

ANNUAL NARRATIVE REPORT

‘VRIDDHA MITRA PROJECT’

**Last Mile Connectivity for the vulnerable older people in the
slums of Pune City**

Reporting Period: 1st Jan, 2024 to 30th June, 2024

SUBMITTED BY

MASHAL



MASHAL Maharashtra Social Housing
and Action League

Table of Contents

I. Introduction 3

- Overview of the Project Objectives 3
- Project Scope 4

II. Activities & Achievements 6

- Increased Engagement 6
- Healthcare Services and Support 6
- Enhanced Social Activities 6
- Special Schemes Linkages 6

III. Challenges Faced 11

- Limited Funding 11
- Staffing Shortages 11
- Technical Barriers 11
- Transportation Expenses Issues 11

IV. Lesson Learned 11

- Elderly Engagement & Technology 11
- Financial Sustainability Measures 11

V. Partnerships and Collaborations 12

- Healthcare Collaborations 12
- Community Organization Collaborations 12
- Sponsorship and Support 12
- Volunteer & NGO Collaborations 13
- Government & Local Authority Engagement 13

VI. Impact & Outcome 14

- Health and Wellbeing 14
- Social Engagement & Support 14
- Access to Resource and Assistance 14
- Special Schemes Linkages 14
- Testimonials 16

Case Stories17

VII. Financial Summary18

Budget Allocation and Utilization 18

Summary of Budget Utilization 19

Budget Variance Analysis20

Over Utilization20

Under Utilization 20

VIII. Conclusion20

Empowering Elderly 20

Alleviating Social Loneliness 21

Improving Health Outcomes 21

Facilitating independence 21

Creating a Supportive Community 21

Elevating Awareness 21

IX. Gratitude to Stakeholders, Partners and Contributors21

Stakeholders 22

Partnerships and Collaborators 22

Volunteers and Contributors 22

Donors and Supporters 22

Staff and Team 22

Community and Beneficiaries 22

I. Introduction:

● Overview of the project's objectives

'Vriddha Mitra' works with older people in India. It reaches the elderlies directly by establishing 'Community-based Mechanisms'. It creates champions and spokesperson who can advocate for the elderlies. It creates livelihood options, not just for earning income but also for keeping them engaged. It collaborates with the government at all levels (national, state, district/ city level). And builds linkages with varied other stakeholders that help in improving the quality of life of the elderlies. Vriddha Mitra's vision is of an India in which older people can lead dignified, wholesome and secured lives. 'Vriddha Mitra' focuses on building an age friendly ecosystem for the elderly population in India. An age-friendly ecosystem translates into the 'change' in: how we think, feel and act towards the older people; how important it is to develop support structures that foster the abilities of older people; and how we deliver care, support and services that are responsive to the requirements of older people.

The objectives of the project are:

1. Establish community level support structures for enhanced inclusion, by working directly with the elderly, their families and the community.
2. Develop a comprehensive service delivery mechanism for the elderly with essential supplies and services with a strong referral pathway.
3. Generate demand among the elderlies and family members for social security entitlements and schemes.
4. Advocate at national, state and city level for creating linkages with government departments and other stakeholders.

This annual narrative report serves as a comprehensive overview and reflection of the impactful initiatives, achievements, challenges, and future plans undertaken by the "Vriddha Mitra" Project throughout the year 2023. It aims to highlight the significance of our efforts in supporting the well-being of the elderly community and showcases the dedication of our team, partners, and stakeholders.

● **Project Scope**

The “Vriddha Mitra” Project operates as a comprehensive initiative designed to cater to the multifaceted needs of 4000 elderly individuals within slum community. The project’s scope encompasses a diverse range of services and activities aimed at fostering well-being, social connectivity, and holistic support for our elderly population. The key components of the project's scope include:

1. Healthcare Services:

- **Regular Health Check-ups:** Providing access to routine health check-ups and screenings to monitor and maintain elderly’s’ health status.
- **Medical Consultations:** Facilitating consultations with healthcare professionals to address specific health concerns and provide personalized guidance.
- **Virtual/Physical OPD:** Partner organizations identified doctors to conduct virtual OPD. If doctor is available physical OPD is also possible.
- **Referral to Geriatric unit and physiotherapy:** Elderlies who would need physiotherapy will be identified during virtual OPDs and project staff would assist the physiotherapists in the community to show houses of elderlies. They would also assist if physiotherapist suggest a group therapy for elderlies.
- **Referral to Higher/ Specialised Health Facilities:** Higher/ specialised health facilities would include referrals for surgeries, treatment of diseases, hospital admissions, mental health services, family counselling, legal help, de-addiction, etc.

2. Social Engagement and Recreational Activities:

- **Community Events and Gatherings:** Organizing regular social events, group outings, and recreational activities to encourage social interactions and reduce loneliness.
- **Educational activities:** Offering diverse activities covering topics such as arts, crafts, music, and other engaging activities to promote mental stimulation and creativity.

3. Community Outreach and Support Services:

- **Home Visits:** Offering personalized support through home visits, home health check-ups, counselling mental wellbeing, nutrition and lifestyle with specific needs.
- **Supportive Services:** Extending assistance with daily activities, coordination of healthcare virtual OPD, and access to essential resources for a more enriched life.
- **Community Meetings:** In the community meetings ground team sensitise community towards elderlies and also created awareness about social schemes, various health issues, and well-being.
- **Engaging in Community Outreach:** Collaborating with local organizations and authorities to raise awareness and create a more inclusive environment for the elderly population.

4. Need Assessment:

- **Need Assessment / Demand and Supply:** Record were maintained for demand generated; material supplied. Also generated demand of assistive devices, medicines and ration through home visits.
- **Government schemes linkages:** Awareness on social security schemes will be done through community meetings by project staff. Approach respective departments and Government officials for organizing camps in the community and/ or taking the needs further.

5. Monitoring of the Project:

- **MIS (Management Information System):** The reporting system developed by PMU will have to be followed by all IP. The reporting would include- Daily reporting system, Weekly reports, Monthly MIS form, Qualitative reports, Case stories etc and various registers will be maintained by community officer on a regular basis.
- **Field Visits:** Cluster coordinators will be directly monitoring the field activities on a day-to-day basis. Project in-charge will also visit field frequently to monitor project activities.
- **Monthly Meetings:** monthly meetings will be held with all project staff to discuss MIS, progress, challenges and opportunities. PMU will hold those meetings.
- **Quarterly Review meetings:** Quarterly Review meetings will be held – chaired by Team Lead.

II. Activities and Achievements

Here are some tailored achievements and milestones to reflect the specific accomplishments and advancements made within Vriddha Mitra Project over the implementing year.

1. Increased Reach and Beneficiary Engagement:

- Expanded beneficiary reach by 3800, reaching in Warje & Kothrud slum communities in Pune city.
- Achieved an active participation and engagement of community in project.

2. Healthcare Services and Support:

- Conducted 3500 of home visits (monthly), 1000 health check-ups (monthly), screenings, and assessments, leading to early detection of health issues for over 1000 of elderly beneficiaries.
- Provided home health check-ups services to 7469 elderly individuals, improving their overall health outcomes. Also assisting with 92 virtual OPD to 1434 elderly in a year for the routine check-up of elderly.
- Organized 147 health camps or physical OPD for the screening, health check-ups through collaborating other health care partners to improving health of 2719 elderly.

3. Enhanced Social and Recreational Activities:

- Organized 14 of social events, including specific events like elderly day celebration, holiday celebrations, cultural activities, singing competition, musical chair and religious event celebration, fostering a sense of community among elderly participants in different communities.
- Increased participation in recreational activities, promoting physical activity and mental well-being among the elderly in community.

4. Special Schemes and linkages:

- Conducted 23 of different organizations camps for the awareness of various social security schemes and linkages to elderly. Also empowering elderly individuals with essential documentation knowledge. During this implementation period 525 elderly linked with *Ayushman Bharat Health*

Account ID, 272 elderly linked with *Ayushman Bharat Yojana Card* and 45 elderly linked with *Shahari Garib Yojana Card*.

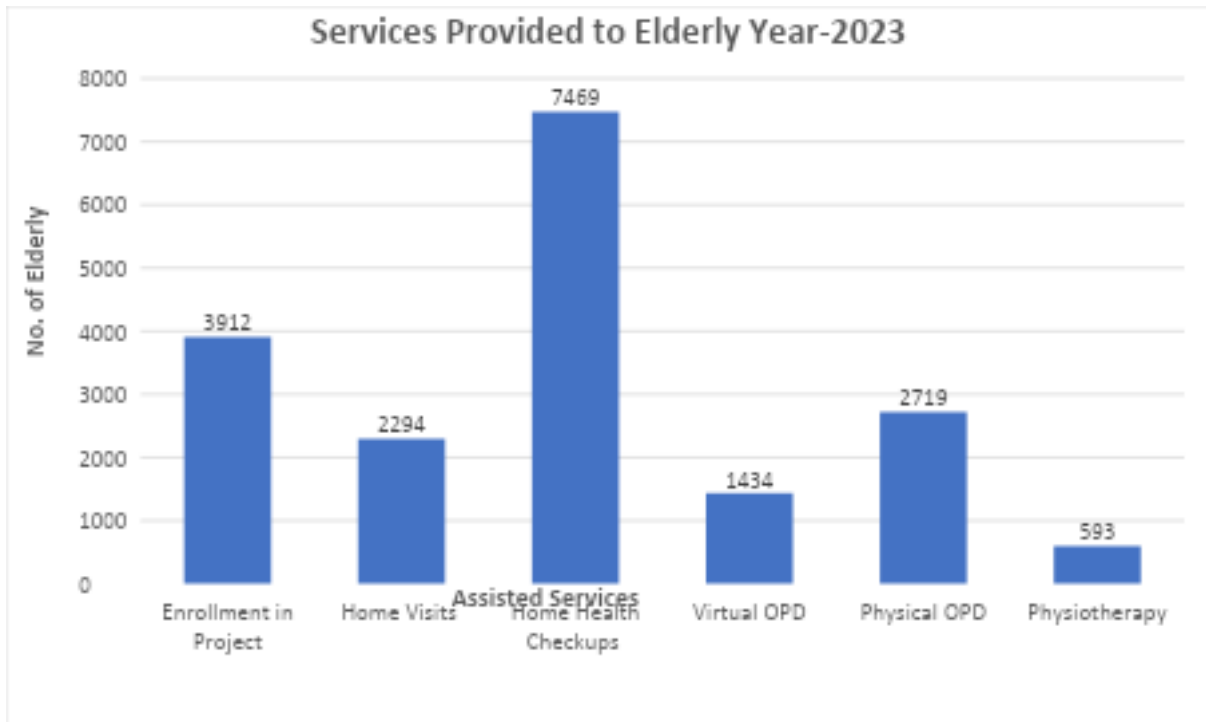
5. Community Engagement:

- Conducted 192 community meetings over the year to increasing participants and community engagement.
- Collaborated with 38 of community organizations or partners, leveraging resources and expertise to enhance project outcomes over the one-year duration.

• Enrolled Elderly and Services:

VRIDDHA MITRA PROJECT ELDERLY ENROLLMENT AND SERVICES YEAR-2023								
Sr. No.	Month	No. of Elderly Enrollment in Project	No. of Elderly Home Visits	No. of Elderly Home Health Checkup	No. of Virtual OPD Conducted	No. of Elderly Benefited Virtual OPD	No. of Physical OPD Conducted	No. of Elderly Benefited Physical OPD
1	May	841	1808	795	13	210	8	209
2	June	787	3006	899	12	147	7	313
3	July	1005	3326	1174	11	203	36	504
4	August	1028	2762	1021	12	175	25	450
5	September	176	2968	976	12	182	16	268
6	October	4	2862	758	13	216	18	302
7	November	0	2753	827	12	201	18	325
8	December	71	3509	1019	7	100	26	348
TOTAL		3912	22994	7469	92	1434	154	2719

VRIDDHA MITRA PROJECT ELDERLY ENROLLMENT AND SERVICES YEAR-2023					
Sr. No.	Month	No. of Elderly Provided Physiotherapy	No. of Elderly Benefited Dental OPD	No. of Elderly Referral for Eye Checkup	No. of Elderly Assisted with Catract Surgery
1	May	4	0	6	4
2	June	34	0	42	0
3	July	21	0	2	1
4	August	22	14	112	29
5	September	78	5	62	23
6	October	24	21	115	26
7	November	150	21	77	15
8	December	260	0	44	5
TOTAL		593	61	460	103







III. Challenges Faced

Tailoring solutions to specific challenges within a “**Vridhdha Mitra**” project are significantly enhanced its effectiveness and impact on the lives of the elderly.

- **Limited Funding:** Securing adequate funding to sustain and expand project activities. Limited funds in approved budget is the barrier to implement the interventions smoothly.
- **Staffing Shortages:** Difficulty in recruiting and retaining skilled caregivers and staff. Enhanced recruitment strategies, offering competitive incentives will retain and attract to qualified staff.
- **Technological Barriers for Elderly Participants:** Limited technological literacy among elderly beneficiaries for engaging in virtual health sessions or using digital resources.
- **Transportation Expenses Issues:** Due to transportation expenses affordability for elderly individuals cannot access healthcare facilities or attend social events. Subsidized or free transportation for beneficiary will increase the attendance in such events.

IV. Lessons Learned

1. Technology Integration for Elderly Engagement and Staff:

- **Lesson Learned:** Identified challenges in technology adoption among elderly beneficiaries and also staff.
- **Improvements Made:** conducted more personalized technology training sessions and created simple guides.
- Training given simpler and accessible technological solutions to facilitate elderly participation in virtual health sessions and staff also.

2. Financial sustainability Measures:

- **Lesson Learned:** Faced challenges in securing consistent funding sources for long-term sustainability.
- **Improvements Made:** Diversified fundraising strategies, exploring more grant opportunities, in kind funding and forging strategic partnerships with donors.

V. Partnerships and Collaborations

● **Overview of Collaborative efforts and their Impact**

This description highlights the various collaborative efforts undertaken in the Vriddha Mitra project and the positive impact these partnerships had on improving outcomes for elderly beneficiaries.

1. Healthcare Provider Collaborations:

- **Description:** Forged alliances with *Impact Guru, Help Age India, Samata Foundation, Seva Arogya Foundation, Bapu Trust, Sanjivani Hospital, Healing Hand Foundation, Shree Samarth Yuva Foundation, Surya Sahyadri Hospital, Shree Smarth Foundation* and *Help Age India* to enhance healthcare access for elderly in slum community.
- **Impact:** Enabled regular health check-ups, specialized care services, and on-site consultations for participants, resulting in early detection and better management of health conditions.

2. Community Organization Collaborations:

- **Description:** Partnered with *Barate Hospital, Vijaya shree hospital, Swami Samarth Dignostics, Satya Sai Netralay, Sunrise dignostics, Agrawal Hospital, H.V.Desai clinic, Devyani multispeciality hospital* and *Kamal Netra Rugnalay* to expand social engagement opportunities for elderly individuals in the targeted communities.
- **Impact:** Collaboratively organized *health camps, general health check-ups, eye check-up, community physiotherapy* and *proctology camps* that fostered community connections, enhance health wellbeing and reducing loneliness among elderly participants.

3. Sponsorships and Support:

- **Description:** Established partnerships with donors to support project initiatives financially or through in-kind donations.
- **Impact:** Received in kind medical equipment's like BP machines, sugar test machines or resources to conduct home health check-up and enhancing the quality and reach of the project without additional financial burden.

4. Volunteer and NGO Collaborations:

- **Description:** Collaborated with *individual peoples, community mandal private doctors and private clinics* to expand the pool of volunteers and extend project services.
- **Impact:** Recruited additional volunteers, enabling more personalized care and support for elderly beneficiaries and enhancing the overall project impact.

5. Government and Local Authority Engagement:

- **Description:** Collaborated with *Marathe Hospital, Sutar PMC Hospital, Raut Clinic, Kothrud PMC Clinic, Maha E-Seva Kendra, Bindhu Madhav Hospital, and local corporators* to assisting and access to resources for elderly care.
- **Impact:** Influenced individuals or obtained additional support, resulting in improved services, funding or in-kind support benefiting elderly individuals.



VI. Impact and Outcomes:

Here are some real stories and testimonials humanizes the impact of the Vriddha Mitra project. These testimonials elaborate the project has positively influenced the lives of the elderly participants, their families, and the community.

1. Health and Well-being

Home health check-up services and collaborations made with the health care organizations to enhance healthcare access for elderly in slum community. Enabled regular health check-ups, specialized care services, and on-site consultations for participants, resulting in early detection and better management of health conditions.

2. Social Engagement and Support

Special day and social event celebration also fostering social connections among the elderly. In the project activities we were conducted the social events, celebration of elderly day, singing program, Ludo game play, physical activities. These activities support to increased community engagement, social well-being and community support.

3. Access to Resources and Assistance

Collaborated with various NGO's and community organizations to assist and extend project services for elderly. These additional personalized care and support for elderly beneficiaries and enhancing the overall project impact. Nearly individuals 3600 elderly who benefited from these services.

4. Special schemes linkages

Community officers assess and identified elderly who required social security schemes and assisting them to enrol in special schemes. Educational programs or guidance sessions conducted to inform the elderly about available schemes. Elderly benefited with Government social security schemes included like pension schemes, health insurance and any other linkages with disability, employment and shelter. Social security schemes have positively impacted not only the elderly but also their families.



- **Testimonials**
- **Improvements in Health Outcomes:**

1. Testimonial - Mrs. Vedpathak's Health Transformation:

Mrs. Vimal Vedpathak, age -71, resident in Kelewadi slum community an elderly diagnosed with blood pressure and diabetes, shared her experience: "Since joining the health-related education sessions and regular check-ups at the Kelewadi VMK center, I've learned how to manage my condition better. I feel more energetic and confident in controlling my blood pressure and blood sugar levels. The support I've received here has been life-changing."

2. Mrs. Kshirsagar's Story - Early Detection Saves Lives:

Mrs. Sushila Yashwant Kshirsagar, Age-80, resident in Kamana vasahat community at the time of routine health screenings by the project's community officer, Mrs. Sushila was diagnosed with high hypertension. Treated her by giving hypertension control tablet, then bp decreased and become normal. she expressed gratitude: "I had no idea about my high blood pressure. Thanks to the project's screenings and staff, I got the treatment I needed on time. Now, I feel much healthier and more at ease knowing my health is monitored regularly."

- **Increased Social Engagement**

3. Mrs. Chaudhari's - Rediscovering Community:

Mrs. Laxmibai Shriram Chaudhari, Age-74, resident of Laxminagar slum community, who initially felt loneliness, said: "The events, gatherings and game organized by the project staff gave me a chance to meet new friends. We laughed, shared stories, and created lasting memories. I no longer feel alone. These events have become a highlight of my life."

- **Case stories**

Case Study 1: Mrs. Landage's Health Journey

Mrs. Pmal Pralhad Landage, aged 65, was struggling with mobility issues due to blood clots formed on the legs and thighs, which affected her daily activities. Through the project's personalized physical therapy sessions and home assistance programs, Mrs. Vimal Landage showed remarkable progress and the blood clots on the leg completely dissolved. She regained strength and flexibility, enabling her to perform routine tasks independently. Her testimonial: "I can't believe the improvement! Thanks to the exercises and support, I can move around better and feel more confident."



Case Study 2: Mrs. Admane's Pension Scheme Reconnection

Mrs. Bhamabai Dhondiba Admane, aged 68, she had faced challenge of stopped benefits from "Sanjay Gandhi Niradhar" Yojana las one year. Pension was stopped for last 1 year. Last one year she could not avail the benefits due to pension was discontinued. Through the project's regular social security schemes linkages awareness camps and events, she got the knowledge about discontinued and pension. Community officer assisted to her for the document's submission and to reconnect lapsed pension. She shared, "I have feeling so glad, for the pension reconnecting" and now I have receiving pension regularly monthly basis."



Case Study 3: Mrs. Dokh's Emotional Well-being

Mrs. Laxmi Sakham Dokh, aged 73 who lost his spouse, struggled with grief and depression in routine life. Engaging in the project's grief counselling sessions and participating in group therapy, events and games significantly improved his emotional well-being. she said, "I didn't know where to turn after my husband passed. The support and understanding I found here helped me cope. I'm finding joy in life again."



VII. Financial Summary

• Budget allocation and utilization

1. Personnel Costs: (80% of Total Budget)

- **Description:** Salaries, honorarium, and benefits for project staff, including community officers and cluster coordinators.
- **Utilization:** 100% of the allocated budget utilized for personnel costs to ensure adequate staffing and support.

2. Operational Expenses: (6% of Total Budget)

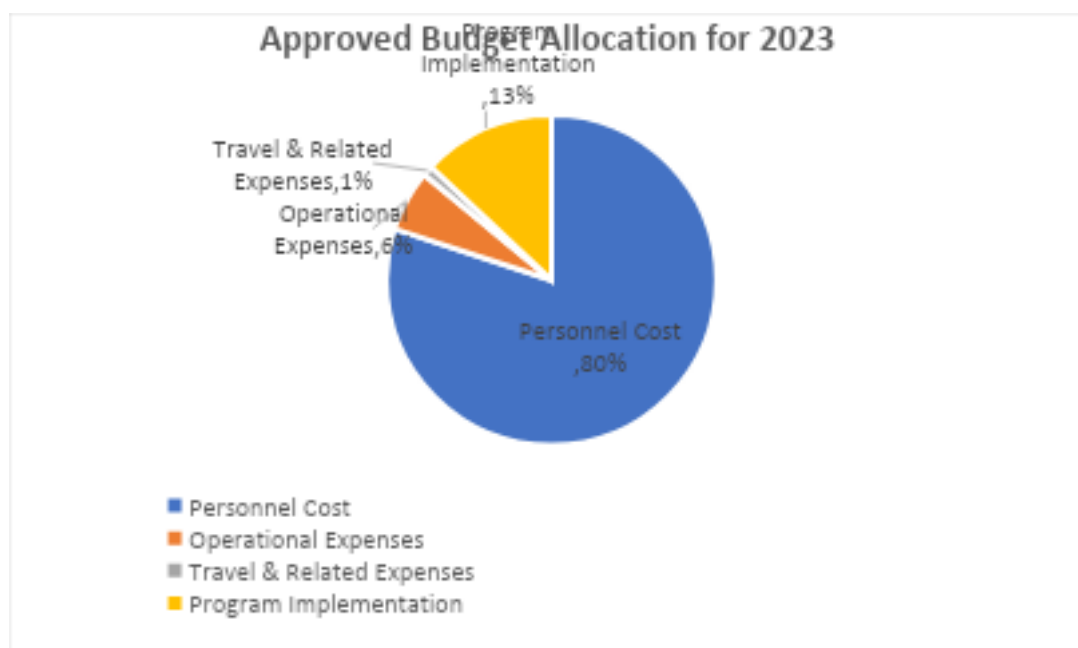
- **Description:** Covers expenses like rent, electricity, maintenance, and other operational costs for the head office. Also covered communication charges for project staff.
- **Utilization:** 82% of the allocated budget utilized for operational expenses for head office and project staff.

3. Travel and Related Expenses: (1% of Total Budget)

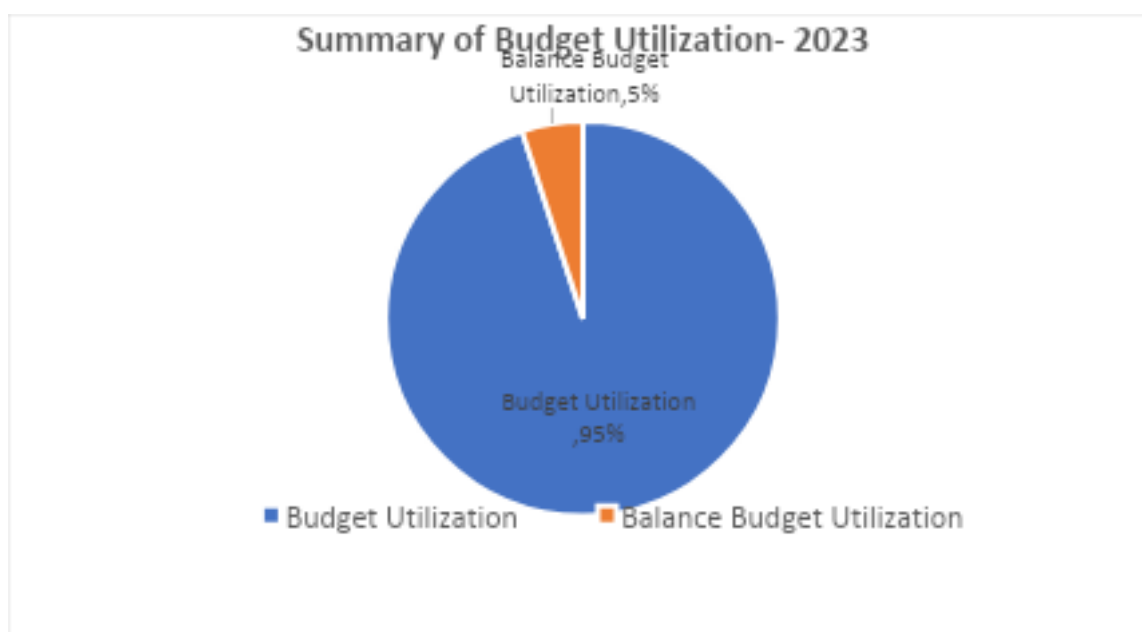
- **Description:** Funds are dedicated to staff traveling in targeted slum communities.
- **Utilization:** 111% of the allocated budget (higher) utilized for staff traveling and related expenses in the project.

4. Program Implementation: (13% of Total Budget)

- **Description:** Funds allocated for establishment of VMK, rent and maintenance of VMK, community-based events and documentation cost for the linkages.
- **Utilization:** 67% of the allocated budget utilized for ensuring a wide range of engaging community-based activities, document linkages and VMK services for elderly.



- **Summary of budget utilization**
- **Total Approved Budget for 2023:** – Rs. 21,53,900
- **Total Budget Utilization:** Total utilized Rs. 20,41,119 (95% of Total Budget)
- **Remaining Budget:** Remaining Budget Rs. 1,12,781 (5% of Total Budget)
- **Note:** Any unutilized funds are allocated for future initiatives or contingencies within the project's scope.



● **Budget Variance Analysis:**

The initial budget allocation for the Vriddha Mitra Project for the year 2023 was structured as follows:

- **Personnel Costs:** Rs. 17,15,400
- **Operational Expenses:** Rs. 1,23,000
- **Travel and Related Expenses:** Rs. 30,000
- **Program Implementation:** Rs. 2,85,500
- **Total Budget:** Rs. 21,53,900

● **Overutilization**

- **Travel and Related Expenses:** The actual expenditure exceeded the allocated budget due to unexpected and additional traveling needs of staff caused by scattered slum pockets areas to cater elderly.
- Higher-than-expected targeted scattered slum areas to increased expenses in project, resulting in a 11% overutilization of this budget category.

● **Underutilization**

- **Program Activity Expenses:** program implementation activities incurred documentation cost for the schemes linkages participants involvement was less and were underutilized, resulting in a 33% underspend in this category.

VIII. Conclusion:

This demonstrates how the “Vriddha Mitra” project serves as a cornerstone in improving the lives of elderly individuals and the broader community. Below are the points to reflect the specific achievements and impact observed within the project.

1. Empowering Elderly Individuals:

- The project serves as a vital support to elderly, empowering them individuals to lead healthier and more fulfilling lives.
- Through comprehensive healthcare services, social engagement, community engagement, recreational activities and referral services renewed sense of purpose and confidence.

2. Alleviating Social Loneliness:

- By fostering a sense of community and belonging, the project significantly reduces social loneliness among elderly individuals.
- Regular social events, group activities, and outreach initiatives have created vibrant networks, enhancing mental well-being and emotional health of elderly.

3. Improving Health Outcomes:

- Access to regular home health check-ups, support care services, and awareness sessions has led to improved health outcomes among participants.
- Early detection and proactive management of health conditions have positively impacted the overall well-being of elderly beneficiaries.

4. Facilitating Independence:

- The project supports elderly individuals in fostering independence, and boosting confidence in various aspects of their daily lives.

5. Creating a Supportive Community:

- The project serves as a catalyst for community engagement, promoting collaboration among stakeholders, volunteers, and local organizations.

6. Elevating Awareness and Advocacy for Elderly Care:

- The project not only provides direct support but also advocates for better resources to address the needs of the elderly population.
- By raising awareness, it contributes to creating a more supportive and inclusive environment for the elderly community.

IX. Gratitude to Stakeholders, Partners, and Contributors

By demonstrating gratitude, it encourages a culture of appreciation and acknowledgment within the community, potentially attracting more support from other sources. Recognizing partners contributions motivates stakeholders to continue their support. It reinforces the value of their involvement.

Stakeholders: We extend our heartfelt gratitude to all our stakeholders who have shown unwavering support, trust, and commitment to the “**Vridha Mitra**” Project. Your belief in our mission and continuous engagement have been invaluable in driving our efforts to enhance the lives of the elderly in community.

Partnerships and Collaborators: A special acknowledgment to our esteemed partners and collaborators. Your dedication and collaborative spirit have been instrumental in expanding our reach, improving services, and creating a more inclusive environment for elderly care. Together, we've made a significant impact, and we look forward to continued fruitful collaborations.

Volunteers and Contributors: To our dedicated volunteers and contributors, thank you for your selfless dedication and tireless efforts. Your time, skills, and passion have been the cornerstone of our project's success. Your commitment to making a difference in the lives of the elderly community is truly commendable.

Donors and Supporters: We extend our sincere appreciation to all our donors and supporters. Your generosity and belief in our cause have been the lifeline of our project. Your contributions have directly impacted the quality of life and well-being of elderly individuals, and we are deeply grateful for your continuous support.

Staff and Team: A heartfelt thank you to our diligent and compassionate staff and team members. Your unwavering commitment, professionalism, and empathy in providing care and support to our elderly participants embody the core values of our project.

Community and Beneficiaries: Last but not least, our appreciation goes to the community and the elderly beneficiaries. Your trust, participation, and feedback are integral to the ongoing success and evolution of our project. Your resilience and spirit inspire us every day.