

Movement for Alternatives and Youth Awareness (MAYA)

ANNUAL REPORT

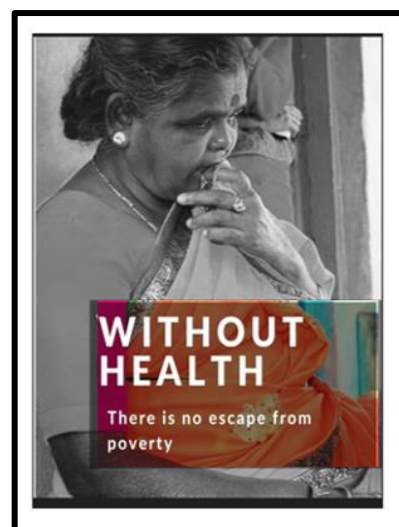
2023-24



Women
Entrepreneurship
Livelihood
Parents
Movement



MAYA



#25, 1-4, 9th Cross, 19th A Main, JP Nagar 2nd Phase, Bangalore – 560078

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www.mayaindia.org

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WOMEN ENTREPRENURSHIP IN HEALTH SECTOR

Purpose:

The objective is to create livelihood opportunities for women by providing doorstep service to the communities and also develop an library on Health knowledge

Key Activities:

- **Health Services to the community:**

84 Women Health Entrepreneurs (HEs) provided Blood pressure, Blood sugar and Anaemia services to the community covering 5 talukas of 2 districts. Channapatna, Kanakpura, Ramanagara and Magadi of Ramanagara District and Maddur of Mandya Districts.

- **Channapatna Health Library (CHL):**

A Health Library was started to bridge the gap between the community and the public health system. CHL is the collection of information on menstruation, family-planning and menopause. MAYA trained HEs (Health Entrepreneurs) act as local health researchers and information mediators between community and local public health actors.

❖ *Channapatna Health Library has 200 tagged and annotated, searchable audio-video, snippets about local health knowledge, practices and lived experiences.*



inspecting the base station network antenna



Interactive session with Junior Health Assistant (JHA) and Health Inspector from the Community Health Center, Channapatna on Women's health & family planning.



Learning to use Desktop Computers

In Sept 2023 the network, server, updated new version of Papad was setup and HEs began to learn using desktop computers to carry out basic activities of browsing the internet, emails, and using LibreOffice suites for text and numbers.

- ❖ *Jabeen Taj, Saraswathi, and Anitha - scripting and recording creative content off the CHL repository*



Experimenting with Mane Siri.

In August 2023, HEs of Channapatna started the procuring, processing, packing and selling nutritional dry-food products made out of 9 local types of millets and herbs. The range of products is under the name of ManeSiri (Bounties of a Home) and hope to grow it into an initiative that will sustain the work of building and maintaining CHL.

Every month, each HEs contributed 500 INR and after three months, there was enough money to initiate the idea of procuring and processing local millets. The first round the packed millets was sold in half kilo and 1 kilo.

Mangalamma, Channapatna HE came up with a recipe for a powder of 9 millets and some herbs, that makes its usage flexible and versatile: add it in dosa / idli batter, or boil with milk as a drink, or add it in rotis, or make steamed balls to be eaten with spicy curries.

The HEs sell the nutrition products to their community members, earning an individual income as well as for the collective.



conversation with Women Farmers in Kanakapura district



Figure 1the first experiment of Manesiri millets powder in action

Over these three months made a profit of 13,000 INR, but more importantly, there is an increasing demand for the powder in the communities - it is versatile, tasty and healthy. The experiment is showed a clear pathway to organise as a producer company as well as confidence in management of supply-chain, logistics, finances.

LIVELIHOOD OF THE ARTISANS

Purpose :

To support the formation and development of lacware artisans of Channapatna into a collective -Artisanpride Producer Company Limited (Producer company) and also provide marketing and design support .The main purpose is to enhance the livelihood opportunities of the artisans.

MAYA accessed the resources from the MSME under the SFURTI scheme in 2021 by providing funding for Common Facility centre and machinery/ technology for better productivity.

Common Facility Centre and Hubs managed by Artisanpride Producer Company (SPV/OFPO) with MAYA support



Key Activities:

- Product testing of 6 categories completed from BIS approved laboratory and BIS testing Internal Lab equipment received at CFC.
- Task Management training for senior staff and board members of SPV conducted by M Krishnan, a training specialist
- Convergence with NABARD SPV received financial Assistance from NABARD and established 10 workplaces (Spokes) in different localities where artisans are situated.
- In the month of July, 475 children from Delhi Public School Bangalore visited the CFC to understand Channapatna crafts and its manufacturing process.
- 15 new designs were developed for economy market, the product has been reviewed by the marketing team and have decided to launch the product

TOBACCO CONTROL & YOUTH

Purpose:

To support Government measure to protect youth from Tobacco consumption and encourage the students/youth initiatives to smoke free & addiction free society

Key Activities:

1. A comprehensive report with recommendations was shared with the health minister, GoK and Finance Minister Gol after a consultation workshop on tobacco taxation with the Institute of Social and Economic Change (ISEC), Bengaluru..

- Tableaus depicting the ill effects of tobacco



2. A tableau rally during World Tobacco Day 2023, attended by key stakeholders and dignitaries and over 600 students and wide coverage of more than 16 media houses reporting the same.. The Health Minister assured to strengthen tobacco control policies at the state.

3. COTPA amendment and a hookah ban, receiving extensive media coverage with more than 10 media reporting the same.
4. Training for Health Officers at the Tumakuru City Corporation after and conducting workshops with Urban Local Bodies on Tobacco Vendor Licensing (TVL) guidelines .
5. Under the Celebrating Life Addiction Free Initiative, MAYA entered MOUs with educational institutions, fostering youth engagement in tobacco control. Suraksha Bandhan campaign, led by students, aimed to garner support for strengthening COTPA by engaging policymakers.
6. In addressing e-cigarette violations, conducted surveys and online research to identify entities and online sites, submitted evidence to law enforcement that led to seizure of e-cigarettes worth more than 8 lakhs..
7. Additionally, the organization actively participated in the regulation of OTT platforms & implementation PECA 2019 creating impactful social media posts to raise awareness and highlight violations to bring to the notice of concerned authorities.

PARENTS FOR INCLUSIVE DEVELOPMENT (PID)

Purpose

PID is a movement of parents that identify the issues and concerns they face and respond to it individually and collectively with parents. The purpose of this is so that the children reach their potential, including making them more independent personally and professionally. In their interface with professionals and organisations the attempt is to answer the question *what I am doing and how are you assisting now so my child can manage tomorrow when I am no more.*

Key Activities

We have to recognise our children can be productive at home and in workplaces. The exposure of parents to professionals is to help build their capacities and develop skills to empower them to take their child to the next level will be extremely beneficial. Some of the areas that parents have to look at: time and space for themselves and with their spouses, how to engage in a more meaningful conversation with grandparents, siblings' neighbours and civil society (including professionals and corporates) and government.

Experience of the last two years:

We began by taking initiative in assisting parents get UDID cards at the Jayanagar Government Hospital. That was very successful and people from different parts of Bangalore benefited from it. The hospital staff were extremely cooperative, and more than 600 persons benefited.

There are several areas of concern in addition to the above. We require public spaces like parks, playgrounds swimming pools that will be made available for them. We have contacted parents at Asha, Diya Foundation, South Bangalore, Tamahar, Prabhakar Rao's centre, Asha (Army), Sandesh, GFCT, We Nurture. We recently contacted Sama Foundation who work with children with special needs in different areas of Bangalore and who are the economically weaker.



We have established contact with parents and NGOs and special schools in Tumkur, Hospet and Koppal. Also, with URWs, VRWs and MRWs. The latter groups are mentioned because they can assist in facilitating parents groups and self-help groups.

The parents appear are diffident to take initiative and drive the movement. Parents want things to be done for them. Also, some institutions will threaten when parents begin to rather than seeing them as partners.

PID has been requested to assist in getting parents and other stake holders to manage and maintain the Sensory Park for children with different needs.

OUR LEARNINGS AND WAY FORWARD

Our learnings:

- In the last one year our believe has been strengthened that we need to focus on the issue of livelihood and the need to build communities that take responsibilities for their own development and their issues.
- We work towards their sustainability.
- Networking in collaboration a key important aspect for sustainability
- Develop leadership at different levels by exposure exposure, positive reinforcement, and that the development process is ongoing and requires continuous effort
- Importance of seeking professional support tailored to their specific needs and circumstances.

Way Forward

- ❖ MAYA needs to revisit its vision, strategy and developing for 5 years
- ❖ Build professional team of people who will support and strengthen Entrepreneurship program for scale
 - Financial support, Marketing, HR, Management, IT

 **To be Discussed**

GOVERNING COUNCIL MEMBERS



M Krishnan - President



**Alexander Rodrigues- Chief
Functionary and Secretary**



J G Rajesh - Treasurer



Ramesh Shastri- Member



V S Basavaraju- Member



Rashmi H - Member



Naveen Bagalkot-Member

VISION, MISSION AND HISTORY OF MAYA

"An empowered and equitable society"

*"Create an empowered and equitable society by addressing systemic issues of
Child Rights, Livelihoods, Education and Health"*

MAYA's past programs of social transformation

- 1992 - Eradication of Child Labour
- 1993 - early childhood care and Education
- 1995 - Vocational prevocational training
- 1999- Citizens Entitative on Elementary Education- Karnataka)

Three programs of MAYA in Education and Livelihood sectors have now formed into 3 independent entities spread across India.

They are:



[https:// prajayatna.in](https://prajayatna.in)



www.labournet.in



MAYA Organic which has become now 2 companies have been registered –Artisanpride Producer Company Limited owned and operated by the artisans and Fairkraft Creations Pvt Ltd a marketing company for the future growth and expansion of operations.

Fairkraft Creations
ordinary people, extraordinary products



CURRENT PROGRAMS OF MAYA

Women Health Entrepreneurship program:

In 2014, 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 doorsteps. 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. These HEs are certified by MAYA and Bangalore Baptist Hospital.

As part of this program an Infrastructure was set up at Channapatna to Enhance Community Health, Wellbeing & Livelihoods through Participatory Design & Deployment. This project was funded by APC-Locnet community network grant scheme and now by Numun Fund. 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. The HEs 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.

Livelihood of the artisans:

For the future growth and expansion of operations in place of MAYA Organic, 2 companies have been registered – one is an independent producer company, wholly owned and operated by the artisans called Artisanpride Producer Company Limited and another is a marketing company called Fairkraft Creations Pvt Ltd.

MAYA has transformed the way toys are made in the Channapatna Handicraft cluster.

OUR PROGRAM PARTNERS



Narotam Sekhsaria Foundation



APC



give
INDIA



Bangalore Baptist Hospital
accredited by NABH and NABL

FINANCIAL REPORT

MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)

Consolidated Balance Sheet as on Mar 31, 2024

Particulars	Note No	Local As at Mar 31, 2024	FCRA As at Mar 31, 2024	Total As at Mar 31, 2024
Liabilities				
General Fund				
Opening balance		1,02,54,849	82,51,774	1,85,06,623
Add: Prior year adjustments		12,87,244		12,87,244
Add : Excess of Expenditure over Income		(16,88,727)	(43,59,277)	(60,48,005)
Add : Excess of income over expenditure		-	-	-
		98,53,365	38,92,497	1,37,45,862
Current Liability				
Security Deposits		-	-	-
Sundry Creditors	1	36,560	-	36,560
Duties & Taxes	2	90,965	26,600	1,17,565
Other Current Liability	3	13,37,212	53,473	13,90,685
		14,64,737	80,073	15,44,810
Total		1,13,18,103	39,72,570	1,52,90,672
Assets				
Fixed Assets	10	61,40,003	25,71,495	87,11,499
Deposits				
Rental & Other Deposits	4	2,09,713	3,57,270	5,66,983
Cash and Bank Balances				
Cash in Hand		737	962	1,699
Cash at Bank	5	21,76,082	3,60,212	25,36,295
Balance with Fixed Deposits account		17,73,486	-	17,73,486
Loans and advances				
TDS receivables	6	4,88,633	6,80,493	11,69,126
Sundry Debtors	7	3,86,200	-	3,86,200
Program advances	8	34,922	-	34,922
Other Current Assets	9	1,08,326	2,137	1,10,463
Total		1,13,18,103	39,72,570	1,52,90,672
For Movement for Alternatives & Youth Awareness (MAYA)				
Place: Bangalore				
Date: 20/09/2024				
FOR MOVEMENT FOR ALTERNATIVES & YOUTH AWARENESS (MAYA)				
Ratna Ravikumar B. Chartered Accountant M. No. 023785				

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

TREASURER

MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)**Consolidated Income & Expenditure Account for the year ended Mar 31, 2024**


Particulars	Notes	Local For FY 2023-24	FCRA For FY 2023-24	Total For FY 2023-24
Income				
Donations - Domestic	11	2,86,554	-	2,86,554
Donations - FCRA		-	15,70,342	15,70,342
Interest Income	12	1,65,357	1,33,877	2,99,234
SFRUTI Grant		-	-	-
Other Income	13	6,16,000	-	6,16,000
Sundry Credit Balances Written Back		3,224	4,550	7,774
Total Income		10,71,135	17,08,769	27,79,904
Expenditures				
MAYA Health Project expenses	14	1,10,886	4,19,598	5,30,484
NABARD project expenses	15	1,20,000	-	1,20,000
SFRUTI project expenses	16	2,11,693	-	2,11,693
General Administration expenses	17	12,49,299	4,97,356	17,46,655
Give India Expenses	18	1,55,574	50,806	2,06,380
TCMY Expenses	19	-	29,08,326	29,08,326
Numan Fund Expenses	20	-	19,75,327	19,75,327
Depreciation	10	9,12,410	2,16,633	11,29,043
Total Expenditure		27,59,862	60,68,046	88,27,908
Excess of Income over Expenditure		-	-	-
Excess of Expenditure over Income		(16,88,727)	(43,59,277)	(60,48,005)

Place: Bangalore

Date: 20/09/2024

For Movement for Alternatives &
Youth Awareness (MAYA)
FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)




Ratna Ravikumar B.
Chartered Accountant
M. No. 023785

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)


CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)


TREASURER



MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)

Consolidated Receipts & Payments Account for the year ended March 31, 2024

Particulars	Local As at March 31,2024	FCRA As at March 31,2024	Total For the FY 2023- 24
Receipts			
Opening balance			
Cash in hand	377	639	1,016
Balance with banks	22,86,959	25,92,959	48,79,918
Fixed deposits	17,54,997	20,00,000	37,54,997
	40,42,333	45,93,598	86,35,931
Current year Receipts			
Donations - Domestic	11,73,766	-	11,73,766
Donations - FCRA	-	15,70,665	15,70,665
Interest Income	99,418	1,33,877	2,33,295
Rent Income	6,05,860	-	6,05,860
Sale proceeds of fixed assets	-	30,680	30,680
Rent and security deposits	3,00,000	-	3,00,000
Prior year adjustments	2,25,769	-	2,25,769
Advances recovered	-	13,477	13,477
Duties and taxes	60,011	(30,463)	29,548
Total - A	65,07,157	63,11,834	1,28,18,991
Payments			
MAYA Health Project expenses	1,10,886	4,19,598	5,30,484
NABARD project expenses	1,20,000	-	1,20,000
SPURTI project expenses	2,11,693	-	2,11,693
General Administration expenses	12,49,299	4,97,356	17,46,655
Give India Expenses	1,55,574	50,806	2,06,380
TCMY Expenses	-	29,08,326	29,08,326
Numan Fund Expenses	-	19,75,327	19,75,327
Program advances	19,593	-	19,593
Rent and security deposits	79,212	-	79,212
Sundry creditors and other liabilities	90,538	90,635	1,81,173
Fixed Assets purchased	5,08,403	-	5,08,403
TDS receivable	11,653	8,613	20,266
Total	25,56,852	59,50,660	85,07,512
Closing Balances	39,50,305	3,61,174	43,11,479
Cash in hand	737	962	1,699
Balance with bank	21,76,082	3,60,212	25,36,295
Fixed deposits	17,73,486	-	17,73,486
Total - B	39,50,305	3,61,174	43,11,479

Place: Bangalore

Date: 20/09/2024

For Movement for Alternatives &
Youth Awareness (MAYA)
FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

Ratna
Ratna Ravikumar B.
Chartered Accountant
M. No. 023785

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

CHIEF FUNCTIONARY & SECRETARY

FOR MOVEMENT FOR ALTERNATIVES
& YOUTH AWARENESS (MAYA)

T. H. R. P. L.
TREASURER

