

2024-25

Maya CARE Foundation Annual Report

Maya
CARE
Foundation
The next best thing to family



**The power of kindness:
A year of transformation**



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1. Welcome & Vision

1.1 From the founder's desk: Vision beyond boundaries



Over the past fifteen years we have been pursued by the question –

“Will Maya CARE survive?”

For the first eleven years of its existence, Maya CARE was funded through our personal salaries. On a number of occasions, we found ourselves at the brink of closing the organisation due to personal financial crises. Well-meaning advisors pointed out how Maya CARE must convert to a paid service or close down. They were not, and are not wrong. In a world where the well-being of the elderly is relegated to a forgotten corner as an unglamorous subject, every plea for a corporate donation is met with genuine appreciation for the cause but no funding as elderly care is not part of company strategy or policy.

During these bouts of despondence, what has kept Maya CARE going is the dedication of its volunteers, their selfless desire to give personal time to visit the elderly, and to serve with empathy and enthusiasm. Across 72 cities of India, volunteers continue to serve the elderly with minimal compensation. In four cities of the UK, volunteers have been serving the elderly for the last five years, with no financial compensation at all. This year, following the successful registration of Maya CARE in Nepal, we are delighted to welcome volunteers in Kathmandu.

The pride of Maya CARE is the continued accolades received by the Project Bindu team. Bindu (which means focus in Sanskrit) leverages the strength of individuals who have overcome disability to take on managerial and administrative roles in Maya CARE and have built their own careers. Project Bindu has welcomed 2468 differently abled individuals and trained them to be able to take on paid work.

1. Welcome & Vision

1.1 From the founder's desk: Vision beyond boundaries (continued)

Over 120 individuals work in various projects within Maya CARE and 15 of them are the management team, now equipped to take Maya CARE forward. Today, the operations of Maya CARE are led by these Bindu teams on wheelchairs (Power team) and those with visual impairment (Voice team) leading with competence and confidence.

We are immensely grateful for the corporate social responsibility (CSR) funding for Bindu teams implementing projects for the recruitment, training and placement of disadvantaged candidates. Another sliver of hope is Maya CARE's upcoming Business Process Outsourcing (BPO) in which Bindu professionals take on back-office work for companies. It is with gratitude that we accept the small donations coming from a handful of personal donors, as a token of their appreciation for our contribution to elderly care.

Our appeal is to each of the supporters of Maya CARE to reach out to prospective donors and request their commitment, so that we can all be assured that Maya CARE will survive beyond the working lives of its founders.

Warm regards,
Abhay Joshi and Manjiri Gokhale Joshi
Founders, Maya CARE Foundation

1.2 Foundation insights: Understanding Maya CARE Foundation

Maya CARE Foundation is a non-governmental organization (NGO) dedicated to offering intellectual, medical, and emotional support to elderly individuals - either in elderly care homes or in their own homes. We also provide intensive training, mentoring, and coaching to CWDs (Champions with Disabilities), enabling them to enhance their skills and achieve financial independence, and long-term confidence.

Operating across 72 cities in India, 5 cities in the UK, and now in Nepal, our elder care efforts bring meaningful companionship, dignity, and joyful human connection into the lives of senior citizens. Parallely, our inclusive programmes create transformative digital opportunities for CWDs (Champions with Disabilities) - helping them unlock their potential, find meaningful employment, and step into leadership roles that influence change in the communities they serve.



Vision: Maya Care Foundation has a two-fold vision: Serving the elderly, while empowering persons with disability to build careers. The foundation is run and led by Champions with Disabilities (CWDs), who are building careers based on empathy and understanding. We aim to nurture leaders globally, and to have a helpline in every spoken language of the world managed by a differently abled person in that country.

Mission: To serve the elderly in every city of the globe and to enable CWDs to become financially independent.



1.3 Guiding light: Principles that define us

At Maya CARE, our values are not simply ideas - they shape every step we take and every life we touch.

Compassion drives every visit to an elderly person's home and every heartfelt conversation we have. Dignity means we treat every individual - no matter their age or ability - with respect, making sure they feel heard and valued. And inclusion is at the core of our organisation: most of our team members are persons with disabilities, and 90% of them are women. They lead not just with skill, but with the strength of personal experience.

These values influence how we make decisions, build partnerships, and develop new ideas - whether in training or technology. Above all, they remind us that even the smallest act of care can make a real difference.



2. Our journey so far

2.1 15 years of service: A legacy of kindness

Since 2009, Maya CARE Foundation has touched the lives of over 4,400 elderly individuals by delivering more than 35,400 free services - including personal assistance and care home-based activities. In parallel, we have supported over 2,468 Champions with Disabilities through tailored training, mentoring, and employment initiatives.

What began in a single city has now expanded to 72 cities across India, 5 cities in the UK, and newly launched operations in Nepal - with aspirations to bring our model of care and inclusion to more countries in the near future.

Ours is a story of quiet strength and consistent service, made possible by a dedicated network of 3000+ volunteers and a leadership team composed entirely of Champions with Disabilities.



2.2 Impact milestone: Reaching new heights

Overview

Total Elderly Visits

↓
35,497



Elderly Care Homes

↓
474



CWDs Empowered

↓
2468



Helpdesk footfalls

↓
21400+



Unique Elderly Beneficiaries

↓
4464



Total Volunteering Hours

↓
55,000+

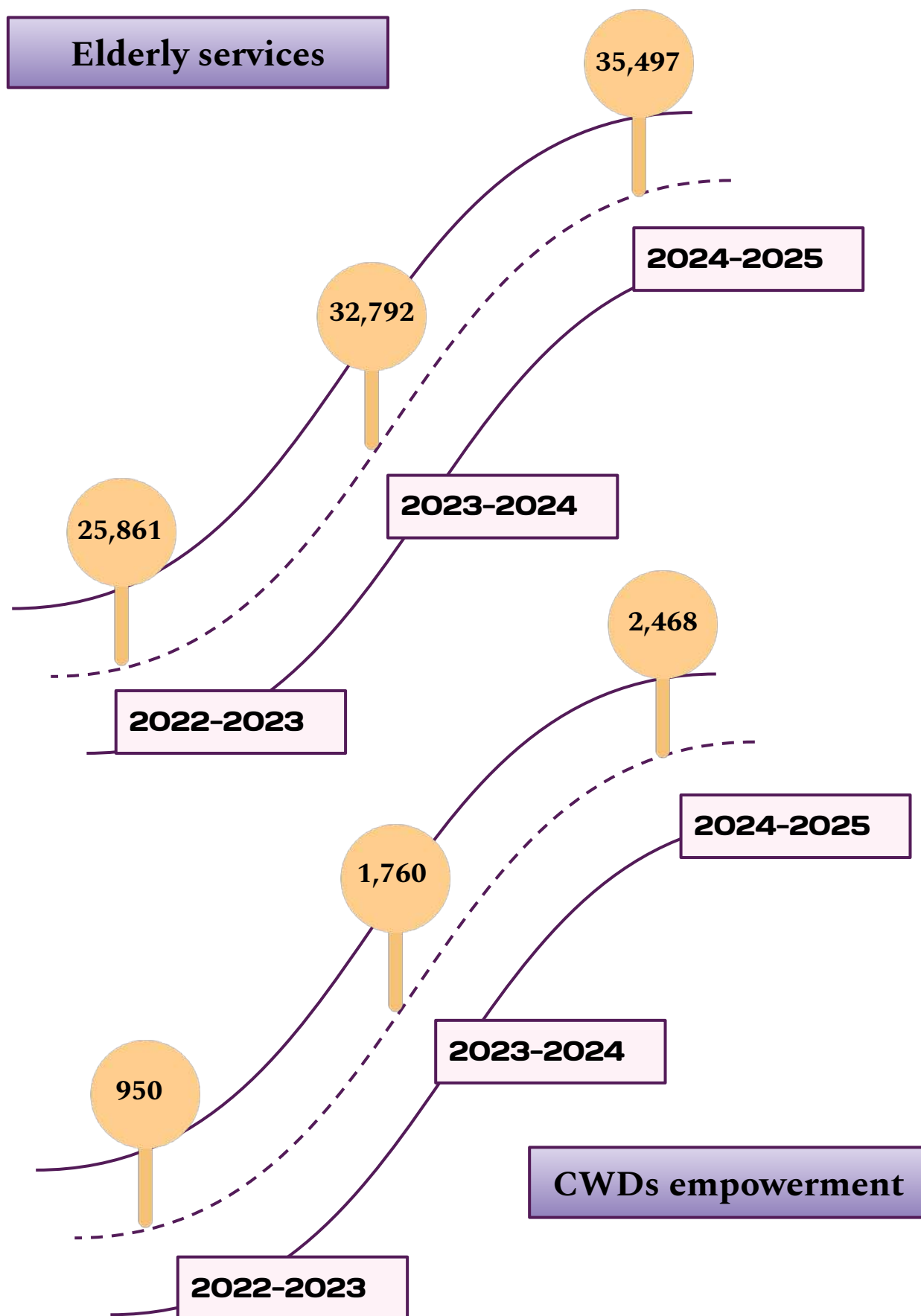


No. of Volunteers

↓
2849



2.3 Timeline of key achievements



3. Who we serve & what we do

3.1 Golden hearts: Celebrating elder care excellence

Maya CARE Foundation is committed to offering free services to elderly individuals - accompanying them to medical appointments, assisting with paperwork, bringing groceries and medicines, and providing companionship during everyday activities. Delivered by our dedicated volunteers, these services reach seniors who live alone or face social isolation. Every visit brings comfort, dignity, and a renewed sense of belonging to those in their golden years.



3.2 Project Bindu brilliance: A case of empowerment

Project Bindu - derived from the Sanskrit word for 'focus' - is a transformative initiative that uplifts Champions with Disabilities (CWDs) while supporting elderly care. We recruit, mentor, and train CWDs from diverse backgrounds, equipping them with soft skills and technical skills. These individuals now manage end-to-end administrative and backend operations at Maya CARE.

At the core of this initiative are three inclusive, tech-enabled teams, each showcasing how disability can be transformed into leadership through the power of thoughtful technology:



- 1. Voice Team:** Composed of visually impaired individuals who manage helplines, coordinate with clients, and lead communication efforts. They skillfully use screen readers and enhance client engagement through confident public speaking and empathetic listening.
- 2. Data Team:** Run by individuals with speech and hearing impairments, this team manages schedules, records, and reports using caption-enabled video calls, screen sharing, WhatsApp messaging, and text-to-voice tools. They ensure smooth information flow across the organization.
- 3. Power Team:** Individuals with locomotor disabilities - including those who are wheelchair-bound - lead outreach and coordination. Using remote platforms such as WhatsApp groups, Salesforce, and Google Drive, they enable real-time collaboration and logistics across multiple locations.

Together, these three teams form the digital backbone of Maya CARE. Their ability to perform, lead, and inspire from any corner of the country proves that when equipped with the right tools and trust, inclusion becomes innovation in action.

3.3 Wellness revolution: Advancing health and happiness

“May I Help You” Help Desk - Maya CARE runs a free, volunteer-driven initiative called the “May I Help You” Help Desk, managed by CWDs, stationed at hospitals across Bengaluru, Delhi, Mumbai, Pune, and Nagpur.

These help desks offer critical support to elderly individuals and other patients during hospital visits. In often stressful and vulnerable moments, our volunteers provide practical assistance and emotional reassurance to ease the experience for patients and their families.



All services are provided completely free of charge and include:

- Assistance with hospital paperwork, including admission, discharge, and insurance documentation
- Delivery of medicines, test results, or medical files within hospital premises
- Companionship and emotional support outside ICUs for waiting family members
- Post-discharge guidance, including connections to tiffin services and nurse bureaus
- Information on government schemes and NGOs supporting eldercare and disability needs
- Coordinating phone calls and helping with personal errands to ease the caregiver's burden

This initiative reflects Maya CARE's commitment to inclusive eldercare and disability advocacy, ensuring that no person - regardless of age or ability - faces a medical moment alone.

3.4 Tech-driven impact: Leveraging innovation for change

Technology is the heartbeat of Maya CARE's operations, particularly within Project Bindu - our signature initiative proving how inclusion and innovation can come together to create lasting social impact. Designed to empower Champions with Disabilities (CWDs), Project Bindu enables team members to deliver elderly care and backend operations entirely from remote settings, using accessible digital tools that suit their individual needs.

Key technological pillars of Project Bindu:

- Salesforce and Google Drive - for secure, city-wide data management and documentation.
- Microsoft Teams, Zoom, and Google Meet - for virtual training, mentoring, and real-time coordination.
- LinkedIn - for donor engagement and fundraising outreach.
- Facebook, Instagram, Twitter, and LinkedIn - for volunteer recruitment and awareness campaigns.
- JAWS, NVDA, TalkBack, and VoiceOver - to support visually impaired professionals in navigating digital workspaces.
- Live captioning and text-based tools - to make collaboration accessible for individuals with hearing or speech impairments.



With these tools, Project Bindu doesn't just manage operations - it redefines how ability, inclusion, and digital fluency can shape compassionate service delivery. It is not just a model - it is proof that leadership can thrive beyond the limits of geography or physical mobility.

3.5 Sustainability spotlight: BPM project

The BPM (Business Process Management) Project is Maya CARE's pioneering revenue-generating initiative that ensures financial sustainability while creating dignified employment for Champions with Disabilities (CWDs). What makes it truly unique is that the entire backend operation - from execution to leadership - is managed exclusively by individuals with disabilities.

The project delivers professional services to corporate clients, including scheduling, documentation, data entry, CRM updates, process audits, and customer coordination. Supported by structured workflows and digital tools, the BPM model blends precision, productivity, and purpose.

By building real-world skills and offering consistent income to its team members, this initiative reinforces Maya CARE's commitment to a self-reliant and inclusive workforce.



Sandhya Atram
BPM Team Manager



Arijit Ghoshal
Project Coordinator



Vasantha K
Assistant Coordinator

Our Esteemed Partners are:

1. ISS Facilities Services
2. Persistent Systems
3. Anarde Foundation
4. Realty+
5. BeMahika



Persistent



Mahika

ANARDE

Realty+

The BPM Project is more than a service model - it's a bold step toward redefining what an inclusive, scalable, and sustainable enterprise looks like.

4. Our programs in action

4.1 The Bindu vanguard: Champions of change

At Maya CARE, we believe that real transformation begins with people who are committed, passionate, and driven by purpose. Meet these extraordinary individuals who are the true stars of Maya CARE's journey. They don't just contribute - they shine!



**Jyoti More - HR Head,
Locomotor Disability, 90%**

Based in Pune and holding an M.A. in Economics, Jyoti has been associated with Maya CARE since 2009. Over the years, she has played a pivotal role in building and strengthening the foundation's HR systems. Her leadership in team development and internal coordination ensures a supportive and efficient work environment.



**Abhijit Mali - National Coordinator,
Spinal Cord Injury, 95%**

From Atpadi, Sangli, Maharashtra, Abhijit brings a multidisciplinary background with qualifications in Physics and Education. A former wrestler, he oversees several functions including elderly services, Salesforce management, merchandise, and volunteer recruitment. His structured approach and commitment to quality have been vital to project execution and process improvements.



**Shikha Vishwakarma - Special Projects Head,
Locomotor Disability, 55%**

Working from Kolkata, Shikha contributes across multiple areas including compliance, budgeting, documentation and proposal writing. With a degree from the University of Calcutta, she consistently ensures operational accuracy and reporting excellence.

4.1 The Bindu vanguard: Champions of change (continued)



Pritam Das – CSR Head
Spinal Cord Injury, 90%

A native of Kolkata, West Bengal, Pritam joined Maya CARE after overcoming personal challenges related to his disability. He now plays a key role in managing CSR initiatives and supporting the placement of Champions with Disabilities. His adaptability and focus have made him a valued member of the operations team.



Sandhya Atram – BPO Head
Locomotor Disability, 80%

Based in Chandrapur, Maharashtra, and a postgraduate in Sociology, Sandhya leads Maya CARE's BPM Unit. She is responsible for team supervision, client deliverables, and developing employment opportunities within the project. Her leadership continues to strengthen both the team and the initiative.



Savita Subhedar – Senior Coordinator
Locomotor Disability, 40%

Based in Mumbai, Savita overcame polio, family hardships, and single motherhood with remarkable resilience. After working across diverse sectors, she found true respect and growth at Maya CARE. As Senior Coordinator, she now leads skill development project for marginalised women and other key projects in Mumbai. Savita's journey is a testament to courage, determination, and the power of never giving up.

4.1 The Bindu vanguard: Champions of change (continued)



Sowmya S. – Project Manager (UK Project) Visually Impaired, 100%

Based in Bangalore, Sowmya began losing her eyesight at 15, facing bullying and social isolation that forced her to pause her education. Undeterred, she mastered Braille, scored 87% in her 10th grade, and went on to train in computers and digital media. Today, at Maya CARE, she leads the UK project - turning her personal journey of resilience into one that empowers others with disabilities to thrive.



Ayush Garg – CSR & UK Coordinator Visually Impaired, 100%

From Delhi, Ayush holds a B.A. from Delhi University. He contributes to elderly care projects in India and the UK, as well as CSR initiatives. As part of the Voice Team, Ayush supports communication and outreach services, ensuring compassionate and timely assistance for seniors.



Madhuri Kharate – Project Coordinator Locomotor Disability, 42%

Based in Buldhana, Maharashtra, Madhuri has been with Maya CARE for over four years. Despite a locomotor disability, she plays a key role in managing training programs, personal donations, and PR project leadership. Her dedication and efficiency continue to strengthen the team and expand the organisation's impact.

4.2 Bridging dreams: Success at job fairs

Job fairs are regularly held by our team, dedicated to creating employment opportunities for Champions with Disabilities (CWDs). A recent job fair witnessed the active participation of several esteemed organizations and passionate individuals committed to inclusion and empowerment. Among the notable contributors was the Maya CARE Foundation, represented by the dedicated Bindu team members - Ms. Subhadra and Ms. Savita. They played a crucial role in identifying and recruiting eligible candidates with disabilities, aligning their qualifications with suitable job opportunities. Their efforts were marked by professionalism, compassion, and a strong commitment to inclusive hiring practices.



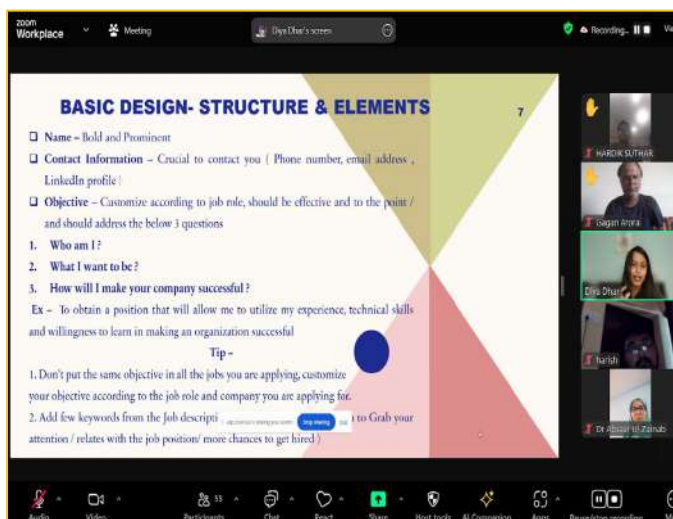
4.3 Empowering potential: Nurturing a skilled workforce

As part of our ongoing commitment to inclusion and employability, the Project Bindu skills development program mobilized, trained, mentored, and coached 708 Champions with Disabilities in FY 2024-2025 and invested over 2100+ hours to enhance their skills.

The program delivered a combination of soft and technical skills training to support participants in becoming workplace-ready. Soft skills modules focused on communication, interview preparation, professional etiquette, confidence building, time management, and leadership skills. These sessions aimed to enhance both personal and professional effectiveness.

On the technical side, participants received hands-on training in tools such as Microsoft Excel, Microsoft PowerPoint, Google Drive, and other Google tools, as well as scheduling and managing meetings using digital platforms.

In addition, the program provided participants with exposure to corporate work environments, helping them understand professional expectations and workplace culture. This well-rounded approach ensured that participants not only gained relevant skills but also developed the mindset needed to navigate and contribute to modern work settings.



4.4 Pathways to possibility: Corporate placements for Bindus

Maya CARE connects trained individuals with disabilities to meaningful roles in inclusive corporate environments. By partnering with organizations that value diversity, we enable dignified employment, financial independence, and long-term growth for our beneficiaries. Each placement is a step toward a more inclusive and equitable workforce.

Our Partners:

- Indigo Airlines
- Future Generali
- Amazon
- Jio Finance
- Reliance Jio
- IIFL Securities
- DSV Group
- Thyssenkrupp Uhde India
- Broadridge Financial Solutions
- Tesco
- JSW
- Piramal Finance
- Vodafone VOIS
- Mainstream Solutions

Maya CARE facilitates numerous corporate placements. The following are details of a few selected candidates.



Ranjish Soni
Jio Finance
Locomotor
Disability, 50%



Sumit Pawar
Indigo Airlines
Locomotor
Disability, 44%



Latha D S
Tesco
Locomotor
Disability, 45%



Chandrakant Sinha
Reliance Jio
Muscular
Dystrophy, 42%



Akshay Gharde
Thyssenkrupp
Locomotor
Disability - 45%



Romauld Francis
IIFL Capital
Locomotor
Disability - 58%

4.5 Companionship chronicles: Stories of elderly care

Heartwarming stories from elderly - Maya CARE's unwavering support

Maitreyee Chowdhary, Delhi

"I had a hospital appointment, but managing the journey alone was becoming a real challenge. That's when I turned to Maya CARE, and to my immense relief, they arranged for a compassionate volunteer to accompany me. This remarkable individual was not only supportive but also incredibly kind and attentive throughout the entire process. I am deeply grateful to Maya CARE for their thoughtful service and the peace of mind they provided during a difficult time. Thank you, Maya CARE, for being a true companion to the elderly."



Maruti Datta Shinde, Pune

"Using a smartphone has always felt overwhelming to me. Simple tasks like making a call or using WhatsApp were quite difficult. But thanks to Maya CARE, I wasn't alone in this journey. A patient and skilled volunteer, Prasad Shinde, guided me step-by-step through everything. With his help, I was able to confidently use the phone. Maya CARE's commitment to empowering seniors is truly admirable. Their support didn't just help me use a device - it helped me reconnect with the world."

4.5 Companionship chronicles: Stories of elderly care (continued)

Heartwarming stories from elderly - Maya CARE's unwavering support

Maya Vaidya, Pune

"The service provided by Maya CARE Foundation is simply outstanding. I was fortunate to receive help from a dedicated volunteer, Manik Vaishampayan, who visited me recently and assisted me with two important banking tasks. Her kindness and efficiency made a lasting impression on me. Maya CARE's work brings so much comfort and dignity to elderly people like me. I truly appreciate their unwavering efforts and compassionate care."

Lakshmy, Bengaluru

"I would like to express my sincere thanks to Maya CARE and especially to their volunteer, Vivian. He spent over an hour patiently helping me resolve the issues I was having with my Mac laptop. His clear explanations and calm demeanour made the learning process enjoyable and easy to follow. I now feel more confident using my device, and I'm eager to practice what he taught me. This support means the world to me. Thank you, Maya CARE, for this invaluable service."



Maya CARE Foundation continues to bring light, comfort, and independence to the lives of senior citizens across India - one volunteer, one smile, one act of kindness at a time.

4.6 Moments of joy: Golden years gala

A. Bollywood karaoke night – fundraiser in the UK

Maya CARE CIC's Proton team hosted a vibrant Bollywood Karaoke Night in the UK to raise funds for elderly care. Renowned singer Mr. Rajan Shegunshi and his team delivered memorable performances. With over 150 attendees, the event was a resounding success, made possible by dedicated volunteer efforts.



4.6 Moments of joy: Golden years gala (continued)

B. Run InSync marathon

In February 2025, Maya CARE's Bindus team actively participated in the Run InSync Marathon organised by SVP Pune, promoting wellness and inclusion. Volunteers and supporters showed immense enthusiasm and energy. The event was further elevated by the presence of our Director, Dr Suresh Gokhale, who inspired all the participants.



C. Inclusive marathon event - Delhi

Maya CARE partnered with Vedanta to host an inclusive marathon in Delhi, focused on Champions with Disabilities. Volunteers walked alongside participants, creating moments of unity and joy. A spirited fundraising segment showcased the strength of community and inclusion.

D. Nritya Vidya initiative

In memory of the Late Dr. Vidyatai Gokhale, 25 dance performances were held in elderly care homes across India and the UK. This initiative brought joy, cultural connection, and emotional upliftment to elderly residents.



4.6 Moments of joy: Golden years gala (continued)

D. International Women's Day celebration:

Maya CARE celebrated International Women's Day with an event hosted by Ms. Fedora J. from Goodera. Highlights included an appreciation video, quiz, and inspiring performances by team members. Special guests and an interactive "Appreciation Wall" made the event truly memorable.



4.6 Moments of joy: Golden years gala (continued)

F. Pune volunteer meet

A volunteer meeting was organized in Pune to acknowledge the selfless efforts of our Pune-based team of 185 volunteers. The gathering was enriched by the presence of Founder Manjiri Gokhale Joshi and Director Dr. Suresh Gokhale, celebrating the spirit of service.



4.7 Innovating for impact: New initiatives and programs

Maya CARE Foundation is committed to fostering economic empowerment and social inclusion by providing skill development training to **550 underprivileged and marginalized individuals** seeking employment in blue-collar professions. Recognizing the challenges faced by these individuals in accessing stable job opportunities, our training program is designed to equip them with industry-specific, practical, and hands-on skills, enabling them to secure sustainable livelihoods.

Through this initiative, we aim to break down barriers to workforce entry, enhance employability, and create pathways for long-term career growth. Our approach focuses on targeted vocational training that aligns with industry demands, ensuring that candidates are job-ready upon completion.



4.7 Innovating for impact: New initiatives and programs (continued)

Key achievements:

- 209 candidates from Mumbai and Delhi have successfully secured employment, gaining financial independence and improving their quality of life.
- Training for candidates in Kolkata is currently in progress, expanding our reach and impact in new regions.

By empowering individuals from disadvantaged backgrounds with essential job skills, the Maya CARE Foundation continues to drive meaningful change, promoting dignity, self-reliance, and economic stability for marginalized communities.



5. People behind the mission

5.1 Boardroom visionaries: Leaders who inspire



Dr Suresh Gokhale
Director
MBBS, DCh and holds a
Fellowship in sports
medicine



Dr Mandakini Pansare
Director
MBBS,
MD (Physiology),
Dr. of Science



Mrs Sudha Santhanam
Director
Chartered Accountant



Mr. Madan Gokhale
Director
MBA from IME,
Tennis coach.



Dr Zubair Kazi
Director
Senior Consultant
Radiologist



Mr. Amarendra Gokhale
Director
IT Professional



Mrs. Asmita Hulyalkar
Director
Homemaker

5.2 Volunteer heroes: Celebrating unwavering dedication

Milind Purohit

In 2017, Milind Purohit, a Mumbai resident, joined Maya CARE as a volunteer when the foundation was still growing, with just 10-12 volunteers. Recruited by the former Mumbai Coordinator, the late Mrs Sudha Gokhale, he began his journey of service by visiting elderly beneficiaries in need of companionship and support.



One of his most memorable experiences was with an 80-year-old resident of Mulund, who was severely weak and ill due to asthma and anaemia. Initially uncertain about what he had stepped into, Milind soon realized the deep impact of his visits. Over the next 2.5 years, he continued to visit every 10-12 days, providing groceries, medicines, and, most importantly, companionship. He also discovered that his wife, though disabled, managed household tasks, making his support even more valuable.

Another significant visit took him to Thane, where he met a 70-year-old beneficiary who had lost confidence in stepping out. Milind not only delivered medicines but also motivated him to regain his independence. Over time, the elderly man started going out on his own again.

Reflecting on his journey, Milind acknowledges how Maya CARE has evolved over the years from a grassroots volunteer-driven initiative to a structured organization with corporate backing. Now at 75, he limits his visits to Mulund and Thane but remains proud of the foundation's impact.

5.2 Volunteer heroes: Celebrating unwavering dedication (continued)

Vinita Mahajan, a dedicated volunteer from Pune, joined Maya CARE Foundation in 2020. Since then, she has brought joy and companionship to more than 150 senior citizens and has visited over ten elderly care homes, making a significant impact on the lives of the elderly.



Her visits are filled with warmth and thoughtful engagement - from organizing musical programs and reading sessions to chatting, playing games, and leading light physical activities such as warm-ups, yoga, and pranayama. These activities not only entertain but also promote physical well-being among the residents.

One of her memorable contributions was on World Environment Day, June 5th, when she helped plant four trees at an elderly care home, promoting environmental awareness and green living. She also played a key role in organizing Diwali celebrations last year, bringing festive cheer to many hearts.

Volunteering through Maya CARE has brought immense joy and purpose to Vinita's life. She often shares how the smiles and blessings of the elderly motivate her to continue this work with even more passion. Serving the elderly was something she had always aspired to do before retirement, and Maya CARE gave her the perfect platform to turn that aspiration into reality.

For Vinita, these visits are not just acts of service - they are moments of deep connection and fulfilment. Her story is a shining example of how compassion and commitment can transform lives, both for the giver and the receiver.

5.3 Voices for Maya CARE: Testimonials that inspire

Maya CARE has been fortunate to receive heartfelt appreciation from corporate and BPM clients, as well as generous donors who believe in our mission. Their feedback reflects the impact of our services and the dedication of our team:

Oracle India (Volunteering Partner)

"I am writing to extend my deepest gratitude for the incredible support and proactive coordination for the event held on Saturday, 12th January. Oracle volunteers had created a total of 140 woollen caps from scratch and you gave us the opportunity and privilege of sharing these caps with the residents of two care homes:

SHEOWS Care Centre - Okhla, New Delhi: 100 caps donated

Rojavanam Old Age Home, New Delhi: 40 caps donated

Your meticulous planning and communication were instrumental in ensuring the smooth execution of this initiative. The warm welcome we received at these care centres was unforgettable. The residents' smiles, curiosity, and open hearts made the experience truly special.

Thank you for going above and beyond to make this initiative such a resounding success. Looking forward to continuing our collaboration and creating more meaningful impacts in the future."

- Diksha Bhatti

Oracle social impact community leader for NCR



5.3 Voices for Maya CARE: Testimonials that inspire (continued)

CGI (CSR Partner)

"I wanted to express my gratitude to you and Maya CARE for organizing the visit to the Senior Care Home initiative. The event held on Sunday was a truly rewarding experience for all involved. It was wonderful to see the CGI partners engage with the seniors in such meaningful ways and we can confidently say that the time spent at the Senior Care Home was both enriching and enjoyable for everyone.

The seniors had an incredible time participating in the various activities organized. From the games to the conversations, it was evident that the event brought immense joy. Their smiles and enthusiasm were a testament to how much they appreciated the visit and the bond that was created between the CGI partners and the seniors was truly special.

The initiative not only provided the seniors with much-needed companionship but also created lasting memories for all involved. It was a fantastic example of how a simple act of kindness can brighten someone's day and we feel honoured to have been a part of it.

Thank you once again for this opportunity to contribute to such a heartwarming cause. We look forward to more such meaningful engagements in the future."

- Rajeswari J

Senior Systems Engineer, Corporate Social Responsibility, CGI

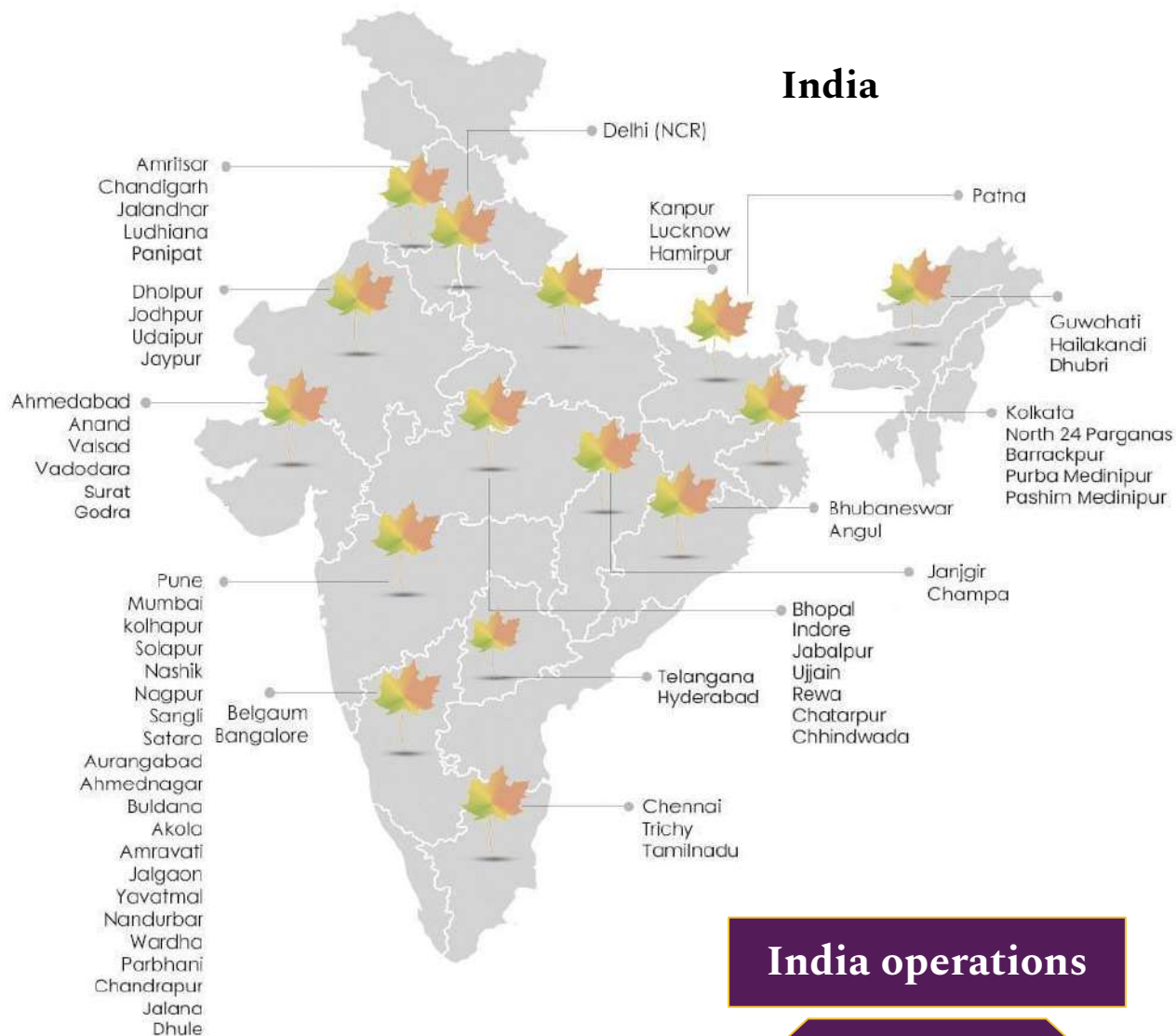


6. Expanding our reach

6.1 Global outreach: Bridging continents with compassion

From humble beginnings, Maya CARE has expanded its services to 72 cities across India. Recognizing that the challenges faced by the elderly are not limited to one nation, the foundation has extended its outreach internationally, now operating in 5 cities across the United Kingdom, as well as in Kathmandu, Nepal.

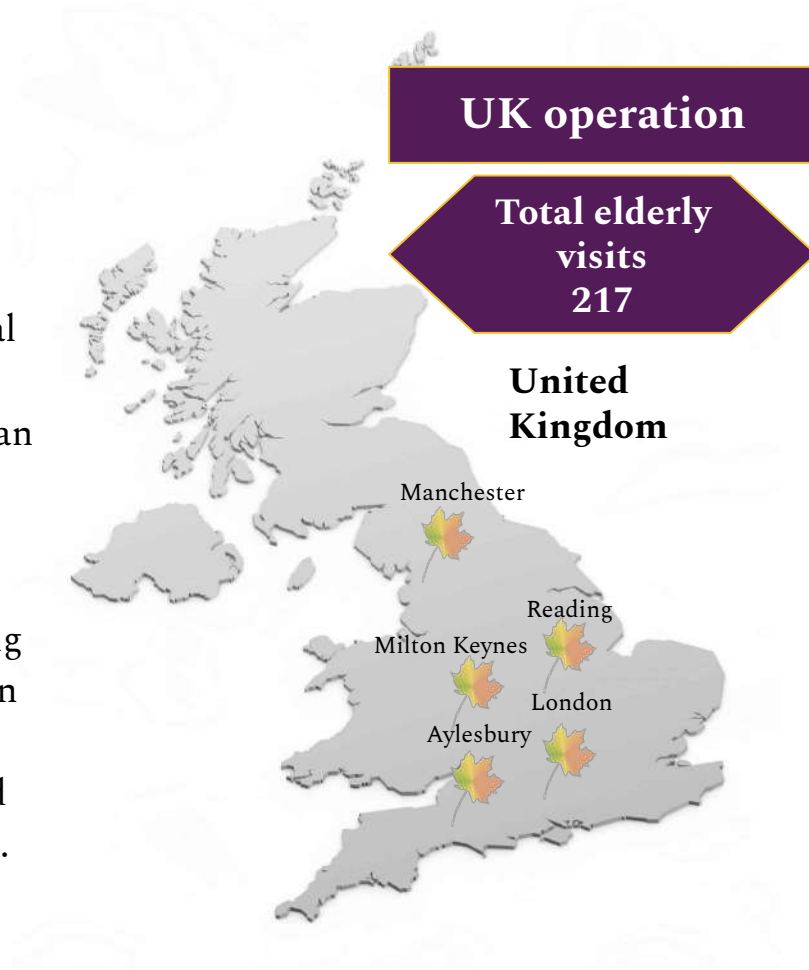
As the organization continues to grow, its vision remains clear - to create a world where every elder feels seen, supported, and valued, and where individuals with disabilities have equal opportunities to thrive.



6.2 UK operations

Maya CARE now has 410 registered volunteers across Milton Keynes, Manchester, London, Aylesbury, and Reading, with plans underway to expand into Oxford and Watford. In Watford, 4 volunteers have already joined, and we are actively identifying elderly care homes to initiate our services. Over the year, we delivered a total of 217 services to elderly beneficiaries across the UK.

We received a grant from the Shenley Brook End and Tattenhoe Parish Council to support outreach to 50 new elderly individuals in the local community. As part of this initiative, our volunteers began engaging with care homes in the Shenley Brook End and Tattenhoe Parish area by distributing flyers and seeking permission to display them on notice boards, helping raise awareness of our services and expanding our local presence.



6.3 Nepal operations



As a breakthrough in our expansion, Maya CARE has successfully established a nine-member board in Nepal, completed formal registration, and begun actively engaging new volunteers.

6.4 Community connect: Forging meaningful bonds



Maya CARE is dedicated to bringing joy and companionship to elderly residents in old age homes through thoughtfully planned celebrations and engagement activities. Our volunteers and team members organize special events, including festive celebrations, musical performances, storytelling sessions, and interactive games, creating a warm and inclusive environment. These celebrations not only uplift the spirits of the elderly but also foster meaningful social connections, reducing feelings of isolation. By building a bridge between generations, Maya CARE ensures that senior citizens feel valued, respected, and cherished throughout the year.



In line with this plan, Maya CARE distributed smart walking sticks to 38 elderly at an event organised at Marathwada Engineering College, Pune.

Additionally, we distributed 2 wheelchairs to those with limited mobility, ensuring they receive the support they need to move with dignity and ease.

7. Recognition & visibility

7.1 Celebrating excellence: Awards and recognition



Doing Good for Bharat Award by CSRBOX, October 2024.
Recognizing initiatives with deep, sustainable social impact across India.



3rd Socio CSR Film Festival & Awards, March 2025. Honoring Resilience Through "The Unbreakable Star - Sandhya Atram"

7.1 Celebrating excellence: Awards and recognition (continued)



The Great British Workplace Wellbeing Award in the Best D&I initiative of the year category on 20th March, 2025.

7.2 Recognizing excellence: A gallery of stars



Hazaratbi Pathan, a B.Com graduate from Ahmedabad, has a locomotor disability, which made it difficult for her to find employment despite her prior work experience. Determined to overcome this barrier, she joined Maya CARE's specialized training sessions. With the skills and confidence she gained, Hazaratbi now plays an important role in the New Country Project. Her journey demonstrates how Maya CARE training programs open new doors for people with disabilities, enabling them to thrive professionally and make meaningful contributions.



Huma Ashraf from Jammu and Kashmir, faced a life-changing challenge after suffering a spinal cord injury, which left her using a wheelchair. Determined to rebuild her life, she completed her 12th and joined Maya CARE's skill development program, where she gained valuable communication and computer skills. Today, she is the youngest team member in Maya CARE and part of the placement project, where she helps coordinate and connect other differently-abled individuals with livelihood opportunities. Huma's journey reflects how Maya CARE's programs empower people to overcome adversity and make a positive impact in their communities.



Sarthak Malik, a young man from Noida with 50% cerebral palsy, joined Maya CARE in 2024 after completing his Bachelor of Arts. With determination and quiet strength, he now plays a key role in mobilizing Champions with Disabilities (CWDs), scheduling interviews, and guiding them toward meaningful opportunities. His journey reflects the power of inclusion and purposeful support.

7.2 Recognizing excellence: A gallery of stars (continued)



Varun Panaskar, from Satara, Maharashtra, was affected by Transverse Myelitis in 2005, which left him using a wheelchair and turned his life upside down. In 2024, a new chapter began when he joined the Maya CARE Foundation. For him, this wasn't just a job - it was a lifeline. Maya CARE equipped him with training, a laptop, and, most importantly, a purpose. Today, Varun proudly works as a Project Coordinator, contributing to meaningful work and building his future.



Ajay Tyagi from Agra, faced a life-changing spinal cord injury six years ago that left him using a wheelchair. One year ago, Ajay joined Maya CARE as a Project Coordinator, where he found unwavering support and an inclusive environment that empowered him to overcome many challenges. With Maya CARE's help, he has been able to contribute meaningfully, regain confidence, and inspire others facing similar struggles. His journey is a testament to how Maya CARE transforms adversity into opportunity and hope.



Mir Neelofar Jabeen from Ratnipora, Pulwama, Jammu & Kashmir, faced a life-changing battle with a Giant Cell Tumor and surgeries that left her with 75% locomotor disability. Though she completed her graduation in B.Sc Nursing, she struggled to find employment. After joining the Maya CARE Foundation, she received soft skills and technical training, and today serves as a Project Coordinator, empowering others with disabilities. Her journey is a testament to strength, inclusion, and determination.

7.3 In the spotlight: Media coverage and highlights

જીવન સંધ્યા વૃદ્ધાશ્રમમાં વિવિધ કાર્યક્રમ યોજાયા



અમદ્રવાદ: તાજેતરમાં મધર્સ ડે નિમિત્તે જીવન સંધ્યા વૃદ્ધાશ્રમમાં કવિ સંમેલન યોજાયું હતું. જ્યારે માયા કેર ફાઉન્ડેશન દ્વારા વિવિધ કાર્યક્રમ અને કેક કટીંગ કરીને વડીલો સાથે મધર્સ ડેની ઉજવણી કરાઈ હતી.

જીવન સંધ્યા વૃદ્ધાશ્રમમાં સંગીતનો કાર્યક્રમ



અંકુર ખાતે આવેલા જીવન સંધ્યા વૃદ્ધાશ્રમમાં માયા કેર ફાઉન્ડેશન અને એસ.એમ.પ્રજાપતિ થેરિટેબલ ટ્રસ્ટ દ્વારા મ્યુઝિકલ પ્રોગ્રામનું આયોજન કરવામાં આવ્યું હતું.

માયા કેઅર : માનવતેચે મંદિર!

પુણ્યતીલ 'માયા કેઅર ફાઉન્ડેશન' ખ્યા માધ્યમાત્મનું એક તપાસનું અધિક કાકા દેવકી જીવન જગાનાના વૃદ્ધાંતી સેવા કેરી જાત આરે. ત્યાંચે જગણે સુખદ આગિ આનંદી કરગ્યાના પ્રાપ્તન કેલા જાત આરે. ૧૪ વર્ષ સંચેચે સેવાજાતન સુક અસુન આન (તાપ્તારોત્રાકર દેરાતીલ ૭૨ રાશરે આગિ ફાઉન્ડેશનકર બાર નગરોતીલ સુપારે ૩,૮૦૦ હન અધિક વૃદ્ધાંતીચે ત્યાંની જગણ્યાંચી રવી ડમેલ નિર્માણ કેરી આરે.



(માયા કેઅર ફાઉન્ડેશન ચે સંચાલિત જગણિય)

જીવન સંધ્યા વૃદ્ધાશ્રમમાં કાર્યક્રમોનું નિર્વાહન કરીને વૃદ્ધોને સુખદ જીવન આપવાનું છે. ત્યાંચે જગણે સુખદ આગિ આનંદી કરગ્યાના પ્રાપ્તન કેલા જાત આરે. ૧૪ વર્ષ સંચેચે સેવાજાતન સુક અસુન આન (તાપ્તારોત્રાકર દેરાતીલ ૭૨ રાશરે આગિ ફાઉન્ડેશનકર બાર નગરોતીલ સુપારે ૩,૮૦૦ હન અધિક વૃદ્ધાંતીચે ત્યાંની જગણ્યાંચી રવી ડમેલ નિર્માણ કેરી આરે.

વેધ : નિતિન પાટીલ

કેરી. જો તર તે ત્યાંની રૂપે કેરીલે જગણ્યાંતીલ નિર્વાહનકરીલે યોડે વાચલેચે યોરલ ચલાલે જાગે. ત્યાંચે જગણે સુખદ આગિ આનંદી કરગ્યાના પ્રાપ્તન કેલા જાત આરે. ૧૪ વર્ષ સંચેચે સેવાજાતન સુક અસુન આન (તાપ્તારોત્રાકર દેરાતીલ ૭૨ રાશરે આગિ ફાઉન્ડેશનકર બાર નગરોતીલ સુપારે ૩,૮૦૦ હન અધિક વૃદ્ધાંતીચે ત્યાંની જગણ્યાંચી રવી ડમેલ નિર્માણ કેરી આરે.

વિવિધ માનની ત્યાંની સંપૂર્ણ માહિતી પેલેતી જાતે. ત્યાંચે જગણે સુખદ આગિ આનંદી કરગ્યાના પ્રાપ્તન કેલા જાત આરે. ૧૪ વર્ષ સંચેચે સેવાજાતન સુક અસુન આન (તાપ્તારોત્રાકર દેરાતીલ ૭૨ રાશરે આગિ ફાઉન્ડેશનકર બાર નગરોતીલ સુપારે ૩,૮૦૦ હન અધિક વૃદ્ધાંતીચે ત્યાંની જગણ્યાંચી રવી ડમેલ નિર્માણ કેરી આરે.

योग की प्राचीन परंपरा हम सभी को स्वस्थ जीवन पद्धति से जोड़ती है: आशी शर्मा



झाँसी । आज भारत समेत पूरा विश्व 10वाँ अंतरराष्ट्रीय योग दिवस मना रहा है । योग दिवस को लेकर पूरे देश में जबरदस्त उत्साह देखने को मिल रहा है । लोग विभिन्न संगठनों द्वारा आयोजित कार्यक्रमों के साथ पाकौं घर की बालकनी व छत बगीचों और पहाड़ों पर योग करके इस अभियान में बढ़-चढ़कर हिस्सा ले रहे हैं । लोग योग करते हुए फोटो खींचकर सोशल मीडिया पर शेयर कर रहे हैं । अंतराष्ट्रीय योग दिवस

के अवसर पर माया केयर फाउंडेशन के तत्वावधान में आईटआई स्थित वृद्ध आश्रम में योग दिवस मनाया गया । योग प्रशिक्षक आशी शर्मा ने वृद्ध आश्रम में बूजुगों को योग कराकर प्रोत्साहित किया और कहा की योग की प्राचीन परंपरा हम सभी को स्वस्थ जीवन पद्धति से जोड़ती है । योग हमारे मन और मस्तिष्क को आपस में जोड़ता है । योग की प्रक्रिया हमें आध्यात्म और उच्च जीवन मूल्यों से भी जोड़ती है ।

આઈ ચેકઅપ કેમ્પનું આયોજન



માયા કેર ફાઉન્ડેશન અને એસએમ થેરિટેબલ ટ્રસ્ટ દ્વારા જીવન સંધ્યા ઓલ હોમમાં વિનામૂલ્યે આઈ કેમ્પનું આયોજન કરવામાં આવ્યું હતું, જેમાં આંખોનું ચેકઅપ અને ચશ્માનું વિતરણ કરીને સેવાકીય કાર્ય કરવામાં આવ્યું હતું.

8. Inclusive futures

8.1 Diversity in action: Success stories of empowered women

Sowmya's journey: A story of resilience and impact



Before joining Maya CARE, Sowmya faced immense challenges. Losing her eyesight as a teenager was difficult, but her determination never wavered. She pursued education, honed her skills in technology and mobility, and worked as a computer instructor. However, the COVID-19 pandemic left her struggling for stable employment, and for two years, she searched for an opportunity to contribute meaningfully.

In 2022, Maya CARE became her turning point. From day one, she embraced her role with passion, managing critical projects like Compliance, award applications, and coordinating free elderly care visits in the UK. Today, as a Project Leader, she oversees award applications, expands international operations, and plays a key role in launching new initiatives, including Maya CARE's outreach in Sri Lanka.

Sowmya's journey with Maya CARE has been transformative. She not only regained financial independence but also found a sense of purpose and confidence. Her dedication has led to national and international recognition, and her efforts have touched the lives of many.

Maya CARE is proud to have Sowmya as a leader, a changemaker, and an inspiration to all. Her story is a testament to the power of resilience and the impact of an inclusive platform that nurtures talent and empowers individuals to shine.

8.1 Diversity in action: Success stories of empowered women (continued)

Breaking barriers: Anupama's journey of determination



Anupama Kulkarni, a resilient woman with hearing impairment, has always believed that challenges are merely stepping stones to success. Born into a world of silence, she faced numerous obstacles in communication and education. Despite these hurdles, she pursued her studies with unwavering determination, never allowing her disability to define her capabilities. Before joining Maya CARE, Anupama struggled to find an inclusive workplace where her skills could be recognized.

In spite of societal barriers, her desire to contribute meaningfully to society never faded.

Everything changed when she became a part of Maya CARE. Today, Anupama serves as an Administration Assistant, playing a crucial role in managing data, coordinating records, and supporting visually impaired team members by helping them access digital tools. Through her meticulous work and dedication, she has become an indispensable part of the organization, demonstrating that inclusion is not just a concept but a practice.

Her contributions have not gone unnoticed. Recognized for her exceptional commitment and perseverance, Anupama is an inspiration to many. She has not only proved that determination knows no bounds but has also empowered others by breaking stereotypes and setting new standards of excellence.

8.1 Diversity in action: Success stories of empowered women (continued)

Sunita's journey of transformation at Maya CARE



Sunita Baseshankar once lived a quiet and modest life, shaped by her circumstances and the limitations imposed by her disability. Without access to professional opportunities, guidance, or a sense of direction, she found herself caught in a routine that brought little fulfilment or joy. Though she had potential, her opportunities remained restricted - leading to self-doubt and a growing sense of uncertainty.

One day, Sunita came across Maya CARE Foundation, a turning point in her life. She applied, went through the interview process, and began her journey with by operating the telephone for Maya CARE. Her dedication and sincerity soon led her to take on greater responsibilities as a coordinator for Nashik. With every task, her skills improved, her confidence soared, and she embraced her role wholeheartedly.

Today, Sunita is an integral part of Maya CARE, contributing actively to the Salesforce and Utilization Certificate (UC) project. She approaches her work with dedication and a positive attitude, enjoying every challenge that comes her way. Through perseverance and a strong work ethic, she has transformed into a confident professional with a strategic mindset and a goal-oriented approach. Her journey is a testament to her resilience and determination.

8.2 Project Shakti: Empowering women with disabilities

Maya CARE is deeply committed to fostering women's leadership and meaningful participation across all levels of our work.

We aim to:

- Break the glass ceiling by providing leadership opportunities to women.
- Encourage skill development and create a space for women to thrive in administrative and project management roles.
- Empower women to lead our initiatives with confidence, thereby driving inclusive growth within the foundation.

In alignment with this vision, we have launched Project Shakti - an initiative dedicated to equipping women with the tools, training, and mentorship needed to step into leadership roles and make a lasting impact in their communities.



8.3 Dreaming forward: Vision 2030 and beyond

Current reach

- Operating in 72 cities in India, 5 cities in the United Kingdom, and Kathmandu, Nepal.
- Recently, Maya CARE has expanded operations to Sri Lanka, marking the first step in our broader international vision.

Our dreams and vision

- Expand to 250 cities across India, reaching more elderly people in need.
- Establish a global presence, extending Maya CARE's mission to every corner of the world.
- Enhance the scale of our projects, ensuring a greater impact through innovation and grassroots involvement.
- Increase the number of trained project leaders (candidates) to drive Maya CARE's mission forward with leadership and commitment.

Our goals and targets

- Achieve project milestones in every city we serve.
- Train more capable individuals to lead future initiatives with dedication and empathy.
- Raise the overall budget of the foundation to support upcoming and larger-scale projects.

At Maya CARE, we believe in a world where every elderly person is cared for with dignity, every person with a disability is empowered with opportunity, and every woman is given the platform to lead.



9. Acknowledging excellence

Maya CARE takes great pride in recognizing and celebrating the invaluable contributions of our donors, volunteers, and supporters who have played a pivotal role in our journey towards creating a more inclusive and compassionate society. Their unwavering dedication and generosity have enabled us to empower the elderly and Champions with Disabilities (CWDs) and make a positive impact on countless lives. In the spirit of gratitude, we extend our heartfelt appreciation to the individuals and organizations listed below:

We extend our sincerest gratitude to each of these individuals and organizations for their continued support and commitment to our cause. Your generosity and kindness inspire us to continue our mission of empowering lives and fostering a strong sense of community and support. Thank you for being a part of the Maya CARE family and for making a difference in the lives of those in need.

Corporate Donors:

- Social Venture Partners (SVP)
- United Way Delhi
- CGI
- Infinera
- Dasra
- Amazon
- ICICI Foundation
- Persistent Foundation
- Legrand
- Oracle
- ISS Facilities
- Rotork
- BSES

Partners:

Mr. Sainath Phatangare, CA
Ms. Priya Menon, Lawyer
Ms. Purva Chopra, CS

10. In the loving memory of Mr. Ramdas Kamdi



Ramdas Kamdi was more than just a colleague - he was a tireless changemaker who lived the mission of Maya Care Foundation every single day. Living with a locomotor disability, Ramdas turned what many would see as a limitation into a powerful ability, proving that passion, commitment, and empathy can overcome any barrier.

Over his three years with Maya Care, Ramdas served as the Project Coordinator for Nagpur and Chandrapur, and was instrumental in expanding our impact across 6 cities. One of his most notable contributions was the establishment of the Nagpur Helpdesk, which became a vital support system for both beneficiaries and volunteers in the region.

He successfully coordinated over 100 volunteers and supported 35+ beneficiaries, ensuring that services reached those who needed them the most. Ramdas had a special talent for communication and community outreach. He led our Traditional Media initiatives, with his efforts resulting in 35+ news articles published in local newspapers, significantly raising awareness about Maya Care's work in Maharashtra.

His dedication to documentation and excellence also played a pivotal role in the organization winning the Junoon Award - he meticulously prepared and supported our award application process with comprehensive supporting documents.

Ramdas also managed the Marathi newsletter, producing four editions that highlighted the voices and stories from the ground, and kept our stakeholders informed and inspired. Through his editorial vision and understanding of the local context, the newsletter became a bridge between communities and our mission.

Ramdas may no longer be with us, but his legacy lives on - in the systems he helped build, in the lives he touched, and in the spirit of service he embodied. We have lost not just a team member, but a man whose work ethic, humility, and heart made an indelible impact. He showed us that ability is not defined by the body, but by the will to serve. We remember him with respect, gratitude, and love.

11. In the loving memory of Ms. Madhuri Charkari



Madhuri Charkari was a pillar of quiet strength, resilience, and compassion at Maya Care Foundation. Living with a locomotor disability, Madhuri didn't let physical limitations define her. Instead, she redefined what true ability means through her commitment, her care, and her meaningful work.

Over her three years with Maya Care, Madhuri served as the Mumbai Coordinator and also led the Kolhapur project, expanding our services with determination and grace. She worked across 5 cities, ensuring that every volunteer was guided, every beneficiary supported, and every task handled with sincerity.

Madhuri coordinated 50+ volunteers and supported the needs of 20+ elderly beneficiaries, creating a strong, compassionate network of care. She conducted volunteer interviews, nurtured team bonds, and maintained operations smoothly - always with a calm sense of purpose and quiet leadership.

Though she passed away in September 2024, the impact of her life's work continues to be felt deeply. Madhuri showed us that true strength is not found in movement, but in meaning - in work done with heart, in lives gently touched, and in service given without expectation.

Her legacy lives on in every city she worked in, every person she helped, and every volunteer she inspired.

We honour her memory with love, respect, and gratitude.

12. Stay connected

Get in touch: Reach out to Maya CARE

For inquiries, assistance, or to get involved with Maya CARE Foundation, please reach out to us:

India: Toll Free Number: 1800 572 1343

WhatsApp - 9552510400 / 9552510411



UK: Call & Whatsapp: +44 7825737732,

+44 7570353281, +44 7835347697



Nepal: Call & Whatsapp: +977 9704793214



Join us in our mission to empower lives and build a more inclusive society.