



MADRAS SOCIAL DEVELOPMENT SOCIETY

Empowering Vulnerable Communities · Protecting Lives · Building Futures

ANNUAL REPORT

2023 – 2024

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

The Madras Social Development Society (MSDS) is a registered non-profit organization under the Tamil Nadu Societies Registration Act. The organization holds renewed FCRA registration and enjoys tax exemption under Sections 12A and 80G of the Income Tax Act. MSDS is dedicated to enhancing the lives of individuals marginalized from mainstream society, focusing primarily on the development of women and children for the past **36 years**.

The organization works in areas such as:

- Women empowerment
- Health and HIV/AIDS
- Education and vocational training
- Various social welfare programs

For the year 2023-2024, the organization undertook the following key projects:

- Women Development Projects
- Prevention of Future Generations Entering the Sex Trade

1,149 Female Sex Workers (FSWs)	542 Men who have Sex with Men	177 Transgender Individuals	36+ Years of Service
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1. Women Development Project

Women Empowerment

Although the core project has been completed, MSDS continues to provide handholding support to women Self-Help Groups (SHGs) to ensure their long-term sustainability. Staff members now offer refresher training to SHG leaders every three months. In the past year, **40 women leaders** benefited from these initiatives.

Credit Linkages

The project supports SHGs in enabling women to take on leadership roles. During the year, **14 women SHGs** were facilitated to secure a total of **₹26 lakhs** from the State Bank of India for microcredit purposes. The members used the loans productively and began timely repayments, demonstrating financial discipline and independence.

2. STD/HIV/AIDS Intervention Project

MSDS has been implementing the Targeted Intervention (TI) Program since 2011 in collaboration with TANSACS and NACO. The program operates in ten blocks of Vellore District, including Gudiyatham, K.V. Kuppam, Katpadi, Arcot, Thimiri, Walaja, Kaveribakkam, Sholinghur, Arakkonam, and Nemili.

The project works with key target groups comprising:

- 1,149 Female Sex Workers (FSWs)
- 542 Men Who Have Sex with Men (MSMs)
- 177 Transgender individuals

Objective

The primary objective of the project is to educate and promote behavior change among the core population (FSW, MSM, and TG) to practice safe sex through identification, interactions by staff team and peer educators, mobilization through events, health camps, and special camps.

Peer Educators

Peer educators are selected by their peers with support from the project staff. They act as change agents, working to transform unsafe behaviors into safer practices. From April 2023 to March 2024, **13 peer educators** were engaged in the program, attending **12 review meetings** held at the project office in Katpadi, Vellore.



Peer Education Meeting at MSDS



Monthly Staff Review Meeting conducted by MSDS PD



Review Meeting conducted by Mr. Dhanapaul – PFO

Staff Review Meetings at the TI Office

Weekly and monthly staff review meetings focus on: progress monitoring, clinical services updates, identification of new HRGs, details of never-tested individuals, tracking of PLHIV viral load testing, LFU cases, and peer navigation outcomes, and weekly/monthly action plans. Documentations, registers, and referral records are also verified. Updates from TANSACS and PO emails are shared with staff.

ICTC Referral Services and Care for PLHIVs

The project ensures that all core HRGs undergo HIV testing every six months. In the current year, **7 new PLHIV** were identified, bringing the cumulative total to **62** since the project's inception. The project emphasizes positive prevention to reduce the risk of HIV transmission to spouses or other partners.

STI Diagnosis and Treatment during Clinic Visits

Our team encourages all HRGs to visit STI clinics quarterly for routine check-ups and STI treatment. Young sex workers are motivated to receive the HPV vaccine to safeguard against HPV-related cancers and genital warts.

Condom Promotion Activities

The project distributed approximately **214,170 free condoms** to the target community. Participants are educated on the importance of consistent and correct condom use during interpersonal and group sessions.

Demand Generation Meetings

Key populations, along with peer educators, gather at hotspots to discuss critical issues, particularly HIV awareness. Each meeting typically includes 8–10 participants. Special focus is given to promoting RMC, ICTC, and VDRL services.



Mrs. Helen ORW — facilitating group meeting



Mrs. Yasmin ORW — facilitating group meeting



Mrs. Jansi, ORW — facilitating group meeting

Community Committees

Community Committees empower HRGs and ensure effective service delivery. Various committees — DIC management, condom management, STI/ICTC management, and crisis response — have been established and meet quarterly to provide feedback, troubleshoot issues, and guide implementation.

Performance Chart: April 2023 – March 2024

#	Indicator	Apr–Jun	Jul–Sep	Oct–Dec	Jan–Mar
1	No. of new identification	39	84	143	71
2	Total no. of ongoing (Mar.31)	1,646	1,726	1,837	1,868
3	Total avg. individual meetings	1,619	1,686	1,791	1,820
4	Regular contact average	1,584	1,648	1,736	1,763
5	STI clinic attendees (individuals)	1,320	1,364	1,520	1,495
	STI symptoms	5	7	29	16
6	HIV testing (individuals)	407	679	936	890
7	HIV testing positive	0	3	2	2
8	Syphilis testing	472	485	1,016	860
9	Syphilis testing positive	2	4	4	12
10	Total no. of counselling	353	376	393	341
11	Condom demand	99,211	105,509	114,923	117,660
12	Condoms distributed	97,693	66,157	0	50,320
13	ART registered (cumulative)	0	3	2	2
14	Social marketing condom distribution	700	600	0	0
15	Lubes distribution	10,500	10,500	10,500	10,500

#	Indicator	Apr–Jun	Jul–Sep	Oct–Dec	Jan–Mar
16	HRGs linked with social protection schemes	4	2	3	3
17	CM Insurance	0	1	0	1
18	TG Card	7	10	5	18
19	Ration card	3	2	12	3
20	Voter ID	10	15	86	10

Community Event

A Community Get Together event was organized for FSWs, MSMs, and TG individuals in all 10 target blocks at DSRC Centers. A total of **425 community members** participated across different locations.



Community event at Thiruvalem



Community event at Walaja GH



Community event at Gudiyatham GH

Date	Place	Participants	Topics Discussed
16.10.23	Thiruvalem PHC	Dr. Rani Nirmala, Mr. Chandra Babu (ICTC Coun.), Mr. Mathialagan LT	How to prevent the spread of STIs and HIV; using condoms correctly and consistently; reducing the number of sexual partners.
17.10.23	Gudiyatham GH	Dr. Pavlina MO, Mr. Umesh Kumar ICTC Counsellor, Mr. Mohan LT	Importance of Tuberculosis test and the need for ART; Hepatitis; NCD test.
18.10.23	Walaja GH	Mr. Poruran ICTC Counsellor, Mrs. Devi LT	Details on HIV and TB infection, and availability of services.
11.03.24	Vellore Municipality	Dr. Arivulagutamil MO, Mrs. Manjula Counsellor, Mrs. Komala LT, Mrs. Bharathi NCD Staff Nurse	STI — symptoms, treatment, risk factors, vaccines; Hepatitis B vaccine; HPV vaccine to prevent cervical cancer and genital warts.

Health Camp

The project organized general health camps at government hospitals. In total, **165 community members** were screened for TB, TI, and HIV. Diabetes and blood pressure testing were also provided.



Health Camp at Arakkonam GH



Health camp at Arcot GH



Health Camp at Gudiyatham GH

Date	Place	Participants	Tested and Referred
27.07.23	Arcot GH	Dr. Kalairasi MO, Mrs. Banupriya ICTC Counsellor, Mrs. Selvakumari LT	Awareness regarding prevention of HIV/AIDS and TB; promotion of related services.
06.03.24	Arakkonam GH	Mrs. Velan ICTC Counsellor, Mr. Margaraji LT	Empower communities; promote HIV testing in prevention and treatment.
22.03.24	Gudiyatham GH	Mr. Umesh ICTC Counsellor, Mr. Mohan LT	Basics of HIV prevention, including using condoms to avoid infecting others.

Advocacy Meetings

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



Meeting with Jamat Leader and TGs



Skill training: Basic English Coaching



CBS Camp — Kaveripakkam

Date	Place	Participants	Topic Discussed
16.09.23	Katpadi DIC	Transgender and Jamat Leader	Transgender people facing social stigma and discrimination from families and communities; facing discrimination from healthcare providers.
25.11.23	Gudiyatham	Transgender and Jamat Leader	Lack of legal rights; Tamil Nadu government established the Transgender Welfare Board to address grievances of transgender people.
27.02.24	MSDS Office	NGOs Coordination Meeting	Uncovered areas like Thimiri, K.V. Kuppam, Punnai, Kalavai, and Arakonam were discussed.

Skill Training: Basic English Coaching

Basic English coaching training was conducted for transgender individuals across **nine batches**, with each group consisting of 10 members. The training sessions lasted 10 days and were held in Vellore, Ranipet,

Thengal, and Sugar Mill. The training aimed to enhance participants' English communication skills, tailored to their abilities and potential.

Community Based Screening (CBS)

The project prioritizes at-risk populations for HIV screening. A total of **650 members** underwent CBS screening during the assessment period. Staff members introduce the program's objectives, conduct group meetings, provide one-on-one counselling, and distribute IEC materials.

HIV Sentinel Surveillance (HSS)

HSS is conducted every alternate year to monitor HIV trends among HRGs. This year, **250 samples** were collected from the target group in line with NIE guidelines. Monitoring officers visited the MSDS office on 21 January 2024 and 12 March 2024 to oversee the process.



HSS Visit — Mr. Srinivasan, ICMR



HSS Visit — Mr. Manikandan, NIE



CBS Test by Mrs. Yasmin, ORW

TANSACS Officials' Visits to Our Centre

Mr. Dhanapaul – PFO, SETU

Every three months, Mr. Dhanapaul conducts a tour to review the MSDS program through the Quarterly Assessment Report (QAR). The MSDS staff consistently achieves an **'A' grade** for their performance each quarter.

Mr. Basker – Prevention Specialist, SETU

On May 25, 2023, Mr. Basker visited MSDS to interact with staff and peer educators, review documents and data, and conduct a focused group discussion with PLHIV. Key Recommendations:

- Update Know Your HRG and CBS sheets instead of using registers.
- Maintain a referral register for syphilis testing, including test results.
- Update PE profiles with details of clinical services and hotspots.
- Ensure all data columns are accurately filled before submission to TANSACS.

Mr. Eswaramoorthi (M&E;, SETU)

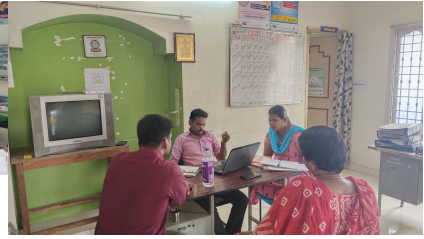
On July 21, 2023, Mr. Eswaramoorthi visited MSDS and discussed SOCH implementation, partner testing, CBS action plans, symptom monitoring, HRG allocation, condom and migration data, and ICNTT updates. His recommendations improved program outcomes.



Mr. Dhanapaul – PFO — HRG Validation
at Katpadi



Mr. Basker – Prevention Specialist



Mr. Eswaramoorthi – M&E; visit at MSDS
Office

District AIDS Prevention and Control Unit (DAPCU)

The DAPCU holds monthly review meetings with all NACP facilities in the district. Key focus areas: reviewing and validating monthly reports, evaluating facility operations, reviewing referrals and linkages, and assessing the status of social welfare benefits for PLHIV and HRGs.



Review Meeting at DAPCU



Exposure Training from SINAM



PE Selvi bringing target to GVMCH for
ICTC/RMC test

Exposure Training

RSWS and SINAM NGOs from Thiruvannamalai District visited MSDS for Exposure Training, focusing on building the capacity of new staff members, including PMs, M&E officers, and counselors. Orientation covered roles and responsibilities, and programme activities with linkage of budget.

Training and Evaluation Activities (TANSACS & Kshamta Kendra)

- **TANSACS TI Division Training — 12–13 September 2023:** Two-day training at Mamalla Beach Resort, Mamallapuram for Project Managers, M&E staff, and Counsellors. Key trainers included Dr. Janakiraman (DD TANSACS), Mr. Karthikeyan (M&E), Mr. Senthilkumar, Mrs. Parkavi, and Dr. Sathesh (STI DD TANSACS).
- **TANSACS Regional Review Meeting — 31 October 2023:** Regional Review Meeting held in Salem to assess and discuss project progress.
- **Kshamta Kendra Induction Training for Project Managers — 14–18 December 2023:** Five-day training at Hotel Deluxe, Chennai, covering HIV/AIDS understanding, global and national responses, prevention, care for PLHIV.
- **Kshamta Kendra Induction Training for Peer Educators — 10–12 August 2023:** Three-day training at Hotel Deluxe, Chennai, focused on educating about HIV/AIDS and motivating peers to seek treatment.
- **TANSACS HHS Training — 19–20 December 2023:** Two-day training at Egmore for PMs, Counsellors, and Lab Technicians.
- **CBS Camp Training — 26 September 2023:** Training at GVMCH to enhance skills for conducting community-based services.



CBS Camp Training at GVMCH



HSS Training at Egmore (PM, Counsellor, Lab Tech)



PE Training — Kshamta Kendra

TANSACS Evaluation of MSDS (18–20 February 2024)

The TANSACS evaluation team comprised Team Leader Mr. Karippaiah, Co-evaluator Mr. Manoj Kumar, and Finance Evaluator Mr. Adarsh. The evaluators cross-verified records with reports, evaluated centre operations, observed hotspot activities, and interacted with the community and stakeholders.



Evaluation team discussion in presence of PD, DS, Staff



Discussion with DPM at ART Centre



World AIDS Day with Executive Secretary — MSDS

World AIDS Day

The World AIDS Day program was held at the Collectorate under the theme **"Let Communities Lead"**. MSDS gathered **15 FSWs, 5 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.

Acknowledgements

We would like to express our heartfelt gratitude to all the donors whose generous support has enabled us to fulfill our mission. Your contributions have made a significant impact, and we are deeply appreciative of your continued trust in our work.

- 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

Our sincere gratitude also goes to all the members of our Executive Committee, General Body, volunteers, and well-wishers. A special thank you to our dedicated team of staff, volunteers, and the vibrant community whose active participation has helped us achieve our goals.

Secretary

Madras Social Development Society