



MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

MAYA ANNUAL REPORT 2024

anjana@ourmaya.in
+91 9008865558
ourmaya.in
Bengaluru, India



TABLE OF CONTENTS

01

Statement of Solidarity

02

A note from the founder

03

A note from the Vice-President

04

A note from the Head of Therapy

05

About MAYA

07

Our team

09

Activities Undertaken - Free therapy, awareness session in a residential apartment, developing a guide and curriculum

12

What people have to say

13

Finances

14

Way ahead

15

How you can help





MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

MAYA'S STATEMENT OF SOLIDARITY

We stand in solidarity with all the children who have been and/ or continue to be abused and deprived of their basic human rights in times of armed conflicts around the world, including in **Palestine, Ukraine and Africa.**

We call upon all state parties to help in enforcing the best interest of the children as enshrined in the Convention on the Rights of the Child. We hope and pray for all their well-being, immediately and always.

Stop all violence against children.

A NOTE FROM THE FOUNDER

Oh for how long have I been waiting to say,
“MAYA turns 3!”

As we reign in on yet another eventful year, I am beyond humbled and grateful to present this annual report as a testament to our commitment towards making our society safer for children. Mistakes were made and risks were taken; but at the same time, lives were changed, people were empowered and bonds were formed. That is what made this year incredibly challenging, but more fruitful and fun.

I hope we have delivered on our promise we made to help children across the country. We definitely intend to continue to make this promise a reality, so for any feedback or assistance, please drop me a line. I am incredibly thankful for all our stakeholders' support, and extremely excited to see what this year holds for us!

Cheers,



ANJANA PALAMAND
FOUNDER, PRESIDENT

A NOTE FROM THE VICE- PRESIDENT

“ನಮ್ಮ ಮಕ್ಕಳ ಸುರಕ್ಷತೆ, ನಮ್ಮ ಪ್ರಾಮುಖ್ಯತೆ”

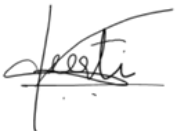
(Our Children's' Safety is our Priority)

The year 2024 holds a special place in MAYA's heart. Not only do we turn three this year, but we have also come a long way in our mission. From initially spreading awareness about Child Sexual Abuse (CSA) to children in orphanages, we have expanded to conducting sessions for parents about CSA and its prevention.

Maya has now spread her wings even further by creating guidebooks and workbooks to help children identify CSA. It is my immense pride and privilege to contribute to our society, making children and all stakeholders aware of this rampant vice. We, at Maya, are dedicated to doing our part in fostering a society where everyone can live with dignity.

Our journey has been both challenging and rewarding. We have seen the impact of our work in the smiles of children and the relief of parents who are better equipped to protect their loved ones. As we continue to grow, we remain committed to our core mission of education, awareness, and prevention.

With sincere gratitude and unwavering commitment,



KEERTI KUSHIK
VICE-PRESIDENT



A NOTE FROM THE HEAD OF THERAPY

Nothing makes me more happy than students writing back, “I feel at peace now”. From exam related anxiety to PTSD and other traumas, underprivileged students have found solace at MAYA. Costless, Convenient and Compassionate has been the mantra of free therapy sessions provided to underprivileged students.

MAYA has created a space where students feel safe and secure in sharing their concerns. 2024 in particular has been a very fruitful year with the highest rate of success stories of students until now. Six months of 2024 has seen as many sessions as the whole year of 2023. We at MAYA feel incredible gratitude for having been chosen as a part of self-healing journeys of scores of students.

I am grateful to our Therapists who provide the best of services at low costs, building a system of support to students seeking help. As MAYA grows and expands to cater to more underprivileged students, I feel an immense sense of contentment and pride. Amped up to see what the coming year holds, hoping we get to be a part more more healing journeys.

Peace and love,
Chinmayi Srimushnam
Head of Therapy



CHINMAYI SRIMUSHNAM
HEAD OF THERAPY



MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

ABOUT MAYA

MAYA aims to empower children by creating a world where every child has the tools and resources to lead a healthy, happy life. Through our engagements with various stakeholders, we aim to foster a culture of support for children who may be struggling with social or mental health challenges. By equipping children with the knowledge and skills they need to navigate life's challenges, we hope to empower them to reach their full potential

MAYA's mission is to improve the lives of children by creating awareness about social and mental health issues. We believe that every child has the right to grow up in a safe, healthy, and nurturing environment. By raising awareness, we hope to promote early detection, intervention, and prevention of these issues, ultimately leading to a brighter future for all children.





MAYA

MINDFUL | AMBITIOUS | YOUNG-ABLE



600+

Children impacted across India across 25+ schools, colleges and orphanages.

INR 1 LAKH+

Raised to provide access to mental health resources and understand child sexual abuse in India.

In the news!

- In March 2024, Anjana Palamand was nominated for the **Changemaker Awards, 2024** by **Tales of Humankind** for promoting ethical values, fostering dialogue, and driving action.
- In June 2024, Anjana Palamand's interview was published by the **twelfth edition of Guiding Young Minds**, where she spoke about her journey behind MAYA.



MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

OUR TEAM



Anjana Palamand
Founder, President



Keerti Koushik
Vice-President



Chinmayi Srimushnam
Head of Therapy



Anarghya Suvin
Head of Finance



Manjari Acharya
Mental Health Impactmaker



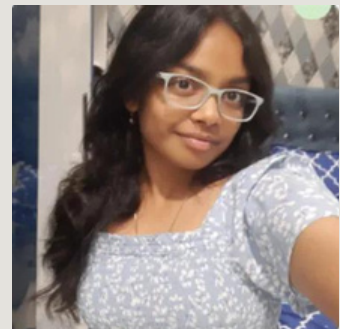
Aarnavi MK
Founder's associate



Aishwarya
Social Media Impact maker



Mansi Hiremath
Impactmaker



Vaishnavi
Social Media Impact maker



MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

OUR TEAM OF THERAPISTS



Gaganashree



Yeshaswini



Ramona



Rini Jacob



Bhavtarini



Chandraie Sarkhel



Rakshitha C Raj



Navaneesha Rajesh



MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

ACTIVITIES UNDERTAKEN (1) - FREE THERAPY

Many students across our country need and seek psychological or psychiatric assistance but are hindered by financial or social barriers. MAYA collaborates with other NGOs to offer free therapy to these underprivileged students while ensuring therapists are fairly compensated for their work.

Additionally, we organise group sessions that foster community-building among students through expert talks and discussions. MAYA, in just one year, has conducted more than 80 one-on-one therapy sessions and 5 group awareness sessions. We strive to continue the services and help reach more children in need of our services.





ACTIVITIES UNDERTAKEN (2) - AWARENESS SESSION IN A RESIDENTIAL APARTMENT

MAYA recently hosted an awareness session at Mantri Greens on 29 June for house help on the crucial topic of child sexual abuse (CSA). With the assistance of our expert speakers (Dr. Shweta Luthra and Anjali Joisa), we connected with the participants, helping them gain a deeper understanding of the topic. Guides and brochures were provided, offering information on how to reach out to MAYA for further assistance or information. Despite this being our first time engaging with this target audience, we were overwhelmed by the enthusiastic participation of the attendees.

This event was done in collaboration with **Dialectica pre-ABP fundraiser debate**. They sponsored multi-lingual and easily-accessible awareness material on the signs and ways to address child sexual abuse from a parent's/ guardian's perspective.

ACTIVITIES UNDERTAKEN (3) - DEVELOPING A GUIDE ON UNDERSTANDING CHILD SEXUAL ABUSE

MAYA has developed a guidebook for children and relevant stakeholders to recognise CSA. They include the survivors, witnesses and bystanders. The guidebook comprehensively outlines the physical modes of CSA as well as the contemporaneous online mode of CSA. It outlines the signs of CSA in children and well as teenagers, and mentions the ways in which various stakeholders could encourage children to speak up, as well as ways a child should be spoken to if they have experienced or witnessed CSA. Not only have we developed the guide in English, but have also translated it into Kannada and have an audio of the guide available. The aim is to ensure that no child or stakeholder is denied access to vital awareness of CSA.

ACTIVITIES UNDERTAKEN (4) - DEVELOPING A CURRICULUM ON UNDERSTANDING CHILD SEXUAL ABUSE

MAYA is, with the guidance of experts in the field of public policy, education and child rights, developing a curriculum to be implemented in schools to identify and become aware of CSA, and the various modes in which it can take place. The project is phased out into two phases, i.e., the research undertaken into developing a syllabus and its subsequent randomised clinical tests on target groups. We aim to complete the research by the end of this year and move forward accordingly to test on target groups. The goal is to have the syllabus be implemented in schools for children in their formative years for children between the ages of 8- 17.

WHAT PEOPLE HAVE TO SAY

"I was impressed by the seriousness and passion with which you started this organisation at such an early phase of your life. India needs engagement of youngsters (like you!) in matters that has a bearing on society and strives for its improvement."

Pradeep Bellavi (Head of business controlling, India Onshore, Siemens Gamesa Renewable Energy)

[Translated from Kannada] "I was very interested in the session and found it useful. I am now more aware of the fact that CSA occurs in both male children and female children, clearing a vital misconception. It was very informative and if I have any queries, I will reach out!"

Vijaya (Attendee, session on recognising child sexual abuse in Mantri Greens, Bengaluru on 29 June 2024)

"It was my very first experience of taking any therapy session; I was very nervous before but the therapist made me feel calm and delighted after every session we had till today.

I used to think that taking sessions from therapist would be so difficult because you're sharing something to an stranger but she never made me feel like that I'm sharing something to a stranger.

She provided me that level of comfort zone.

Thanks a lot dear ma'am ❤️

She is an amazing therapist ✨"

A client who has been undergoing free therapy with MAYA

"Most of the times people need simple help to get back or do well in their life. Therapy helps a lot. Particularly to those who have grown up in tough environments/ neighbourhoods etc., so thought this is something small I can do"

Vivekananda Hallekere, CEO and Co-founder, Bounce

"Working with MAYA was a delightful experience, one which I will definitely remember and cherish forever. The exceptional work that MAYA is doing for our world is commendable and needs to be acknowledged and supported, which is why we decided to sponsor their work."

Samar Pratap Singh (Founder, Dialectica)

"My needs were consistently anticipated and addressed, and my perspective was respected regardless of my years of experience. Throughout, there was a strong sense of professionalism maintained, yet this did not undermine the importance of compassion. I always felt included in discussions and was invited to calls, which allowed me to broaden my knowledge."

Manjari Acharya (Mental Health Impactmaker at MAYA)

"My experience has been great. Feedback always translates to action and MAYA is very respectful and professional in their dealings with the therapist. What I appreciate most about working here is the professionalism and passion to make a difference in the field of mental health."

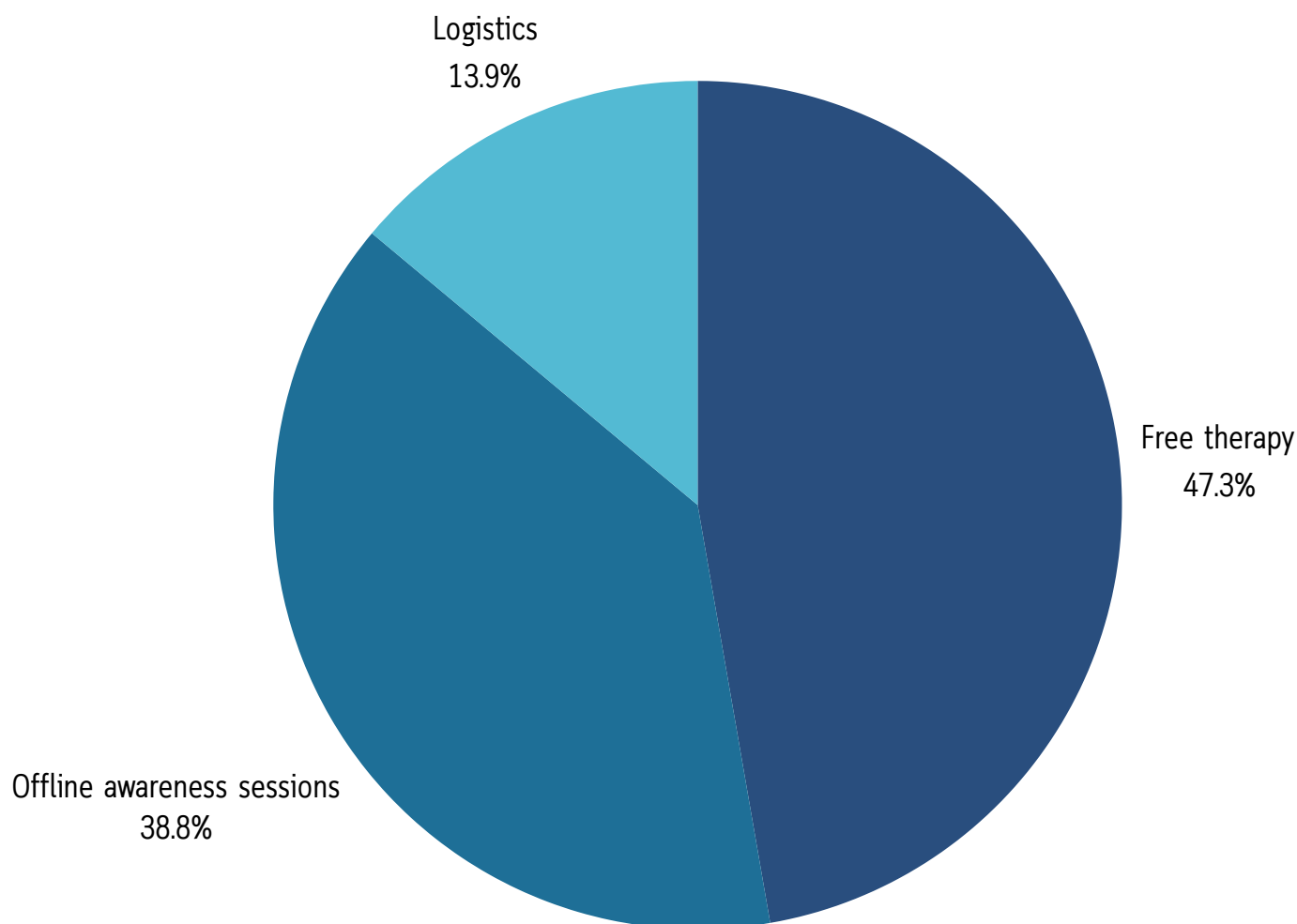
Rini Jacob (Therapist at MAYA)

FINANCES

At MAYA, we are transparent with our finances and maintain strict records of all our expenditures.

Toal amount collected in August 2023 - June 2024: INR **82600**

The expenditure, for this year, is shown in the pie chart below.



Our financial decisions are guided by qualified professionals, including a chartered accountant. If you are looking to donate to our cause, please reach out to +91 9008865558!



MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

WAY AHEAD

MAYA, with its robust research team, is proud to announce the development of a workbook designed for children aged 6 to 17 years. This workbook aims to strengthen children's core beliefs and values regarding bodily autonomy and safety. The workbook will feature engaging activities that capture children's interest while educating them about bodily autonomy, safe and unsafe touch. MAYA believes in teaching children about CSA at an impressionable age, empowering them to protect themselves in unfortunate situations and involve the relevant stakeholders.

We are also hopeful of conducting more group awareness sessions. If your organisation is looking for capacity-building or awareness on any topic related to sexual harassment/ abuse, please drop a line to anjana@ourmaya.in!





MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

HOW YOU CAN HELP

CALL FOR ADVISORS

MAYA has been able to make an impact only because of the continuous and unwavering support that it has received from its donors, volunteers and supporters.

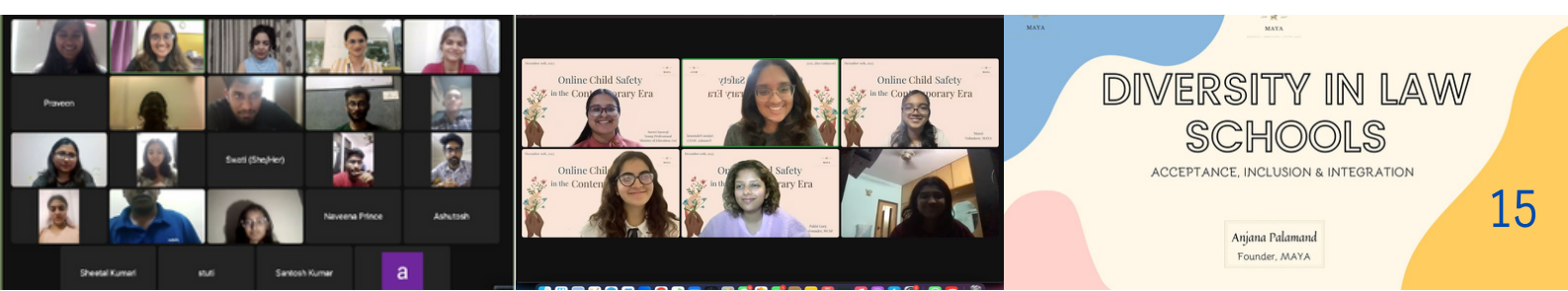
We are looking for advisors in the field of child rights, sexual harassment laws and child education. Your guidance, on these subjects, will help us implement our vision of making our society safe for children.

If you are willing to help, please reach out on anjana@ourmaya.in/ +91 9008865558 (Anjana Palamand), and we will get back to you soon!

JOIN US!

We are looking for passionate individuals who can help us with our offline sessions, design, social media, fundraising and outreach.

If you are looking to contribute to a woman-led, neurodivergent-friendly (and fun) social impact organisation, please fill this [form](#)!





MAYA

MINDFUL | AMBITIOUS | YOUNG AIDE

CONTACT US!

If you are looking to conduct any **sessions** on sexual harassment and/ or child rights in your organisation; or, if you are looking to **donate**, please drop a line below!

anjana@ourmaya.in/
initiative.maya@gmail.com

+91 9008865558

ourmaya.in

Thank you for your support :)