



# MADRAS SOCIAL DEVELOPMENT SOCIETY

Empowering Vulnerable Communities · Protecting Lives · Building Futures

ANNUAL REPORT

# 2022 – 2023

<b>Registered under</b> Tamil Nadu Societies Registration Act	<b>FCRA Registration</b> No. 075900587	<b>PAN</b> AAAAM 3992Q	<b>IT Exemption</b> Sections 12A & 80G
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## About the Organization

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The Madras Social Development Society (MSDS) is a registered non-profit organization under the Tamil Nadu Societies Registration Act. Our organization holds renewed FCRA registration and enjoys tax exemption under Sections 12A and 80G of the Income Tax Act. MSDS's ultimate aim is to bring standard and value to every individual in the society. The highest focus is on the development of women and children, and the organization has been working towards this for the last **36 years**.

The organization works in the field of:

- Women Empowerment
- Health and HIV/AIDS
- Education and Vocational Training
- Various Social Welfare Programs

Current year projects: (1) Women Development Project (2) STD/HIV/AIDS Intervention Project.

<b>1,026</b> Female Sex Workers (FSWs)	<b>544</b> Men who have Sex with Men	<b>129</b> Transgender Individuals	<b>36+</b> Years of Service
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## 1. Women Development Project

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### Women Empowerment

Though the core project was completed, MSDS continues to extend handholding support to Women Self-Help Groups (SHGs) to ensure their sustainability. Training and sensitisation programmes on multiple capacity-building facets improved the knowledge of SHG members and enabled them to take up issues that remained a hindrance to their personal development.

Refresher trainings were given on:

- Savings and Credit
- Access to Government Schemes
- Insurance Schemes
- Home Remedies (Health Tips)
- Peoples Days and Programmes

Information was given about important days including:

- International Women's Day (8 March)
- Equality Day (26 August)
- Girls in ICT Day (22 April)
- International Day of the Girl Child (11 October)
- International Day of Rural Women (15 October)
- World Science Day for Peace and Development (10 November)
- International Day for the Elimination of Violence against Women (25 November)

### Credit Linkages

The project supports SHGs to promote women's prominent social and leadership role in ensuring positive changes in their communities. It helps women develop a regular savings habit, reducing dependency on private moneylenders who charge high interest rates.

**14 women SHGs** were facilitated to receive **₹32 lakhs** from State Bank of India to provide micro-credit to **121 members**. The members used the loan amounts for productive purposes and have been repaying properly.

### Review and Monitoring

The project coordinator conducts weekly review and planning meetings for field staff every Saturday. The consolidated report is then presented at a weekly review and planning meeting at the Head Office. The MSDS Director, along with other project coordinators, attends the meeting and provides guidance, documented in weekly minutes.

## 2. STD/HIV/AIDS Intervention Project

MSDS has implemented the Targeted Intervention Programme in **10 selected blocks** of Vellore District — Gudiyatham, K.V. Kuppam, Katpadi, Arcot, Thimiri, Walaja, Kaveribakkam, Sholinghur, and Arakkonam — with support of TANSACS-NACO since 2011. MSDS currently works with target groups of **1,026 Female Sex Workers (FSWs)**, **544 MSMs**, and **129 Transgender** individuals.

### Objective

The major objective is to educate and bring behavioural change towards practising safe sex among FSW, MSM, and TG through identification, interactions by staff team and peer educators, mobilising through events, health camps, and special camps, and motivating them to undertake treatment for STIs in government hospitals.



Peer Education Meeting



Monthly Staff Review Meeting and Planning



M&E; applying TG Membership card online

### Peer Education

Peer educators are selected by the peers themselves with the help of the staff team. They are the change-agents of their own peers, particularly changing unsafe behaviour into safer behaviour. Peer educators play a very important role in outreaching activities at block level, Drop-In Centre level, and the project level.

For the period April 2022 to March 2023, **25 peer educators** were attached to the programme who attended **23 review meetings** at the project office in Katpadi, Vellore. Review meetings helped the project team identify risk behaviour and gaps in services, and plan at the micro level.



*Mr. Swaminathan conducting 1st Quarterly Assessment*



*Mr. G. Dhanapaul – PFO conducting Staff Meeting*



*Mr. G. Dhanapaul – PFO interacting with MSM*

### **Staff Review Meeting at TI Office**

In weekly and monthly staff meetings, the PM discusses in the presence of PD: last week's clinical services, STI and VDRL dues, new HRG identification, never-tested details, PLHIV viral load and LFU tracking, peer navigation, weekly/monthly action plans, verification of documentations, registers and referrals, and planning for DIC meetings, hotspot meetings, committee meetings, community events, advocacy and health camps.

## **Visits from TANSACS — Monitoring and Evaluation**

### **Mrs. Sheela Priyadharsini — PO, TSU**

During her supervision and monitoring, spot checks of MPSE were conducted. She interacted with Key Informants, Network Operators, and HRGs in Katpadi, Viruthambattu, Chittoor Bus Stand, and Gudiyatham. She provided overall remarks with key observations and recommendations. From her visits, the staff teams learned quality interaction methods and gathered information about HRGs to find hidden populations.

### **Mr. Swaminathan — PO, TSU**

He visited MSDS and interacted with staff and peer educators, reviewing all relevant documents and dates. He provided suggestions and support to strengthen the program, including updating KY HRG and CBS sheets, maintaining referral registers for syphilis testing, updating PE profiles, and verifying all data columns before sending to TANSACS.

### **Mr. G. Dhanapaul — PFO, SETU, from October 2022**

Mr. Dhanapaul visited the project every month to scrutinise programme activities and visit centres and hotspots. Key discussion points included:

- Identification of new HRGs and reduction of dynamic HRGs
- Micro planning of outreach and service delivery — prioritising hotspots, HRGs, combination methods for testing, and linking to treatment
- Data through Mobile App, updating online sheets weekly and verifying staff documents
- Importance of PLHIV follow-up and ensuring viral load testing
- Identification of symptomatic cases and treatment tracking
- Index testing for spouses/partners (STI/Syphilis and HIV)
- Counsellor documentation for referral register — ensuring referrals for all DSRC/ICTC in coverage areas
- Sharing weak and strong points from visits and providing suggestions

### **Quarterly Assessment Report**

Every three months, PFO SETU provided a tour report of MSDS covering major observations from cross-verifying records with reports, centre visit reports, hotspot observations, and community/stakeholder feedback. He encouraged the project staff team, who consistently achieved '**A**' Grade for performance every

quarter.



*Mr. Subramaniam interacting with staff*



*National Quality Assurance visit*



*Exposure Training for COODU NGO staff*

### **2nd CAB Meeting — 09.09.2022, Vellore Collectorate**

The 2nd CAB Meeting was conducted at Vellore Collectorate. Participants included Dr. Anandhachitra (DPM), Mr. Subramaniam (DS), Mrs. Murugeshwari (DSWO), Dr. Rakesh (Asst. Programme Manager DDHS), Mrs. Rani (Inspector of Police), Mrs. Jacintha (PD-MSDS), and Mrs. Kavitha (PD-VWTV). Mrs. Sheela (PO) explained the aim and objective of MPSE and presented detailed reports with categorised hotspot data, population estimates, and new identifications.



*Mrs. Sheela Priyadharsini — PO, TSU*



*CAB 2nd Meeting at Collectorate*



*Folk Media Awareness at Collectorate*

### **District AIDS Prevention and Control Unit (DAPCU)**

The DAPCU conducts a joint monthly review meeting of all NACP facilities. Dr. Anand Chithra (DPM) and Mr. Subramaniam (DS) participate in MSDS events and staff meetings, addressing field visit findings, identifying gaps, and facilitating social welfare schemes for PLHIV and HRGs. TANSACS and DAPCU arranged Folk Media — Folk songs, Mailattam, Woilattam, and Karakattam — in stories and song form, creating awareness about HIV/AIDS and STI among common people in villages. MSDS staff assisted in all 10 blocks.

### **National Quality Assurance Standards Assessment — 17 March 2023**

Dr. Pramoodkumar and Dr. Rajesh Kumar visited Vellore Municipality Hospital at Saidapettai to assess ICTC services, quality maintenance of kits, and documentation. They interacted with HRGs on condom services, ICTC, VDRL, RMC referrals, and available services.

### **Exposure Training — COODU NGO, Krishagiri District**

Exposure training was given to COODU NGO new staff (PM, M&E, and Counsellors) from Krishagiri District. The orientation covered roles and responsibilities, programme activities linked to budget, STI and ICTC referrals, register maintenance, formats, weekly and monthly reports, Form-E, ICNTT sheet, SIMS, SOCH, and PO tracking sheets.

### **Performance Chart: April 2022 – March 2023**

#	Indicator	Apr–Jun	Jul–Sep	Oct–Dec	Jan–Mar
1	No. of new identification	80	64	55	296
2	Total no. of ongoing (Mar.31)	1,725	1,685	1,645	1,699
3	Total avg. individual meetings	1,666	1,673	1,559	1,671
4	Regular contact average	1,460	1,507	1,502	1,640
5	STI clinic attendees (individuals)	1,080	1,210	1,227	1,539
6	HIV testing (individuals)	565	1,091	570	1,184
7	HIV testing positive	2	2	1	0
8	Syphilis testing	563	750	635	1,003
9	Syphilis testing positive	7	2	1	0
10	Total no. of counselling	326	358	342	345
11	Condom demand	100,498	105,275	100,432	103,163
12	Condoms distributed	96,950	99,536	95,762	99,360
13	ART registered (cumulative)	2	2	1	0
14	Social marketing condom distribution	360	0	800	400
15	Lubes distribution	8,200	10,500	10,500	10,500
	HRGs linked with social protection schemes	8	2	3	0
	CM Insurance	2	2	0	1
	TG Card	45	60	45	80
	Ration card	4	3	2	5
	Voter ID	2	5	4	2

## ICTC Referral Services and Care for PLHIVs

In the project, all core HRGs are tested for HIV once every six months. In the current year, **5 new PLHIVs** were identified. The cumulative number of identified HIV positives since the beginning of the project is **81**. The project takes special care of PLHIV — linking them with ART centres, motivating timely healthcare, and emphasising positive prevention. Viral Load test monitoring of all patients on ART has been introduced in a phased manner.

### STI Diagnosed and Treated against Clinic Visits

Staff motivate every HRG to visit STI clinics every quarter for regular medical check-up and treatment. Young sex workers are encouraged to receive the HPV vaccine to protect against HPV-related cancers and genital warts. The project team maintains good rapport with ICTCs and STI clinics in all government centres.



*STI referrals at Kallapadi*



*STI referrals at Gudiyatham*



*Cross verification and follow-up of ART by staff*

### Condom Promotion Activities

Condom promotion is an important strategy ensuring safe sex practice among the core group. Members are educated on correct and consistent usage during interpersonal communication and group sessions. The project distributed about **391,608 free condoms** to the target community.

### Demand Generation Meetings

Key populations along with peer educators meet at hotspots to discuss basic facts about HIV. Peer educators with outreach workers facilitate the meetings, which are useful to ensure the community accesses project services consistently. 10–15 community members gather in every demand generation meeting. Special preference is given to RMC, ICTC, and VDRL services.



*Mrs. Helen ORW — facilitating group meeting*



*Mrs. Yasmin ORW — facilitating group meeting*



*Mrs. Jansirani ORW — facilitating group meeting*

### Community Committees

Community Committees are a model for empowerment of HRG and a key tool for effective service provision. They are formed in close consultation with community members, with defined structures, roles, and responsibilities. Various committees — DIC management, condom management, STI/ICTC management, and crisis response — meet quarterly to troubleshoot and guide implementation.

### Community Event

Community Get Together events were conducted for Female Sex Workers, MSM/TG — a mass gathering of HRGs — at the micro level in all 10 target blocks at DSRC Centres. A total of **277 community members** participated at different places. Government and PHC Counsellors and Lab Technicians helped community members undergo HIV and VDRL tests.



Community event at Walaja



Community event at Gudiyatham



Community event at Arcot



Community event at Vellore Municipality



Community event at Melpatti PHC



Community event at Arcot GH

Date	Place	Participants	Topics
27.07.22	Walaja GH	Dr. Priya Dharsini CMO, Mrs. C. Jacintha PD-MSDS, Mr. Poruran STI Counsellor, Mrs. Ganasoundari ART, Mrs. Devi LT	3 main kinds of hepatitis and information; important tests for hepatitis; how to protect against viral hepatitis.
27.08.22	Gudiyatham GH	Mr. Umesh ICTC Counsellor, Mr. Mohan LT	Following the time; importance of spouse test.
29.08.22	Arcot GH	Dr. Kalairasi MO, Mrs. Banupriya ICTC Counsellor, Mrs. Selvakumari LT	Importance of Tuberculosis test and the need for ART.
22.09.22	Municipality Vellore	Dr. Narasimanan MO, Mrs. C. Jacintha PD, Mrs. Manjula Counsellor, Mrs. Komala LT, Mrs. Bharathi NCD Staff Nurse	Details on HIV and TB infection and availability of services.
06.03.23	Melpatti PHC	Dr. Shanmuga Priya, Dr. Malathi, Dr. Akila, Mrs. Abitha ICTC, Mrs. Prabavathi STS-TB, Mr. Stalin LT	Regular medical checkup; periodical HIV testing; importance of spouse test; Hepatitis B and C; viral hepatitis protection; tests available at centre.
15.03.23	Arcot GH	Dr. Shankari, Mrs. Banupriya ICTC, Mrs. Selvakumari LT, Mrs. Shali TB Dept.	Anti-retroviral treatment; importance of spouse test.
23.03.23	Municipality Vellore	Dr. Tamilarasi, Mrs. Manjula ICTC, Mrs. Komala LT	Hepatitis B and C information, protection, availability of test; need for regular checkup; importance of TB test and ART.
27.03.23	Banavaram PHC	Mr. Mohaan ICTC Counsellor and Lab Technician	Importance of regular medical checkup and need for periodical HIV testing.
28.08.23	Gudiyatham GH	Mr. Umesh ICTC Counsellor, Mr. Mohan LT, Ms. Nisha Jammatt Leader	Importance of RMC/HIV/VDRL checkup; discussion on mental health issues with the transgender community.



Community event at Vellore Municipality



Community event at Banavaram



Community event at Gudiyatham

## Transgender Day of Visibility 2022

Transgender Day of Visibility provides an opportunity to celebrate and honour transgender people in our community and highlight their contributions to society. November 20 is recognised as the annual Transgender Day of Remembrance. MSDS advances advocacy toward eliminating discrimination and violence impacting the transgender community. Transgender Day was celebrated at Vellore and Ranipet Collectorates, and Transgenders received prizes and certificates for cultural competitions.



Transgender Day observed — Ranipet Collectorate



Transgender Day observed — Vellore in presence of Collector



Ms. Kottiram helping give petition for Housing Scheme

## Health Camp

The project organised general health camps for community members in government hospitals. In total, **145 community members** were screened for TB, STI, and HIV. Diabetic and blood pressure testing were also conducted.

Date	Place	Participants	Tested and Referred
23.09.22	Arakkonam GH	Dr. Gayatheri MO, Mr. Gopi Counsellor, Mr. Margaraji LT	Briefed about importance of periodic testing; briefed on health and hygiene.
22.02.23	Walaja GH	Mr. Poruran STI Counsellor, Mrs. Ganasoundari ART, Mrs. Devi LT	Screened TB, STI/HIV and general health.
30.03.23	Gudiyatham GH	Dr. Sathesh, Mr. Umeshkumar STI Counsellor, Mr. Mohan LT and Staff Nurse	General health and TB, STI/HIV.

## Advocacy Meetings

The core group population has social contacts which are supposed to be very influential, and can positively or negatively influence the project activities with the primary target audience. They are vital stakeholders responsible for effective implementation of the targeted intervention programme.



Advocacy meeting at Govt. High Secondary School



Advocacy meeting — Police Department



Advocacy with VWTV, CRHSE staff

Date	Place	Participants	Topic Discussed
26.06.22	Govt. Higher Secondary School, Thattaparai, Gudiyatham	School Monitoring Team, Mr. Babu Chinnampalli Panchayat President, Mr. Jothi Baskar Head Master, Mrs. Santhi Asst. Head Master, Students	International Day against Drug Abuse; dangers of drug abuse; instilling responsibility among youth; students shared experience and took Anti Drug pledge.
26.08.22	Gudiyatham Town Police Station	Mrs. Lakshmi Inspector of Police, Mr. Manikanda Sub-Inspector, other Police	Clear picture on programme activities; key population had opportunity to interact with police on community issues and challenges.
13.02.23	MSDS Office	MSDS, VWTV, CRHSE staffs	Discussed uncovered areas — Thimiri, K.V. Kuppam, Punnai, Kalavai, and Arakonam. Avoided duplication; identified new HRGs and LFU cases of PLHIV.

## Community Based Screening (CBS)

CBS is important for improving early diagnosis and reaching first-time testers and people who seldom use clinical services. The project ensures coverage of at-risk populations for HIV screening, prioritising newly registered groups, young people, groups with repeated STIs or abscesses, those not using condoms, regular partners, and groups that have never been screened or tested.

The project team identifies, educates, and motivates high-risk groups in selected sites to undergo community-based HIV testing. Group meetings, one-on-one counselling, and IEC material distribution are conducted. **CBS screening covered 889 individuals** in the assessment period.



CBS Test by Mrs. Yasmin, ORW



CBS Test by Mrs. Radha, ORW



CBS Test by Mrs. Jansi, ORW

## Regional Review Meeting and Refresher Training

TANSACS TI Division PFO conducted a two-day review and refresher meeting for NGO Project Directors, Project Managers, Monitoring and Evaluation staff on 14–15 March at Vestin Park Hotel, Egmore. Key persons

included Mr. Baskar Palaniswamy, Mr. Eswaramoorthy, Mr. G. Dhanapaul, and Mrs. Jeyanthi.

Day 1: Reviewed NGOs' performance and gave feedback to motivate and strengthen weak areas.

Day 2 training covered:

- Epidemiology briefing
- Reporting and documentation — how to arrive at every number in MITR
- Process of implementation of SOA and strengthening activities, camp in non-catchment area
- Legal Laws for PLHIV
- Community Committee strengthening
- Partner Index Testing and partner notification services

## Welfare Schemes

MSDS facilitated getting Nalavariya card to MSM from Social Welfare and applied for ration cards and housing schemes for FSW and TG. The project also provides nutritional support to PLHIVs every three months apart from TI services.

## World AIDS Day 2022 — Theme: "Equalize"

The World AIDS Day theme for 2022 is "**Equalize**". The slogan is a call to action to work for the proven practical actions needed to address inequalities and help end AIDS — increasing availability, quality, and suitability of services for HIV treatment, testing, and prevention.

On 1 December 2022, World AIDS Day Pledge and signature campaign was conducted at the Collectorate. District Collector Thiru Kumaravel Pandian affixed HIV/AIDS awareness stickers on the back of autos to reach the public. MSDS gathered **25 FSWs, 22 MSMs, and 23 PLHIVs**. Nearly **150 people** attended. MSDS staff displayed a stall for HIV/AIDS awareness with IEC materials and pamphlets. The event concluded with Samabandhi Bhojanam.



Vellore District Collector sticker auto sticker



MSDS staff displayed stall on World AIDS Day



Petition given for Housing Scheme

## Acknowledgements

We are grateful to the donors who supported us generously to enable us to fulfil the mission towards the development of the poor. We convey our thanks to one and all and request them to continue their valuable support in the future.

- Tamil Nadu State AIDS Control Society (TANSACS) — Egmore, Chennai
- District Prevention AIDS Control Unit — Vellore
- Department of Social Welfare, Government of Tamil Nadu
- Neighborhood Philanthropists and Well-wishers

We are indebted to all our members of Executive Committee, General Body, volunteers and well-wishers who have been supporting our endeavours. Our sincere and many thanks go to all our dedicated team of staff, volunteers, and the ever-enthusiastic community with whose active participation we are proud today.

*Secretary*

*Madras Social Development Society*