

MAYA CARE FOUNDATION

News Letter



Year : 3rd Issue : 2nd
April - June 2025
For Private Circulation

Editorial

To care for those who once cared for us is one of the highest honors.

- Tia Walker.

Elderly people are an integral part of society. Caring for them is a matter of privilege. MayaCare Foundation was started in 2009 to address the needs of needy elderly people by providing them free day-to-day assistance, companionship and moral support. The elderly people face challenges of loneliness, social isolation, chronic illnesses, memory loss, dementia and financial insecurity among others. MayaCare volunteers work as angels by helping them with compassion. Also the backend of these activities is run with confidence by a team of disabled candidates. In this way, two weaker sections of society are empowered by this noble deed. The volunteers at the front end who interact with the needy elderly for support are unsung heroes. Few of them are often emotionally and physically drained while serving. Some volunteers also give physical support to disabled candidates by escorting them for training, events etc. An effort of the coordination team is always to involve more and more sincere volunteers in serving with passion, consistency and dedication to meet rising demand of services. MayaCare now operates in 72 Cities of India, 5 cities of the United Kingdom and one city of Nepal with a strong network of more than 2500 volunteers, about 2100 champions with disabilities serving 4500+ elderly.

By 2050, the population of elderly people (Age 60 and above) will increase to 347 million. The challenges faced by them will increase manifold. So, organizations like MayaCare have a pivotal role in supporting them. Likewise, the population of disabled and elderly disabled will also increase. So more and more volunteers should come forward to lend a helping hand in this noble deed.

Maya CARE UK has recently achieved a remarkable milestone by winning the Great British Workplace Wellbeing Award in the Diversity and Inclusion category. This recognition highlights Maya CARE's unwavering commitment to creating an inclusive and supportive environment for persons with disabilities while continuing to serve the elderly with compassion.

In addition to its core services, Maya CARE has been actively engaging with corporates such as Oracle and Goodera, fostering partnerships that amplify its impact. A significant initiative under this collaboration was the distribution of electronic smart sticks as walking aids to elderly individuals across Pune, ensuring greater mobility and independence for them.

Furthermore, Maya CARE has successfully facilitated corporate placements for 12 candidates this quarter, empowering individuals with disabilities by integrating them into the workforce and fostering economic independence. The organization also runs a Business Process Outsourcing (BPO) unit, offering backend support services to corporate clients. This initiative not only provides employment opportunities for persons with disabilities but also generates revenue to fuel Maya CARE's growth and sustainability.

As the need for elderly care and disability inclusion continues to rise, Maya CARE remains steadfast in its mission. By expanding its reach, strengthening corporate collaborations, and providing dignified employment opportunities, the foundation continues to build a compassionate, inclusive, and sustainable future for both the elderly and persons with disabilities.

Together with the unwavering support of volunteers, donors, and corporate partners, Maya CARE will keep transforming lives and making a meaningful impact across communities.

Feedback From Beneficiaries

Narbada Prasad Sahu, 69, Jabalpur, 8319282927

"I, Narbada Sahu, express my heartfelt gratitude to Maya CARE Foundation. Volunteer Jitesh Singh Rajput assisted me in reaching the hospital and provided me with the necessary medicines. Maya CARE is doing an excellent job for the elderly, and I sincerely thank them for their support."

2. Shanti Devi, 66, Bhopal, 9993929269

"I have difficulty walking and seeing. Maya CARE Foundation's volunteer, Bhanu Pratap, kindly brought my medicines to me. I am deeply grateful for their assistance during this challenging time. Thank you, Maya CARE, for your wonderful support."

3. Anni Teresa Old Age Home, Chennai, 9600225897

"I am Satish, the manager of this beautiful Old Age Home. We had a wonderful time celebrating Pongal with 35 elderly residents, thanks to the incredible volunteers from Maya CARE. Their kindness brought immense joy to our home, and we are truly grateful to all the volunteers for making the celebration so special."

4. Ram Kumar, 65, Sonipat, 7082893132

"One day, I was alone at home and faced difficulty booking a gas cylinder. I reached out to Maya CARE, and a volunteer helped me book the cylinder and even contacted the supplier. I am truly grateful for their support and the volunteer's timely assistance."

5. Smt. Uma Shishodia, 62, Delhi, 8800577262

"One day, I felt very unwell and needed to go to the hospital, but I was alone at home. I contacted Maya CARE, and a volunteer immediately came to assist me. They supported me during this difficult time, and I am immensely thankful to Maya CARE and the volunteers for their kindness and timely help."

6. Kashi Nath, 64, Bengaluru, 9940137572

"Today, we successfully completed our first session of the French class, entirely free of cost. I extend my heartfelt thanks to Maya CARE and its volunteers for making this possible. The experience was enriching, and the free session exceeded my expectations. The dedication and support were exceptional, and I look forward to the upcoming sessions. I deeply appreciate Maya CARE's efforts in offering such valuable free services."

7.

Rojavanam Old Age Home, New Delhi, 9899053450

I am writing to extend my deepest gratitude to the Maya Care Foundation for their incredible support in organizing a wonderful event at our care home. We sincerely appreciate the efforts of the Oracle volunteers who generously distributed 140 woollen caps to our residents, bringing warmth and joy to their hearts. Thank you so much.

These testimonials reflect the invaluable assistance provided by Maya CARE and its dedicated volunteers.

Maya CARE Activities



1. Pune Marathon (February 2025):

In February 2025, a team of Bindus, with great support from dedicated volunteers, participated in the Pune Marathon, showcasing their commitment to health and fitness. Volunteers Savitha Subhedar, Zeba Noor Ansari, Shubhangi Kharate, Subhadra Matkikar, Shradha Badhe, Pravin Damaji Matane, Vijay Patil, Archana Joshi, and Mahesh Kumbhar played a crucial role in supporting the team. Their enthusiasm was further amplified by the presence of additional volunteers, including Swati Balwant Phapale, Gajanan Narayan Dhore, Vinita Mahajan, Anil Ramchandra Natu, Sanjay Gajanan Bhakta, Makarand Nimonkar, Vidyadhar Joshi, Vinod Daptardar, Vivek Joshi, Narayan Prasad Kulkarni, and Annapurna Balgude. Founders Manjiri Gokhale Joshi and Dr. Suresh Gokhale also attended the event, showing their unwavering support.

2. Second Edition of the Pitch Competition (January 2025):

In memory of our leadership Bindu member, Mr. Nilesh Boarday, the second edition of the Pitch Competition at Maya Care was a remarkable event showcasing creativity and innovation. Our founders, along with the team, led insightful presentations filled with valuable knowledge. Ayush secured the first position, followed by Sowmya and Varun in second place, with Shikha claiming third place. This event was made possible through the dedicated mentorship and support of the Oracle team, ensuring that each Bindu member received valuable guidance throughout the process.



3. Sandhya: The Unbreakable Star

A short film was created to highlight the inspiring journey of Ms. Sandhya Atram, the team leader of the BPO unit at Maya Care. The film beautifully captured her resilience and determination in overcoming her disability to achieve success both personally and professionally. This film was selected for the 3rd Socio CSR Film Festival Award, which is going to be held at Pune, recognizing its powerful message of perseverance and triumph.

4. Women's Day Celebration:

Maya Care celebrated Women's Day with great enthusiasm, bringing together all Bindu members. The event featured talent performances, an engaging Q&A session, and a vibrant atmosphere, fostering unity and celebrating the incredible achievements of women. It was a day of joy, connection and empowerment.

5. Maya Care Blog and Branding:

The efforts of the Bindus in creating and maintaining the official Maya Care Blog significantly enhanced the organization's online presence. This initiative strengthened Maya Care's branding and visibility across social media platforms, further establishing its growing impact and outreach in the community.

6. Technological Assistance for the Elderly:

In an effort to improve the quality of life for elderly citizens in Pune, Maya Care collaborated with Putzmeister India Pvt. Ltd. and distributed electric smart sticks, enabling senior citizens to comfortably use advanced technology. This initiative highlighted Maya Care's commitment to empowering the elderly and enhancing their daily lives through modern innovations.

7. Corporate Volunteering at Sandya Suraksha Care Home:

Volunteers from CGI visited the Sandya Suraksha Care Home, where they interacted with elderly residents through activities like nail art, mehendi, dance and music. The volunteer team, including Pallavi, Sumana and Shailja, brought warmth and joy to the residents.



8. Corporate Volunteering in Bengaluru (Providence Care Home):

In Bengaluru, corporate volunteers from CGI and Goodera visited the Providence Care Home, where they engaged in creative activities such as pot painting, dance and music performances. Volunteers Pallavi, Sumana and Shailja contributed significantly to these activities. The visit was graced by Dr. Suresh Gokhale, who praised the event as a truly meaningful and enriching experience.

Problems faced by elderly people in India and their possible solutions

In India the elderly face unique problems of socio-economic challenges, proper healthcare and social inclusion. The collective efforts of society, government and families are paramount in enhancing the quality of life for the elderly. The most common ailments the elderly face are chronic conditions, mental health, cognitive decline, hearing and vision problems, mobility issues, social isolation, financial insecurity, lack of care, lack of access to health care, ageism, rapid socio-economic change, lack of emergency response infrastructure, functional decline etc. To improve the lives of the elderly in India, solutions include government policies prioritizing affordable healthcare, transportation and social services, alongside community support through community centres, volunteer services and social events.

Family members of the elderly play a. vital roles, offering wisdom, experience and emotional support, while also contributing to household tasks and intergenerational relationships, fostering a sense of stability and continuity within the family. Living in a three-generation household (grandparents, parents, and children) offers numerous advantages, including enhanced emotional and financial support, stronger family bonds and the transmission of valuable knowledge and traditions across generations. However, three generation households are rare now-a-days due to various social and financial reasons.

Dr. Muralidhar Patkar, Maya CARE Volunteer, Editing team, Pune.

Rabbit and the Tortoise story - New version

The classic story of "The Tortoise and the Hare" (or "Rabbit and Tortoise") teaches that slow and steady wins the race, as a boastful hare, confident in his speed, takes a nap during a race against a tortoise, allowing the tortoise to win by persevering. The Rabbit and the Tortoise story is very common and known by everyone. I am presenting the new version to you. Before that, let's revise the main lesson from it. It teaches us to be persevering, never give up, like the Tortoise did and not be over-confident or lazy in life, like the rabbit.

Now, the next time they become friends and also decide to play the game for the fun of it. The Tortoise agrees to play and allows the Rabbit to race faster and reach the goal earlier, so it becomes the winner. The lesson is that each one of us has distinct good qualities. Here, the Rabbit could run fast and the Tortoise was good enough to take up the challenge and allow his new friend to win. He was happy that the Rabbit was happy!! So we all learn to be happy when others are happy. Then, they decide to become better friends, and think of how they can reach another goal together, so that both can win. Is it possible?

They decided to go to another town. The road was there and they had to cross the river on the way. On the road, the Rabbit asked the Tortoise to sit on its back and he ran the distance till the river. When they reached the river, the rabbit did not know how to swim. So, the Tortoise asked the Rabbit to jump on it back, while he swam the river easily and reached the town, which was there.

The lesson from the story is that each one of us has good qualities, and we support each other to do our best. So, this was a real WIN-WIN situation!!

Dr. Avanish Thanawala, Maya CARE Volunteer, Editing Team, Pune.

Maya CARE Foundation: Awards and Recognition.

Breaking Barriers: Shrikant Ganesh Boora's Journey to Employment with Maya CARE

Shrikant Ganesh Boora, a determined young man from Bhiwandi, Thane, Maharashtra, faced significant challenges in securing employment despite holding a BSc in IT and an MBA in IT. Born with a 79% orthopedic disability affecting his left hand, he encountered multiple rejections in the job market after graduating in 2022.

His breakthrough came when he discovered Maya CARE through social media. Recognizing his potential, Maya CARE provided him with career guidance, skill development, and corporate placement assistance. In January 2025, he secured a job as a Video KYC Executive at Axis Finance, marking a turning point in his professional journey.

This opportunity not only granted Shrikant financial independence but also empowered him to support his family. His journey stands as a powerful example of how Maya CARE is bridging the gap between talent and opportunity, ensuring that individuals with disabilities achieve professional success and dignity.

The Union Budget 2025-26 introduced several key developments aimed at supporting the elderly and persons with disabilities:

• Increased Allocation for Social Justice and Empowerment:

The Department of Social Justice and Empowerment received ₹13,611 crore, marking a 35.75% increase from the previous year's revised estimate of ₹10,026.40 crore.

• Enhanced Funding for Disability Welfare:

An allocation of ₹1,275 crore was made for disability welfare, representing a 9.22% rise from the prior year's revised estimate of ₹1,167.27 crore.

Support for Senior Citizens:

The Atal Vayo Abhyuday Yojana (AVYAY), dedicated to the welfare of senior citizens, was allocated ₹289.69 crore.

• Tax Benefits for Senior Citizens:

- The limit for tax deduction on interest income for senior citizens was doubled from ₹50,000 to ₹1 lakh.
- The annual threshold for Tax Deducted at Source (TDS) on rent was increased from ₹2.4 lakh to ₹6 lakh, reducing the number of transactions liable to TDS and benefiting small taxpayers.
- Withdrawals from National Savings Scheme (NSS) accounts made on or after August 29, 2024, were exempted from tax, providing relief to senior citizens with longstanding NSS accounts.

• Specific Allocations for Disability Schemes:

- = ₹316.7 crore was designated for the Assistance to Disabled Persons for Purchase/Fitting of Aids and Appliances (ADIP) scheme.
- ₹165 crore was allocated to the Deendayal Disabled Rehabilitation Scheme.
- ₹145 crore was set aside for scholarships for students with disabilities.
- ₹430.19 crore was earmarked to support national rehabilitation institutes.

These measures reflect the government's commitment for enhancing the welfare and financial security of elderly citizens and individuals with disabilities.

Source: The Economic times.



1. Bhopal, MP: Volunteer Bhanu Pratap helped Sm. Shanti Devi by bringing her medicines.



2. Bengaluru: Ms. Asha conducted a simple yoga and meditation session with the elderly at Sri Sai Prashanthi Old Age Home.



3. Delhi: Volunteer Nisha Bharti celebrated Holi with senior citizens at Manav Seva Sangarsh Samiti Trust - Old Age Care Home.



4. Jabalpur: Volunteer Jitesh Singh Rajput assisted Mr. Narbada Prasad Sahu in visiting the hospital for a routine check-up.



5. Chhatarpur, MP: Volunteer Fatima Khatoon helped Mr. Makbool Ji by bringing his medicines.



6. Kanpur, UP: Volunteer Ashish Kumar Saxena assisted Sm. Chand Shri with pension-related work.



7. Ludhiana: Volunteer Sukhvinder Kaur helped Aarti Roy with document verification from the MLA office.



8. West Medinipur, West Bengal: Volunteer Manoj Patra helped Biswajit Chattopadhay by bringing ration.



9. Kolkata: Volunteer Simanthini Sinha assisted Sanjib Chatterjee in going to the hospital.



 Providence Care Home: Volunteers Pallavi, Sumana, Shylaja, Selvaraj, Vikash Sharma, and the director Dr. Suresh Gokhale provided support.



11. Bengaluru: Help desk visit included meetings with doctors and volunteers.



12. Pune: Bindu member Archana Joshi and volunteer Vinita Mahajan participated in a workshop at Atma Foundation.



13. Pune: Beneficiaries received Amiken Smart Sticks during a distribution event.



14. Pune: Founders' meeting with volunteers on February 1st, where volunteers were honored.



15. Pune: Maya CARE volunteers, including Bindu Sahakari, participated in a marathon.



16. Maya CARE: The Bindu Group celebrated International Women's Day online.



MAYA CARE FOUNDATION

The next best thing to family Free and for private circulation only

Year: 3rd Issue: 2nd April - June 2025

MAYA CARE NATIONAL HELPLINE: 1800 572 1343

Maya Care Operates in 72 cities of India as mentioned below

FOR WHATSAPP

Nashik, Parbhani, Ahmednagar, Jalana, Jalgaon, Dhule, Wardha, Mumbai, Sangli, Yavatmal, Nagpur, Nandurbar, Pune, Satara, Amravati, Chandrapur, Solapur, Akola, Buldhana, Kolhapur, Aurangabad, Beed, Latur, Jabalpur, Ujjain, Bhopal, Chhatarpur, Gwalior, Rewa, Indore, Jhansi, Lucknow, Kanpur, Chandigarh, Jalandhar, Ludhiana, Abohar, Surat, Vadodara, Ahmedabad, Gandhinagar, Katchch, Coimbatore, Chennai, Pondicherry, Hyderabad, Bengaluru, Panipat, Sonipat, Guwahati, hailikandi, East Medinipur, West Medinipur, Kolkata, Bankura, North 24 pargana, Malda, Howrah, Delhi, Bhubaneswar, Angul, Sambhalpur, Dholpur, Udaipur, Jaipur, Jodhpur, Jaisalmer, Baran, Cochin, Thiruvananthapuram, Dehradun, Haridwar.

9552510400/9552510411 8055995966

Following free services offered to Sr. Citizens, which are entirely managed by Professionals who overcome disabilities:

- 1. Accompanying senior citizens for a walk within or around the premises of their residential area.
- 2. Accompanying senior citizen to visit doctor / hospital / bank work.
- 3. Seeing them off / receiving them at the railway station / bus station / airport.
- 4. Sitting with a patient during hospitalization / outside the ICU.
- 5. Reading newspaper, magazines / religious books to senior citizens.
- 6. To withdraw / deposit cash / cheques in Bank, Technical help for smartphone.

Note: Maya Care does not offer Nursing, Emergency Service or Financial Aid.

Website - www.mayacare.org | Email : service@mayacare.org



Merchant Name: MAYA CARE FOUNDATION

Mobile Number: 7721053535

UPI ID: mayacarefoundation@icici

Deduction under I-Tax Act is Available

NAME OF THE A/C - MAYA CARE FOUNDATION

NAME OF THE BANK: ICICI BANK LIMITED (BRANCH: TILAK ROAD, PUNE)

ACCOUNT NO. : 187501000462 IFSC CODE : ICIC0001875

		PRINTED MATTER
FROM, MAYA CARE FOUNDATION	то, Shri / Shrimati	Book-Post
1214 Shukrawar Peth, Africa House, Subhashnagar, Lane no.04,Pune- 411002		
Free - Only for Private Circulation		
Printed At - Khadilkar Process , Pune. Tel.: 020-24477059		

DDINTED MATTED