (MAYA)

Indragiri
CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENT FOR ALTERNATIVES & YOUTH AWARENESS (MAYA)

J. L. Ray
TREASURER



Ratna Ravikumar B.
Chartered Accountant
M. No. 023785



MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)

Consolidated Receipts & Payments for the year ended March 31, 2023

Particulars	Local For the FY 2022-23	FCRA For the FY 2022-23	Total For the FY 2022-23
Receipts			
Opening balance			
Cash in hand	215	2,343	2,558
Cash at banks	81,71,884	28,39,689	1,10,11,572
Fixed deposits	16,10,209	-	16,10,209
	97,82,308	28,42,032	1,26,24,339
Current year Receipts			
Grants and donations	48,19,758	62,32,628	1,10,52,386
Bank Interest	59,947	71,315	1,31,262
Rent & Other Income	15,02,431	-	15,02,431
Interest on IT refund	293	-	293
Fixed deposits	-	20,00,000	20,00,000
Total - A	1,61,64,736	1,11,45,975	2,73,10,711
Payments			
APC - Locnet	-	8,19,336	8,19,336
MAYA Health Project expenses	8,80,450	1,07,325	9,87,775
Model State Karnataka expenses	-	10,06,990	10,06,990
Oxfam	-	2,82,838	2,82,838
NABARD project expenses	1,20,000	-	1,20,000
NSF project expenses	4,12,254	-	4,12,254
SFURTI project expenses	98,53,953	-	98,53,953
General Administration expenses	7,20,747	97,897	8,18,644
Give India Expenses	-	3,08,349	3,08,349
TCMY Expenses	-	19,29,641	19,29,641
Rent and security deposits	1,35,000	-	1,35,000
Fixed Deposits	-	20,00,000	20,00,000
Total	1,21,22,403	65,52,377	1,86,74,780
Closing Balances	40,42,333	45,93,598	86,35,931
Cash in hand	377	639	1,016
Cash at banks	22,86,959	25,92,959	48,79,918
Fixed deposits	17,54,997	20,00,000	37,54,997
Total - B	1,61,64,736	1,11,45,975	2,73,10,711

Place: Bangalore

Date: 30/09/2023

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

[Signature]
PRESIDENT

For Movement for Alternatives &
Youth Awareness (MAYA)

CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

[Signature]
TREASURER

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