MAYA

ANNUAL REPORT 2024-25

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Message from the CEO:



V S BASAVARAJU

As we reflect on the past year, I am thrilled to share the remarkable achievements and progress we have made in expanding our work. Our partnerships, combined with the unwavering support of parents and partner organizations staff, have been instrumental in driving our success.

We have recruited full-time staff in key operational areas, including Koppal, Channapatna, and Goa, to enhance our support for parents of individuals with intellectual and developmental disabilities (IDDs). Our collaborative approach with parents and local organizations has proven effective, allowing us to tailor our support to meet the unique needs of each community.

We have established valuable partnerships with organizations like Manasa Special Schools and Sama Foundation, who share our vision of empowering parents and building local support networks. By equipping parents with the skills, support, and resources needed, we have enabled them to create an enabling environment for their wards.

I extend my gratitude to our parents, families, volunteers, and local officials who have been open to discussing and supporting our ideas. Our board members engagement and practical guidance have strengthened our programs and fostered a sense of community among us.

For weaverspride, MAYA provides ongoing support to the directors through field visits and mentoring, including a fellowship program that enables one of the directors to dedicate substantial time to building the company.

To sustain the livelihoods of our health entrepreneurs they have diversified their income streams by taking up other local government jobs, while continuing to provide health services to their communities.

Additionally, Health entrepreneurs of Channapatna have started procuring, processing, packing, and selling nutritional dry-food products made from local millets and herbs under the brand name "ManeSiri".

Through Artisanpride we continuing to develop innovative products, strengthen our online presence, and collaborate with marketing professionals, we aim to increase demand for our artisans' work. This not only enhances their livelihood opportunities but also contributes to the preservation of traditional craftsmanship, allowing it to flourish for generations to come.

Looking ahead, we aim to deepen our work by building local resources that are accessible and reduce dependency on outside support. We will focus on collaboration with local staff and resources to provide consistent support to parents and individuals with IDDs. With collective efforts, I am confident we will continue to make a meaningful difference in the lives of those we work with. Also focus to raise more resources to support our work.

About the Organization

Founded in 1991, **Movement for Alternatives and Youth Awareness (MAYA)** a Karnataka-based NGO registered under Karnataka Societies Registration Act, 1960 began as a voice against child labor in Karnataka. Over 3 decades MAYA worked for social transformation, incubating successful initiatives like Prajayatna and Labournet which operate independently across India.

The **three core areas** we work today are:

- ❑ empowering parents of children with intellectual disabilities
- ❑ supporting women entrepreneurship

- ensuring sustainable livelihoods for artisans of Channapatna

Our Vision

“ MAYA enables an inclusive and caring society, where people's potential is being realized in a respectful environment”.

Our Mission

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

Our Approach

MAYA develops sustainable solutions to social issues through community involvement and support. Our initiatives become independent over a period of time

3. Programs and Impact

Entrepreneurship Program for Women

A. Entrepreneurship in Health space

Initiated in 2014 aimed to create livelihood opportunities for women by training them to provide doorstep health service to the communities in Ramanagara and Mandya district. Over the past year, our program has continued to make significant strides in empowering women and improving community health.

Our initiative trained over 100, and currently 64 health entrepreneurs working in two districts, who provided doorstep health services to their communities. However, with the government's new initiative of extending free health services to the community, the income of our health entrepreneurs was impacted, leading to a reduction in their earnings. Despite this challenge, these entrepreneurs have demonstrated remarkable resilience and adaptability.

Diversification and Sustainability:
To sustain their livelihoods, many of our health entrepreneurs have diversified their income streams by taking up other local government jobs, while continuing to provide health services to their communities.

Additionally, Health entrepreneurs of Channapatna have started procuring, processing, packing, and selling nutritional dry-food products made from local millets and herbs under the brand name "ManeSiri". They have developed a range of products, including millet cookies and powder, which have been standardized and certified with FSSAI license and food lab testing. Also procured a machine for packing, ensuring the products meet high-quality standards. And in the process of starting a producer company.



This initiative will sustain the work of building and maintaining Channapatna Health Library which was set up to bridge the gap between the community and the public health system

B. Weaverspride Producer Company



MAYA initiated the formation of Weaver's Pride Producer Company, a platform that supports the livelihood of women from the Lambani community at Koli Palya, Chamarajanagar district who are skilled in traditional handmade embroidery.



To enhance their skills and marketability, we sponsored three directors from Weaver Pride to attend a three-month AARI WORK training in Mysore. This training has equipped them with the expertise to take their craft to the next level. The trained directors are now working to establish a strong local presence, leveraging their network to secure orders and exploring opportunities to skill local women.

MAYA provides ongoing support to the directors through field visits and mentoring, including a fellowship program that enables one of the directors to dedicate substantial time to building the company. By gaining the support of local communities, we are confident that Weaverspride will not only enhance the livelihoods of these women but also promote the rich cultural heritage of traditional handmade embroidery.



Parents for inclusive Development-(PID)

Empowering parents and Individuals with Intellectual and Developmental Disabilities for Inclusive Development

MAYA's PID- Parents for Inclusive Development program, initiated over two and half years now, aims to support individuals with intellectual and developmental disabilities (IDDs) in leading independent lives with dignity. The program operates in five districts of Karnataka and Goa, covering over 300 individuals and adults. Our approach focuses on empowering parents and families to co-work with their children, promoting positive development and independence.

By equipping parents with essential skills and understanding, we enable them to create supportive environments that foster independence, dignity, and productivity for individuals with IDDs. Our program provides opportunities for these individuals to develop life skills and social skills, engage in routine activities, and contribute to their families.

Key Initiatives:



Residential Camps: We've conducted three camps, engaging over 310 participants, to build bonding and share experiences among parents and children. These camps promote positive aspects of abilities and provide a platform for parents to find solutions to common challenges. In different locations, namely Doddaballapur, Mysore, and Koppal in collaboration with DNA-Disability NGOs Alliance, Sama foundation and Samarthya.

Exposure Visits: We've organized visits to organizations in Bangalore that have pioneered work in enabling IDDs, focusing on vocational training and employment preparation. This helps parents and caregivers understand the potential of individuals with IDDs and work towards building similar facilities in their regions.



Medical Rehabilitation and Capacity Building: We've collaborated with specialized organizations to enhance the capacity of our partner organizations and provide quality intervention for IDD children and their families. This includes training and medical rehabilitation support, enabling timely and quality interventions.

Impact and Future Directions

PID program has made a good beginning in promoting inclusive development and empowering individuals with IDDs. By focusing on transitional planning, parent training, and employer awareness, we aim to create a more supportive environment for these individuals. We believe that collective effort, empathy, and commitment to breaking down barriers are essential in ensuring a life with dignity for individuals with IDDs.

Building a Supportive Community

We are working to develop parent groups to develop a support structure among them, enabling them to find solutions and build resources that support individuals with IDDs in the community. By working together, we can create a collective energy that fosters a culture of inclusion and support.



MAYA's PID program is to promote inclusive development and empowering parents and individuals with IDDs. Through our initiatives, we aim to create a more supportive environment that enables these individuals to lead fulfilling lives, contribute to their communities, and experience the dignity they deserve. We proactively work with other stakeholders to join us in this journey; we can work towards a more inclusive and equitable society for all.

Empowering Parents:

Partnering with MANASA Special School, a government-recognized institution in Karnataka, MAYA-PID aimed to help IDDs achieve independence and become productive members of society. 3 young IDDs were identified from this special school having potential for developing skills towards independence and vocational training. Parents took the initiative to establish a separate vocational training program, self-funded by the parents themselves, to provide skills training to their children.

With the support of Srishti Special Academy, MAYA-PID provided training to the staff and parents of MANASA Special School. The training focused on imparting essential skills and approaches to engage parents in their children's development. As parents began to understand the importance of their role, they started to actively participate in their children's growth.

Today, these young IDDs are acquiring skills that will enable them to contribute to household work and potentially find jobs in inclusive settings. The program has brought dignity and recognition to IDDs, highlighting their capabilities and potential. As MAYA-PID continues its journey, it is poised to inspire other parents and organizations to work towards inclusive development.

Livelihood of Artisans

Artisanpride Producer Company

At the heart of our mission lies a commitment to empower artisans and preserve traditional craftsmanship while building sustainable livelihoods. Through the Artisan Pride collective, we're dedicated to fostering growth and development among artisans in Channapatna. Our approach focuses on creating a robust ecosystem that supports these skilled craftsmen, ensuring their work reaches a wider audience and garners the appreciation it deserves.

- Artisan Pride Producer Company Limited: Established to unite lacware artisans into a collective, providing a platform for their unique crafts to thrive.

- Fair Kraft Creations Pvt Ltd: Registered in 2019, this company offers crucial marketing and design support to further the artisans' work and increase their market reach.

Our efforts have yielded positive results, including[1]:





- **New Economy Products:** Developed to cater to the local market and attract a younger demographic, including students from educational institutions who visit our facilities to appreciate the craftsmanship.

- Hands-on Experiences: We've initiated programs for students to engage directly with artisans, fostering a deeper understanding and appreciation of the craft.

- Online Presence: The Artisan Pride website has been upgraded to facilitate online shopping, expanding our reach and making it easier for customers to support local artisans.

- Capacity Building: Ongoing efforts to enhance the skills of our directors ensure we're always working towards the betterment of our artisans and their craft.

By continuing to develop innovative products, strengthen our online presence, and collaborate with marketing professionals, we aim to increase demand for our artisans' work. This not only enhances their livelihood opportunities but also contributes to the preservation of traditional craftsmanship, allowing it to flourish for generations to come. Our partnership with educational institutions and focus on sustainability are pivotal in our mission to empower artisans and enrich lives through their craft.

Stories from the field



Story of Mangalamma, the Health Entrepreneur

I am Mangalamma working as HE for 11 years. I was working as coolie and in a factory for 3 years where there was more work and less salary. I agreed to become HE as I can work near to my house. Initially I was not confident. MAYA gave training – how to talk in the community in a group, how to take and give respect, how to protect health, about nutritious food etc.

My work as HE involves checking sugar levels, bp and anaemia and promoting health awareness to the community along with lifestyle changes, referring to doctors

I am happy, satisfied and respected by the community. My personal life has improved and I have learnt how to look after my family's health.

I have observed the food habits of old people, their life and concern over the environment. I have recorded home remedies for different health issues.

My wish is to introduce available nutritious green vegetables locally to the people which helps them to become healthier.

Story of Rajanna, client of HE

Aged 82, residing in Kondapura village, Channapatna. Mangalamma the HE is providing health service for 8 years. Initially I was being tested every month and when my wife was diagnosed with BP and daughter was diagonised with blood sugar we get tested once in 15 days. She guides us about the food diet, sleeping hours and life style changes. I am aged and it is difficult to go to the doctor often. Only when Mangallamma tells us we go to the doctor.

4. Way Forward

In 2025-26,

- We'll continue to focus on livelihood and entrepreneurship, supporting women and parents of children with IDDs.
- To develop PID model for a replication indifferent locations and geographies.

- Key initiatives include deepening partnerships, empowering parents, and improving marketing opportunities for artisan products through Weaver Pride by linking them to different market opportunities and trying many women to upgrade their skills for contemporary requirements.
- We'll also develop organizational capabilities and explore new markets to enhance livelihood for greater number of people in a sustainable way.

5. Governance

Governing Council Members and CEO of MAYA



M Krishnan - President



Alexander Rodrigues- Chief Functionary and Secretary



J G Rajesh - Treasurer



V S Basavaraju- CEO



Ramesh Shastri- Member



Rashmi H - Member



Naveen Bagalkot-Member



Kirtiraj Chauhan- Member

6. Financials

MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)

CONSOLIDATED ACCOUNTS
Balance Sheet as at 31st March, 2025

	Particulars	Note No.	As at 31st March, 2025	As at 31st March, 2024
			Amount in lakhs of Rupees	
(A)	**Sources of Funds**			
(I)	**Funds and Reserves**			
	(a) General Fund	1	667.87	137.46
	(b) Project funds pending utilisation	2	7.98	10.38
(II)	**Current Liabilities**			
	(c) Other Current Liabilities	3	1.87	5.07
	TOTAL		**677.72**	**152.91**
(B)	**Application of Funds**			
(I)	**Non-Current Assets**			
	(a) Property, plant and equipment	4	160.83	87.11
	(b) Long-term loans and advances	5	5.00	1.12
(II)	**Current Assets**			
	(a) Cash and bank balances	6	485.67	43.11
	(b) Short-term loans and advances	7	19.18	16.74
	(c) Other current assets	8	7.05	4.82
	TOTAL		**677.72**	**152.91**

Significant Accounting Policies and Notes on Accounts form an integral part of the Balance Sheet

As per my report attached of even date

Ratna Ravikumar B.
Chartered Accountant
M. No. 023785

Date: 22-9-2025
Place: Bangalore

for and on behalf of the Board of
Movement for Alternatives and
Youth Awareness (MAYA)

President

Treasurer

Secretary

MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS (MAYA)

CONSOLIDATED ACCOUNTS

Statement of Income & Expenditure for the year ended 31st March, 2025

Particulars	Note No.	For the year ended 31st March, 2025	For the year ended 31st March, 2024
		Amount in lakhs of Rupees	
(A) INCOME:			
Revenue from Operations	9	30.84	18.57
Other Income	10	477.81	9.23
Total Revenue		**508.65**	**27.80**
(B) EXPENDITURE			
Operational expenses	11	27.65	44.98
Employee benefits	12	21.07	18.13
Admin and other expenses	13	20.09	13.87
Depreciation	4	22.31	11.29
Total of Expenditure		**91.12**	**88.28**
Excess of Income over Expenditure/(Expenditure over Income)		**417.53**	**(60.48)**

Significant Accounting Policies and Notes on Accounts form an integral part of the Statement of Income & Expenditure

As per my report attached of even date

Ratna Ravikumar B.
Chartered Accountant
M. No. 023785

Date: 22.9.2025
Place: Bangalore

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CONSOLIDATED ACCOUNTS

Receipts & Payments Account for the year ended 31st March, 2025

Amounts in lakhs of Rupees

	Note No.	Particulars	For the year ended 31st March, 2025	For the year ended 31st March, 2024
	A	**Opening Balance of cash and bank**	43.11	86.36
Add:		**Receipts**		
	B	Specific grants and contributions	28.33	26.44
	C	Other donations/contributions	0.11	1.00
	D	Other income	493.12	8.70
	E	Statutory dues collected	5.08	8.16
	F	Advances received/refunded	4.63	26.81
		Prior year adjustments	0.00	2.26
		SUB-TOTAL-A	**574.38**	**159.73**
Less:		**Payments**		
	G	Capital expenditure	1.22	5.08
	H	Operational expenses	28.18	44.98
	I	Employee benefits	20.52	18.13
	J	Admin and other expenses	19.80	13.87
	K	Statutory dues paid	5.62	7.86
	L	Advances given/repaid	13.38	24.87
		Accounts payable	0.00	1.81
		SUB-TOTAL-B	**88.72**	**116.61**
		Net Receipts (SUB-TOTAL (A) - (B))	**485.67**	**43.11**
	M	**Closing Balance of cash and bank**	485.67	43.11
		TOTAL	**485.67**	**43.11**

As per my report attached of even date

Ratna Ravikumar B.
Chartered Accountant
M. No. 023785

Date: 22.9.2025
Place: Bangalore

for and on behalf of the Board of
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