

Editorial

Happy New Year!

Maya CARE Foundation, supported by its dedicated team of volunteers, serves as a steadfast support for senior citizens by assisting them in care homes or their residences. These selfless individuals, functioning like family members, devote their time to providing essential support with daily routines, doctor appointments, pension receipt, grocery shopping, medication, and paperwork. The organization boasts a network of over 2000 volunteers across 74 cities in India and 4 cities in the UK, delivering more than 26,500 free services to date, benefiting 2500 elderly individuals. The Project Bindu team efficiently coordinates visits, recruits new volunteers, and reaches out to donors. A 30 individuals leadership team, who has overcome several disabilities has managed a team of 120 Bindus and provided livelihoods for 1200 PWDs.

In a significant effort to raise awareness, Maya CARE Foundation participated in the Vedantha Delhi Half Marathon 2023, securing a place in the charity corridor with the support of Tata Power. The Project Bindu team experienced their first flight from their location to Pune for an event, organised on 9 December 2023, showcasing their work and various projects to dignitaries. In memory of the late Director Dr. Vidya Gokhale, Dr. Suresh Gokhale instituted the 'Best Project Bindu Performer of the Year 2023' award, presented to Ms. Shikha Vishwakarma. This award was presented by Shri. Ajit Rande of Persistent Foundation. Additionally, a pitch competition, in memory of the Project Bindu leadership team Mr. (Late) Nilesh Borde, involved 40 coaches training participants on public speaking in English, resulting in Ms. Jyoti More, Mr. Tarun Kumar, and Mr. Ayush Garg winning prizes among the 40 participants, thanks to the warm support of the entire Oracle team. Also dedicated Volunteers of Maya Care who Self lessly serve elderly and create opportunities for PWD were felicitated at the hands of Board Member Mrs. Mandakini Panasare and Commander (Retd) Mr. Jayant Konde of Persistent Foundation.

The organization's achievements during this quarter are remarkable and commendable. At a grand event in Horwich, England, attended by 650 people, founder/director Mrs. Manjiri Gokhale Joshi was announced as the winner of the SheInspires National Award for 'Agent of Change.' This accolade recognizes the transformation of persons overcoming disabilities into leaders managing Maya CARE. Notably, Maya CARE CIC UK has been shortlisted as a finalist in the 'Great British Workplace Wellbeing Award' in the category of 'Best Use of Tech' for 2024. Celebrating World Disability Day 2023, Ms. Sowmya, who is visually impaired, received the 'Unsung Hero Award' from Rotary Abilities Bangalore for her dedicated contribution to serving the elderly in the UK. These achievements underscore Maya CARE Foundation's commitment to inclusivity, empowerment, and transformative change.

Feedback From Beneficiaries

1. Mrs. Sudesh Choudhary, 82 years old, Chandigarh, +91 9815175778.
Dear Shelly ji, I'm deeply grateful for the immense support from Maya CARE Foundation during my hospital check-up on October 9th in Mohali. A special thanks to Shubham, the volunteer, for being exceptionally cooperative and helpful. Thanks again for the outstanding service. Best wishes to Maya CARE Foundation for continuing to make a positive impact on the lives of senior citizens.

2. Mrs. Jayalakshmi, 83 years old, Bengaluru, +91 9845950460.
I am Ramalingam, and I extend my sincere thanks for the outstanding support during my mother's hospitalization. Facing the challenges of her fall and my father's funeral, Volunteer Selva Raj's timely assistance and compassionate care were invaluable. His dedication made a significant impact on my mother's recovery, and we are grateful for the exceptional service provided by Maya CARE.

3. Mr. Rajvala, 73 years old, New Delhi, +91 7065233082.
Dear Maya CARE Foundation, I express my heartfelt appreciation for the exceptional services and support I have received from your dedicated volunteers. The seamless hospital visit and timely provision of medicines have made a significant impact on my well-being. Your commitment to the elderly is truly commendable, and I am grateful for the compassionate assistance I have received. Thank you for making a positive difference in the lives of seniors like me.

3. Mrs. Urmila Patel, 75 years old, Milton Keynes (UK), +44 7484135357.
I want to extend my heartfelt thanks to Maya CARE CIC and its coordinators. Dealing with knee pains and undergoing surgeries, I require hospital visits twice a month with flexible appointments. Maya CARE CIC promptly arranged volunteers to assist me. The volunteers were not only kind but also friendly, making my treatment stress-free. I truly appreciate Maya CARE for their outstanding support. Keep up the excellent work.

4. Sri Sai Prasanthi Old Age home, Bangalore, +91 9886292974.
I am Kiran Kumar (Manager). Various people from the Maya Care Foundation visited our old age home. They spent quality time with elderly people. And conducted classical dance in our old age home. We are very happy and our elderly people are also happy. Thank you Maya Care Foundation, we look forward to many visits.

5. Hillside Nursing and Care center, Aylesbury UK, 01332 296200 1296 710011.
I am Marion (Manager, it was my pleasure to have Dr. Suresh Gokhale, Director of Maya CARE CIC, visit our care home. He engaged with the residents, teaching wheelchair exercises and breathing techniques, enriching our time together. I appreciate the qualitative time he spent with us and we are Looking forward to future activities and interactions that enhance the well-being of our residents.

6. Guru Vishram Vridh Ashram, Delhi, +91 8069128888.
I am Rakesh, the manager, and we are truly thankful for Maya CARE Foundation and Tata Communications. They visited our care home and engaged in activities such as painting, singing, and heartfelt conversations with our residents. By cutting the cake, they celebrated Volunteer's Day with us. We appreciate the efforts of Maya Care and its volunteers for bringing smiles to the faces of the elderly in our care, Thank you.

7. Jeevan Sandhya Old Age Home, Ahmedabad, +91 9427956267.
I am Dimple Ben, the manager of an old age home. During the celebration of Christmas and New Year, Maya CARE Foundation arranged a magic show in our care home. It was a pleasant surprise for our residents. They laughed, enjoyed, and were thrilled to watch the entire show. The wonderful coordination of volunteers added to the joy, and we are very grateful to all of them at Maya Care.

Maya CARE activities

In the last quarter, Maya CARE Foundation empowered the elderly and persons with disabilities by celebrating festivals, conducting diverse activities in care homes, and fostering a sense of community service. Our collaborative efforts with local partners and dedicated volunteers underscore our commitment to making a positive impact on the lives of those we serve.

- In the fest of Navratri, our volunteers visited care homes, distributed sweets, and enjoyed fireworks with the elderly residents.
- For the Christmas celebration, with the great support of the Rotary Club Delhi, our volunteers engaged care home residents in decorating Christmas trees and shared joyful moments by cutting cakes.
- Similarly, during New Year's celebrations, the elderly shared their experiences, both good and bad, culminating in a reflective talk at the end of 2023, reminiscing about their entire journey of the year with full joy.
- A surprise visit by our director, Dr. Suresh Gokhale, to the UK took place on October 12th at Hillside Care Home in Aylesbury. Dr. Suresh Gokhale, along with our co-founder Mr. Abhay Joshi, engaged with the residents, teaching them wheelchair exercises, breathing methods, and providing additional health tips to promote well-being among those aged 80 and above. This visit brought about a significant change in the residents, leaving them thrilled and happy to have spent a meaningful day.
- Volunteers Day was celebrated in Delhi care homes with the support of Tata Communications, where 20 employees provided services to the elderly through singing, craftwork, and playing games.
- With the support of L&T Company at Mumbai care homes, several activities were conducted.

In tribute to the late founder, Dr. Vidya Gokhale, a classical dance program was organized at Ashby Care Home in the UK on November 25th. The performance included a Ganesha prayer, "Om Namah Shivaya," and classical and semi-classical dance performances. The residents of the care home, including the manager and staff members, were eagerly anticipating the entire show and appreciated the Indian cultural showcase with pride.

- With a rich 14-year history, Maya CARE orchestrated a beautiful gathering in Pune. As a remote organization accustomed to working from home and communicating solely through mobile phones, this event marked a transformative shift. Volunteers, supporters, elderly individuals, donors, and corporate partners witnessed the diverse projects and initiatives of Maya CARE firsthand. Thanks to the tremendous support of Persistence Systems Pune, the entire Maya CARE family came together, experiencing their first physical gathering as an extraordinary and unforgettable journey.

The establishment of our help desk in Pune, Mumbai, Delhi, Nagpur, Bangalore, and other cities helped us reach out to many elderly individuals and spread our free services across the world.

Project 'Bindu' team:

Maya CARE's Project Bindu is an innovative initiative empowering individuals with disabilities to earn a livelihood and serve the elderly. Bindu is a Sanskrit word which means "To Focus". Thus in this project the PWD candidates focus on their work instead of their disability. The program consists of three teams, including the Data Team, Voice Team & Power Team. To sustain the initiative, Project Bindu operates a Business Process Outsourcing unit, ensuring financial stability.

Here are our few Bindus :

Jyoti More from Power team :

Our first Bindu member at Maya CARE, who uses a wheelchair, holds the esteemed position of National Coordinator of India. Over the course of her 14-year journey with the organization, she has served more than 2000 elderly individuals with the assistance of dedicated volunteers, demonstrating unwavering dedication to both her role and the mission of Maya CARE.



Anupama Kulkarni from the Data team :

She uses a hearing aid and is non-verbal, has overcome barriers to serve as an administrative professional within the organization. She actively schedules organizational activities, manages compliance issues, engages in non-verbal communication, conducts internal audits, and contributes significantly to the organization.



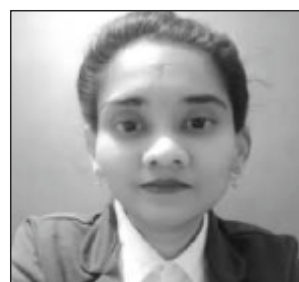
Ayush GARG from Voice team :

Being visually impaired, he actively contributes to the organization in the dual roles of Project Coordinator and State Coordinator for seven states. His responsibilities include serving over 400 elderly individuals across India and the UK, corporate engagement, Recruitment of Volunteers, helpline management, outreach to new volunteers/donors/supporters, and coordination of blood donors and caregivers for the elderly.



Sandhya Atram from BPO unit :

Coming from a rural background and using a wheelchair, her dedication in the position of Project Manager of the BPO unit is truly commendable. Conducting powerful virtual meetings with corporate, she efficiently manages the backend work for five corporate clients by her team of skilled individuals with disabilities. Her responsibilities include handling company schedules, HR help desk operations, document verifications, and translations.



Madhuri Kharate from Power Team :

Having a Locomotors disability, she is a coordinator for Pune and Rajasthan. She comes from Buldana district of Maharashtra. Graduated in arts, she has faced many difficulties in life such as torture from her in-laws before her divorce. But she is focused towards her work. She speaks confidently with volunteers to help the seniors. She also maintains effective dialogue with volunteers from corporate companies. She handles speakers club and personal donation department in MayaCare



Successful stories of our Beneficiaries:

1. Technical assistance by Pooja D.S.

At 84 years old, living alone in Chennai, I, Minnie Mariea, found a lifeline in Maya CARE Foundation. After retiring from my profession as a pathology doctor, the solitude weighed on me, especially with my daughter and her family living elsewhere.

One day, while watching TV, I learned about Maya CARE's mission in supporting senior citizens like me. Feeling compelled, I dialed Maya CARE's helpline, requesting companionship. A kind soul from the organization, Pooja D.S., visited my home. Her patience and step-by-step guidance in teaching me computer and smartphone usage were a blessing. Even when I struggled, Pooja's reassurance never wavered.

I admired Maya CARE's volunteers for their punctuality, kindness, and confidence in interacting with seniors. Today, I operate my computer independently, join virtual gatherings, and connect with others through video calls and WhatsApp. Thanks to Maya CARE, I've found newfound happiness and purpose. The organization and its volunteers have truly made a remarkable difference in my life, and for that, I'm forever grateful.

2. Compassionate assistance by Ipsita.

I am Gouribhadra, a pension holder residing in the serene West Medinipur district. My son living abroad, life often presents its unique set of challenges. However, I feel blessed to have discovered the comforting embrace of Maya CARE's services. In times of need, a simple call to Maya Care's toll-free number connects me with the warm voice of Sanatan Babu. His reassuring words become a beacon of hope, heralding the timely arrival of Maya CARE's dedicated volunteers.

One such angel in disguise is Ipsita, a compassionate Maya CARE volunteer who extends her helping hand when I require assistance. Whether it's accompanying me to buy fruits or aiding in my quest for new clothes, Ipsita's presence brings both joy and relief. The exceptional service provided by Maya CARE has left an indelible mark on my heart. So, I feel compelled to share my positive experience with fellow elders. In doing so, I hope to encourage others to embrace the warmth of Maya CARE's services, fostering a community where we uplift and support one another.

May we all contribute to the growth of Maya CARE, ensuring that its compassionate services continue to touch the lives of those in need.

“The Simple Act of Caring is Heroic”

- Edward Albert

“TO Forget the Elderly is to ignore the wisdom of the Years”

- Donald Laird



Our volunteer Ipsita Ghosh withdrawing money from the bank to old woman Gauri Bhadra from West Medinipur, West Bengal.



Our Bangalore volunteer Selvaraj while chatting with Jayalakshmi at a Hospital while taking medication.



Our founder Manjiri Gokhale Joshi visiting and discussing with our colleagues Pallavi madam, Saumya, and volunteers Mary, Neha, Milind Joshi, Mohammad Maj, Sandeep at naams Snehasadan Vriddhasram Bangalore.



Our volunteers Amalorpawa Mary and Sandeep Kumar performed a classical dance at Shreesai Prashanthi Old Age Home Bangalore as a tribute to the memory of its late founder Dr. Vidya Gokhale Madam.



Maya CARE Foundation has successfully participated in Vedanta Delhi half marathon 2023. This year we got very good success. It was just happened with the valuable support from our contributors, volunteers and Bindus.



Our volunteers Hardik Patel, Minu, Miloni, Meena, and Sandhya perform on the occasion of Christmas magic show at Jeevan Sandhya Old Age Home Bangalore on behalf of Maya Care Foundation and Rotary Club of Cosmopolitan. In the presence of Volunteers : Ms. Manju Sharma, Pooja, Varsha Sheikh, Aasha Joshi, Rashmi Bansal, Ayush Garg



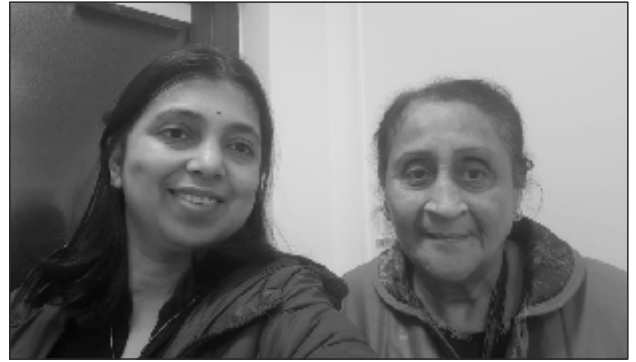
Celebrated Volunteers Day with Tata communication, performing painting, singing Guru Vishram Vridhashram Delhi By our volunteers Manju Sharma, Varsha Sheikh, Pooja, Aasha Joshi.



Our volunteer Indrawati Singh helps 80-year-old Umeshchandra Dubey from Lucknow Uttar Pradesh bring medicine from the medical store.



Chennai Tamilnadu Mini Mathur Help to Whatsapp and Gmail related by Vol Pooja Dillikumar.



Volunteer Urmila Narker helping a Senior Woman with doctor appointment in milton keynes



Whelchair Activity at Hillside care UK by Director Dr Suresh Gokhale



Mr. Abhay Joshi, Founder of Maya Care along with all core team members of Maya Care in discussion with the Persistence team.



A Grand event was held in Pune on 9th December 2023. Different stalls were set up in the event. In it, founder Manjiri Gokhale Joshi along with other Bindu group while addressing other people at the donor box stall.



An event was held at Pune on 9th December 2023, stalls of umbrellas, caps and mugs were set up in the event. On that stall Mrs. Vinita Mahajan from Pune volunteer.



Abhijit Mali, National Coordinator of our Bindu Group addressing the Persistence Group on 9th December 2023.



Our bangalore counterpart Pallavi madam inaugurating help desk at k.r.puram general hospital Bangalore.



MAYA CARE FOUNDATION

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