MAYA

2025–26 ANNUAL REPORT

"We enable an inclusive and caring society, where people's potential is being realized in a respectful environment"

#25, 1-4, 9th Cross, 19th A Main, JP Nagar 2nd Phase, Bangalore – 560078
Phone: 080- 41234085 / 9448283800
www.mayaindia.org

In This Report

OUR STORY

02 Message from the CEO

03 About MAYA
Three decades of building community-led solutions

CREATING CHANGE

04 Parents for Inclusive Development
Equipping families of individuals with intellectual and developmental disabilities

09 Women's Empowerment
Supporting women to build enterprises and sustainable livelihoods

12 Livelihoods for Artisans
Preserving traditional craftsmanship while strengthening livelihoods

ACCOUNTABILITY & STEWARDSHIP

13 Financial Overview

14 Governance

OUR FUTURE

15 Acknowledgements

16 Looking Ahead

17 Contact Us

Message from the CEO



Dear Friends, Partners, Supporters and Members of the MAYA Family,

Every year reminds us that **meaningful social change is rarely immediate**. It is built patiently through **relationships, collaboration, trust** and the **quiet determination of communities** who **choose to believe that a different future is possible**.

At MAYA, this belief has **guided our work for more than three decades**. We have learned that **lasting solutions cannot be created for communities; they must be created with them**. Whether we are working alongside families of individuals with intellectual and developmental disabilities, supporting women to build enterprises, or strengthening the livelihoods of traditional artisans, our role is not simply to deliver programs — it is to **help create the conditions for people to lead change themselves.**

This year has reaffirmed that belief. We have seen **parents and families of individuals with intellectual and developmental disabilities move towards acceptance, recognizing the abilities and potential of their children**, **women take ownership of enterprises**, and **artisans embrace new opportunities** while preserving generations of craftsmanship.

None of this would have been possible without the **dedication of our field teams**, the **commitment of our program partners**, the **trust of the communities** we work with, and the **unwavering support of our donors and well-wishers**. To each of you, I extend my sincere gratitude.

As you read this report, I hope you see the people behind them — the families, women, artisans and communities whose resilience, aspirations and determination continue to inspire our work every day.

Thank you for believing in our mission and for being part of this journey.

Warm regards,

V S Basavaraju

Chief Executive Officer

MAYA

About MAYA

Founded in 1991 in Karnataka, **MAYA (Movement for Alternatives and Youth Awareness)** works to build an inclusive and caring society where every individual can realize their potential with dignity and respect.

Three Decades of Community-Led Change

1992	Began a **movement against child labour**
1993	Enabled **community-owned early childhood care and educational centers**
1995	Launched the **pre-vocational** program and introduced **vocational training centers**
2000	Supported the launch of **Prajayatna to improve Public Education**
2001	Established **MAYA Organic** — a design and **marketing company for women artisans**
2004	Supported the **launch of LabourNet** to formalise the informal service sector
2014	Launched the **Women's Entrepreneurship Program in the Health sector**
2019	Registered **ArtisanPride Producer Company Ltd** and **Fairkraft Creations Pvt Ltd** to support artisans
2022	Launched **Parents for Inclusive Development (PID)**

Creating Models for Lasting Change

Over the past three decades, MAYA has tackled some of India's most pressing social challenges across **education, livelihoods, health and inclusion**.

Incubate → Develop → Empower → Scale

MAYA's approach has always been to work with communities to identify solutions, develop local leadership, and create the conditions for that leadership to take ownership.

Over three decades, this approach has allowed several MAYA initiatives to grow into independent, self-sustaining entities — including **Prajayatna, LabourNet, MAYA Organic**. The same philosophy holds at the individual level: many artisans and entrepreneurs trained under vocational programs, including in trades like carpentry, have gone on to start and run their own independent businesses.

Today, MAYA advances its mission through three areas:

- **Disability inclusion** through Parents for Inclusive Development (PID)
- **Women's Empowerment** through entrepreneurship

- **Artisan Livelihoods** through market access and sustainable income generation

Parents for Inclusive Development (PID)

People with Intellectual and Developmental Disabilities (IDD) continue to face barriers to inclusion, independence and opportunity. Families often have **limited access to information**, **support services** and **community networks**, leaving them **ill-equipped to support their children**.

In India, an **estimated 70-80 million people** live with intellectual disabilities, representing **approximately 40%** of all disabilities.

Parents for Inclusive Development (PID) was created to **address these gaps** by **placing parents and families at the centre of change.**

Our Approach

Launched in 2022, Parents for Inclusive Development (PID) is built on a simple belief: **families are the most influential part of a person's environment.**

Yet families are often seen only as **recipients of services**. PID recognizes parents as powerful enablers, advocates and mentors, capable of shaping the life trajectory of their children — even into adulthood.

This insight draws on the more than 30 years of experience our CEO, Mr. Basavaraju, brings from across the disability sector in India. Over decades of leading organisations in this space, he observed that interventions were concentrated on early childhood, while parents of adolescents and adults with IDD had far fewer avenues of support as their children grew older. This gap shaped PID's founding focus: **equipping parents to support their children through adolescence and adulthood.**

Through a **whole-person, lifecycle approach**, PID **works through parents** to build the **development, autonomy, social connection and dignity of their children at every stage of life.**

PID works with families of adolescents and adults with IDDs, providing the **knowledge**, **exposure**, **skills** and **confidence** parents need to **foster greater independence and inclusion** for their children.

Today, PID supports **550+ families** — parents and their adolescent or adult children with IDD — across **Channapatna, Koppal, Tumakuru, Bengaluru Urban and Goa.**

PID At a Glance, 2025–26

550+ Families Supported

735 Persons with IDD Reached

5 Locations

3 Community Learning Centres

3 Field Coordinators, 8 Family Associates

Direct Implementation

Channapatna · Koppal · Goa

Implemented with Partners

Tumakuru — Manasa Special School

Bengaluru Rural & Urban — Sama Foundation

Program Reach by Geography

735	41	128	43	73	450
Total Beneficiaries	Goa	Koppal	Channapatna	Tumkur	Bengaluru Rural & Urban

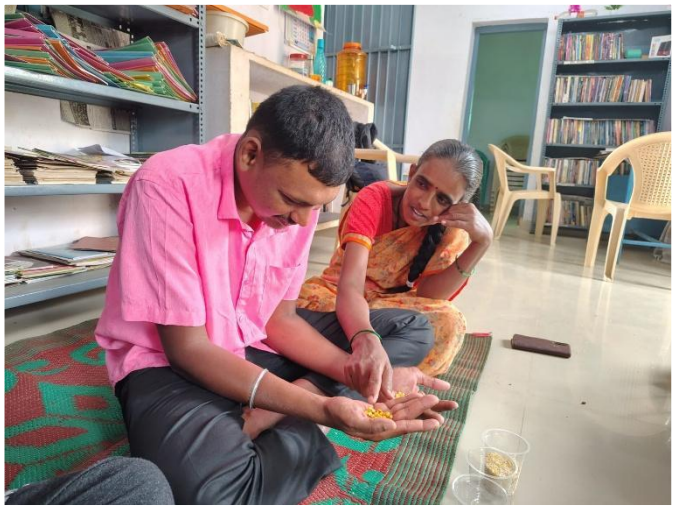
How We Create Change

Equip Field Staff	**8 Capacity-Building Sessions** Learning exchanges with doctors, rehabilitation professionals, special educators and other ecosystem stakeholders
Build Family Capacity	**3,000+ Home Visits** Strengthening caregiving skills and independence at home
	50+ Knowledge & Skill-Building Engagements Covering topics including Sexual Health & Safety and using Montessori learning kits
	3 Family Camps Enabling learning, connection and peer support
Promote Inclusion	**3 Exposure Visits** Encouraging participation in community life and reducing social stigma
Strengthen the Ecosystem	**3 Engagements** Building linkages with Panchayats, Primary Health Centres and other local stakeholders

Pictures from the Field



Nandisha's Journey to Independence



At 26 years of age, Nandisha was mostly home-bound — **a reality for many adults with intellectual and developmental disabilities (IDD)**. His days followed a familiar routine: wake up, brush his teeth, eat breakfast, have a bath, put his clothes away, and spend the rest of the day at home. His parents believed this was the maximum level of independence he could achieve.

When MAYA's Family Associates began working with the family in Channapatna, they started with small, everyday moments.

Through regular home visits, they encouraged Nandisha's parents to involve him in simple household tasks — locking the front door, helping in the kitchen, and taking on small chores around the house. They taught the parents to **demonstrate** each activity, **explain why** it matters, **repeat it patiently**, and **celebrate every small success**. At the community centre, Nandisha interacted with his peers, developing social skills and learnt to identify grains, pulses, vegetables and other household items.

With every new skill Nandisha learned, **his parents started to see possibilities where they had once seen limitations**. Nandisha, too, took pride in his new responsibilities. He wasn't just learning new tasks; **he was becoming an active participant in his own home.**

Just six months later, his parents took a step they never imagined they would — they set up a small shop for Nandisha to manage.

Every morning, Nandisha carefully cleans the shop before opening it for the day. He knows the prices of the items and confidently serves customers. Large notes of ₹100 or ₹500 can still be challenging, but his parents encourage him to work through each transaction, stepping in only when needed. His father often tells customers, “Nandisha is still learning. If you can spare a few extra minutes, he'll return your change himself.” — **a small act of inclusion** that allows Nandisha to build confidence and feel supported.

We continue to work alongside the family, helping them identify new opportunities and equipping them with the skills to support Nandisha's growing independence. **But perhaps the biggest transformation isn't in what Nandisha can do today — it's in what his parents now believe he will be able to do tomorrow.**

Impact & Outcomes

Knowledge & Confidence	70% of parents demonstrated improved understanding of IDD 70% of families reported increased confidence in supporting their child
Participation & Inclusion	50% reported increased participation of their adolescent/adult child in daily activities 30% of families reported greater comfort participating in community life

Key Milestones in 2025–26

- Expanded program reach to 550+ families
- Strengthened the field team with 8 new Family Associates across Channapatna and Koppal
- Established 3 community centres in Channapatna for regular skill-building sessions
- Introduced Montessori-based learning kits to support sensory stimulation and foundational learning
- EnFold India trained families on Sexual Health and Safety and handed over kits

Our Partners in Impact

Our partners have been instrumental in achieving the scale, expertise and sensitisation needed to shape this program.

Program Implementation Partners *Organisations that help implement the PID program on the ground*	
Sama Foundation	Works toward an inclusive society for persons with disabilities through education, therapy support, livelihood training and community learning centres.
Manasa Special School	Supports children and adults with intellectual disabilities, cerebral palsy, autism, and multiple disabilities through education, therapy and vocational training
Technical & Knowledge Partners *Organisations that strengthened our team's capability & equipped families through training, exposure and opportunities to observe how they work with persons with IDD.*	
Disability NGO Alliance	A Karnataka-based coalition of disability organisations working to strengthen the sector and engage with government and civil society.

Enfold India	Trained PID families on sexual health & personal safety using its “Suvidha Kit,” and distributed kits for parents to teach their adolescent/adult children with IDD.
Shristi Special Academy	A special education and vocational training centre for individuals with IDD, operating in Bengaluru since 1995.
Sangamithra	Offers specialized early intervention therapies for children with autism, ADHD, and other developmental conditions in Bengaluru.
Sakhya Foundation	Works on health, education, and livelihood access for individuals with disabilities and neurodivergent conditions.
Samarthya	A community-based rehabilitation and early intervention initiative supporting persons with disabilities across Koppal and Raichur since 1989
Vani Vilas	A government hospital in Bengaluru with pediatric and child development services.

Women's Empowerment

Since 2014, MAYA has worked to create livelihood opportunities for women by building their skills, strengthening their confidence, and supporting pathways to entrepreneurship.

Today, the program **nurtures women-led enterprises** that create dignified livelihood opportunities while strengthening their role within their families and communities.

Our Approach

MAYA believes that women thrive when they have the skills, resources and opportunities to own and lead enterprises. **Through producer companies, market linkages and business development** support, we enable women to become entrepreneurs, decision-makers and income earners.

The program currently supports **Weaverspride**, a women-led producer company. We also helped set up and register **ManeSiri**.

Women's Empowerment at a Glance

22	₹1L+	2	3	12
Women Supported	Revenue Generated	Producer Companies	Market Linkages	Products Developed

How We Create Change

Building Skills and Enterprise Capacity	Providing training, mentoring and business support to strengthen their entrepreneurial and production capabilities.
Strengthening Market Access	Creating opportunities to participate in exhibitions, buyer-seller meets and networking events while building connections with institutional buyers and partners.
Enabling Sustainable Livelihoods	Supporting with infrastructure, equipment, product development and access to working capital.

Weaverspride Producer Company

Established in 2023, Weavers Pride is a registered producer company owned and run by the women of the Lambani community in Kolipalya, Chamarajanagar district in Karnataka who are skilled in traditional handmade embroidery. We aim to enable them to preserve the unique embroidery artform of this community by commercializing it and generating stable livelihood for the women artisans practising it.



Key Milestones

- Secured ₹3 lakh support from Kshemevriksha Foundation
- Participated in 3 events and exhibitions
- 5 women are undergoing leadership training
- Established a dedicated workspace in Kolipalya
- Provided tailoring and overlock machines
- Conducted skill-building and enterprise development training
- Introduced jewellery as a new product category
- Partnered with Diya Foundation, a social enterprise engaged in corporate gifting

Outcomes & Impact

- 10 women artisans engaged
- ₹28,500 revenue generated in 2025–26

ManeSiri Producer Company

In 2014, MAYA created livelihood opportunities for women by training them to provide doorstep health services in Ramanagara and Mandya districts in Karnataka, known as Health Entrepreneurs. Entrepreneurs expanded their services to include nutrition-related offerings, improving both community health outcomes and their own earnings.

In January 2026, this led to the creation of **ManeSiri Producer Company**. *ManeSiri* in Kannada translates to 'Bounties of a Home'. Now, these women entrepreneurs develop a range of millet-based products to continue their journey as entrepreneurs.

Key Milestones in 2025–26

- Registered as a Producer Company in January 2026
- Established with 12 women shareholders
- Attained FSSAI-certification
- 6 products developed

Outcomes & Impact

- Rs. 1 lakh revenue generated



Livelihoods for Artisans

For more than two decades, MAYA has worked with the **Channapatna handicraft cluster** in Ramanagara district, Karnataka, to **strengthen artisan livelihoods and preserve the region's rich lacware heritage.**

For over 200 years, Channapatna's handcrafted wooden toys have provided livelihoods for local communities. However, **artisans have faced declining market access, outdated production systems, fluctuating incomes and increasing competition from mass-produced alternatives**. The sector was also **traditionally dominated by men**.

Through skills development, shared infrastructure, market access, product innovation and enterprise development, we helped artisans increase their incomes while ensuring that Channapatna's craft tradition continues to thrive. **Our approach also expanded opportunities for women to participate in the sector for the first time**.

Today, the ArtisanPride Producer Company is independent and creates pathways to sustainable livelihoods and stronger market connections.

ArtisanPride Producer Company

ArtisanPride Producer Company enables artisans in Channapatna to collectively access markets, strengthen production systems and build sustainable livelihoods.

Key Achievements in 2025–26

- Launched their website: artisanpride.in
- Successfully completed the NABARD-supported Producer Organization project
- Trained 100+ artisans in production skills
- Introduced a Montessori learning kit product line

Financial Overview



Governance

MAYA is guided by a diverse Board of Directors who provide strategic direction, governance and oversight to advance the organization's mission.



RAMESH SHASTRI
PRESIDENT



ALEXANDER RODRIGUES
CHIEF FUNCTIONARY & SECRETARY



JOSEPH RAJESH
TREASURER



DR. VASUDEV THIMMAIAH
MEMBER



RASHMI HEBRI
MEMBER



KIRTHIRAJ CHAUHAN
MEMBER



NAVEEN BAGALKOT
MEMBER

Acknowledgements

No meaningful change happens alone. We are deeply grateful to the **individuals, organizations and institutions** who partnered with us in building more inclusive, equitable and sustainable communities.

We also thank our Board of Directors for their **guidance, stewardship and unwavering commitment** to MAYA's mission.

Above all, we thank the **individuals with intellectual and developmental disabilities and their families, the women entrepreneurs, artisans, weavers and communities who welcomed us into their lives, trusted us to be part of their journey and continue to inspire our work every day.**

Their resilience, determination and belief in possibility remind us why this work matters.

Looking Ahead

2025–26 was a year of growth, learning and evolution for MAYA. It was a foundational year for Parents for Inclusive Development, as we strengthened our field teams, expanded our reach, and developed new tools and learning resources.

As we move into 2026–27, we are exploring an important evolution in how we work: moving toward a more integrated approach — starting with Ramanagara district, where MAYA has built deep community roots over more than three decades. With a strong focus on youth and women, this approach would bring together livelihoods, education, health and social inclusion to strengthen local leadership and demonstrate what integrated, community-led development can look like — with the potential to be replicated elsewhere.

Alongside this, we look forward to strengthening evidence and outcome measurement across our programs, deepening our impact, and exploring how new tools and technology can support better programme design and reach. **Our commitment remains unchanged: to place people and communities at the centre of change.**

We invite donors, partners and supporters to join us in building inclusive communities where every individual has the opportunity to realize their potential.

Contact Us

We welcome opportunities to partner with you in building more inclusive, equitable and sustainable communities.

V.S Basavaraju
Chief Executive Officer
basavarajuvs@mayaindia.org
9449869430

Mridula Mallya
Head — Communications & Resource Mobilization
mridula@mayaindia.org
9004716116