

# MAYA

MOVEMENT FOR ALTERNATIVES AND YOUTH AWARENESS

REGISTERED NGO UNDER THE  
INDIAN SOCIETIES ACT 1960

SOCIAL TRANSFORMATION  
BY ADDRESSING SYSTEMIC  
ISSUES; OF CHILD LABOR,  
EDUCATION, LIVELIHOODS  
AND PREVENTIVE  
HEALTHCARE IN INDIA.



# OUR STORY

25 YEARS - OF IDEA TO IMPACT

**prajayatna**  
We Learn. We Live



**LabourNet**  
Enabling livelihood...



WHAT  
NEXT?

## EDUCATION

50,000 SCHOOLS ACROSS  
KARNATAKA, UP AND  
TELANGANA -REACH  
5,00,000 CHILDREN-  
KARNATAKA

## LIVELIHOODS

1,00,000 + INDIVIDUALS TRAINED -  
28 STATES -NSDC PARTNER

OVER 60+ LOCAL ARTISANS  
SUPPORTED-MARKET LINKAGES-  
85% EXPORTED

# KEY CHALLENGES

- Preventive health care not a priority
- Lack of knowledge and awareness
- Lack of Access and Affordability
- Changing lifestyles



## CONTEXT

- 68% of global deaths are caused by non-communicable diseases(NCDs) which could have been prevented.
- 1 child dies every 4 minutes in India due to illnesses like diarrhea, pneumonia and malnutrition.
- India has 69.2 million people living with diabetes- more than half remain un-diagnosed.
- Every third Indian today travels 19 miles for basic healthcare and is often too late to solve a problem that was preventable.
- 39 million Indians are pushed into poverty due to healthcare costs.
- Reactive mindset towards health.





# MAYAHEALTH

## OUR APPROACH

- FOCUS ON PREVENTIVE HEALTH EDUCATION AND DELIVERY OF SERVICES
- LAST MILE CONNECTIVITY
- LINKAGES AND STRENGTHENING OF LOCAL HEALTH ECOSYSTEM(PHCS)
- EMPOWERING LOCAL WOMEN AS MICRO ENTREPRENEURS
- SUSTAINABLE MODEL

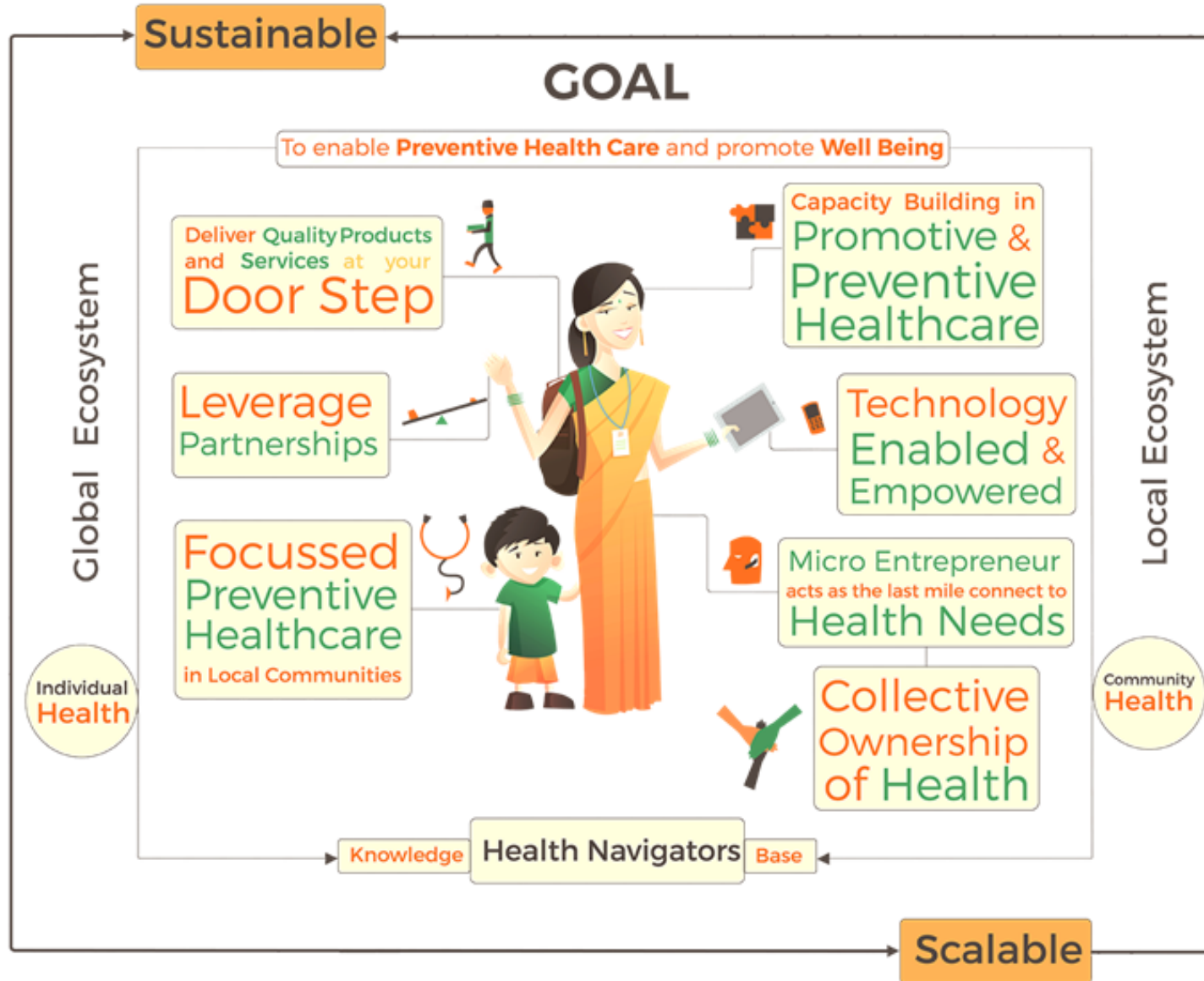


PROVIDING ACCESS TO AFFORDABLE PREVENTIVE HEALTHCARE SERVICES TO  
ECONOMICALLY- WEAKER SECTIONS OF URBAN-RURAL INDIA



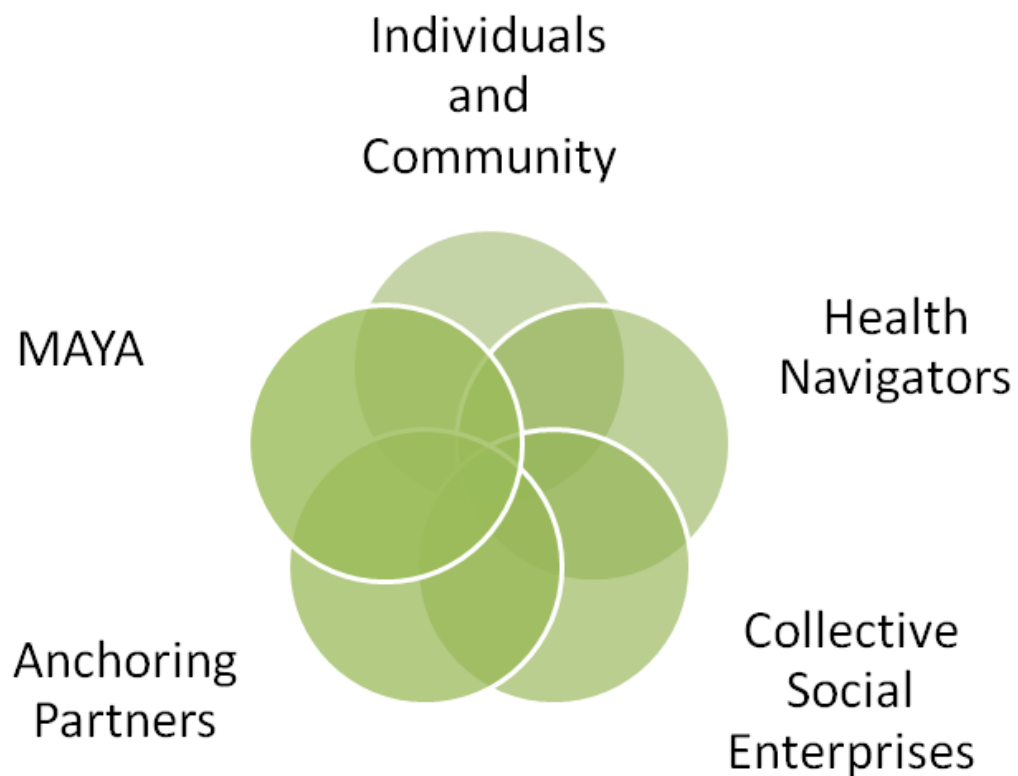


# HEALTH NAVIGATOR MODEL





# WE BELIEVE IN COLLABORATION!



# *What's working*

- Community paying for services
- Empowering local women as micro-entrepreneurs in the health space
- Acceptance/Usage of technology in medical devices and analysis
- Health Groups Driving –health responsibility
- Collaboration with health systems and Increase in access of existing health facilities





# IMPACT

- Awareness to action- People know more about their health now!
- monitoring for illnesses like diabetes and hypertension has helped improve the overall health of clients.
- Changes in diet and exercise choices are being made.
- Increased participation and interest of the Community in health groups.
- Door step access to health positive products such as sanitary napkins, glasses and nutrition mix for children < 5.
- Creating livelihood opportunities in the space of preventive healthcare



A man with a beard and glasses, wearing a green t-shirt, is sitting on the floor and writing on a cardboard form with a blue marker. The form has the word 'PORTAL' and 'NAME' written on it. He is wearing a red and black beaded bracelet on his left wrist. The background is slightly blurred, showing other people and a red cloth.

# 45

Health Navigators Trained &  
working in the location

# 38000 +

Population covered by the  
Health Navigators

# PILOT

Channapatna  
Taluk- Karnataka

# 6000+

Families Registered

# SERVICES

Diabetes / Hypertension Management  
/ Nutrition Services children < 5 / Menstrual  
Health and Personal Care  
Pipeline- Anemia, geriatric, wellness

# SCALE UP PLANS

## PHASE 1: PILOT

TEST ASSUMPTIONS  
AND PILOT MODEL( 30  
HEALTH  
NAVIGATORS(HNS)-  
300- 400  
FAMILIES/HN -24  
MONTHS

## PHASE 2: PILOT PHASE II -

FURTHER DEVELOP SERVICES  
AND PRODUCTS- REFINE  
PROCESS AND STANDARDISE  
SCALE UP-3 YEAR-300 HNS-  
3,60,000 PEOPLE

## PHASE 3: SOCIAL ENTERPRISE

CONSOLIDATE SOCIAL  
ENTERPRISE-MODEL PARTNERS  
ACROSS--1000 HNS-  
SUSTAINABLE MODEL 5+ YEARS  
OVER 12,00,000 PEOPLE





# *Road Ahead*

- Partner and support interested organizations to replicate model in their locations.
- Continuous R&D
- Integrations of Technology
- Scale up and Impact



# FEW OF OUR PARTNERS OVER 25 YEARS



Michael & Susan Dell  
FOUNDATION



Bosch India  
Foundation



BANYAN TREE  
GLOBAL FOUNDATION



ZURICH®  
Community Trust



Changing the world through Education



SIR RATAN  
TATA TRUST



MAYA

THANK YOU.