



MADRAS SOCIAL DEVELOPMENT SOCIETY

Empowering Vulnerable Communities · Protecting Lives · Building Futures

ANNUAL REPORT

2024 – 2025

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 has been dedicated to the welfare and empowerment of vulnerable and marginalized communities in Tamil Nadu for over **36 years**.

MSDS operates in key areas such as:

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

Our mission is to achieve integrated societal development through sustainable, rights-based approaches.

1,037 Female Sex Workers (FSWs)	538 Men who have Sex with Men	176 Transgender Individuals	36+ Years of Service
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1. Women Development Project

a. Women Empowerment and SHG Support

Though the core phase of the Women Development Project has concluded, MSDS continues to provide handholding support to Self-Help Groups (SHGs) through capacity-building programs and refresher trainings. In 2024–2025, a total of **39 women leaders** benefited from these initiatives.

b. Credit Linkages and Financial Empowerment

MSDS played a vital role in facilitating credit access for women-led SHGs. A total of **14 women SHGs** were facilitated to receive **₹26 lakhs** from the State Bank of India to provide micro-credit to members. The members used the loan amounts for productive purposes and have been repaying properly, demonstrating financial discipline and independence.

2. STD/HIV/AIDS Intervention Project

Since 2011, MSDS has been implementing the Targeted Intervention (TI) Program in collaboration with TANSACS and NACO across **10 blocks** of Vellore District — Gudiyatham, K.V. Kuppam, Katpadi, Arcot, Thimiri, Walaja, Kaveribakkam, Sholinghur, Arakkonam, and Nemili.

Key Populations Served:

- 1,037 Female Sex Workers (FSWs)
- 538 Men Who Have Sex with Men (MSMs)
- 176 Transgender individuals (TGs)

Objectives and Strategies

- Mapping, identifying, and engaging the target groups
- Regular interaction facilitated by staff and peer educators
- Mobilization via community events, health camps, and specialized outreach programs

Peer Educators

Peer educators are chosen by their own communities, supported by project staff, and serve as vital agents of change — transforming unsafe behaviors into safer practices. From April 2024 to March 2025, the program engaged **13 peer educators**, who participated in **12 review meetings** held at the TI office in Katpadi, Vellore.

Staff Review Meetings at the TI Office

Staff members participate in weekly and monthly review meetings covering: monitoring overall progress, updates on clinical services and overdue STI/VDRL cases, identification of new HRG members, tracking viral load testing of PLHIV, LFU cases, peer navigation outcomes, and development of weekly/monthly action plans.



Peer Education Meeting at MSDS



Monthly Staff Review Meeting conducted by MSDS PD



District Supervisor Mr. Subramaniam — Staff Meeting

ICTC Referral Services and Care for PLHIV

The project ensures that all core high-risk groups undergo HIV testing every six months. During 2024–2025, **11 new PLHIV** were identified. Special attention is devoted to PLHIV, with systematic efforts to link them to ART centres and encourage timely healthcare.

STI Diagnosis and Treatment During Clinic Visits

The project encourages HRGs to attend quarterly STI clinic examinations for routine screening and treatment. Young sex workers are also motivated to receive the HPV vaccine to protect against HPV-related cancers and genital warts.

Condom Promotion Activities

Encouraging consistent and correct condom use remains a cornerstone of safe sex promotion within the core target groups. Educational sessions are held at hotspots and during peer meetings. The project distributed a significant number of free condoms to the target community during 2024–2025.

Demand Generation Meetings

This year, the project held **96 hotspot meetings** across key community locations. Peer educators and outreach workers convene these sessions regularly to motivate community members to access 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

To foster empowerment and ensure effective service delivery, Community Committees are established with defined roles and responsibilities. Key committees include DIC Management, Condom Management, STI/ICTC Management, and Crisis Response. Each committee meets quarterly to offer feedback, address challenges, and guide program implementation.

Community Empowerment: Formation of TG Self-Help Groups in Gudiyatham Block

As part of the ongoing efforts to empower the transgender (TG) community, **two Self-Help Groups (SHGs)** were successfully formed in Gudiyatham Block during 2024–2025 with the objectives of:

- Enhancing access to credit, savings, and income-generating opportunities, enabling financial independence.
- Reducing social isolation, fostering stronger support systems and improved mental well-being.
- Improving access to healthcare services, particularly those related to HIV/AIDS prevention and care, thereby reducing health disparities.



TG SHG-1 — Gudiyatham



TG SHG-2 — Gudiyatham

Performance Chart: April 2024 – March 2025

#	Indicator	Apr–Jun	Jul–Sep	Oct–Dec	Jan–Mar
1	No. of new identification	73	86	78	64
2	Total no. of ongoing (Mar.31)	1,836	1,822	1,777	1,751
3	Total avg. individual meetings	1,789	1,761	1,694	1,682
4	Regular contact average	1,750	1,702	1,613	1,611
5	STI clinic attendees (individuals)	1,578	1,688	1,686	1,558
	STI symptoms	21	28	41	29
6	HIV testing (individuals)	927	876	903	831
7	HIV testing positive	2	2	6	1
8	Syphilis testing	985	831	925	800
9	Syphilis testing positive	10	1	2	7
10	Total no. of counselling	417	348	360	418
11	Condom demand	119,822	122,332	127,144	125,485

#	Indicator	Apr–Jun	Jul–Sep	Oct–Dec	Jan–Mar
1 2	Condoms distributed	71,040	72,960	117,960	7,920
1 3	ART registered (cumulative)	2	2	5	1
1 4	Social marketing condom distribution	0	0	0	0
1 5	Lubes distribution	10,500	7,000	0	3,888
1 6	HRGs linked with social protection schemes	15	22	25	15
1 7	CM Insurance	25	22	15	26
1 8	TG Card	15	30	32	22
1 9	Ration card	3	2	5	3
2 0	Voter ID	13	10	45	118

Community Event

A Community Get Together event was organized for FSWs, MSMs, and Transgender individuals in all 10 target blocks at DSRC Centers.



Community event at Gudiyatham GH



Community event at Gudiyatham GH



Community event — Walaja

Date	Place	Participants	Topics Discussed
20.11.2024	Gudiyatham GH	Dr. Maran Babu BMO, Mr. Umesh ICTC Counsellor, Mr. Mohan LT	Updation on knowledge of STD/HIV/AIDS, Tuberculosis.
20.03.2025	Walaja GH	Mr. Poruran ICTC Counsellor, Mrs. Devi LT, Mrs. Gunasundari	Details on HIV and TB infection, and about the availability of the services.

Health Camp

The project organised general health camps at government hospitals addressing the health needs of community members. Community members were screened for TB, STI, and HIV. Diabetes and blood pressure testing were also provided.



Health Camp at Arakkonam GH



Health Camp at Madhanur PHC



Health Camp at Walaja GH

Date	Place	Participants	Tested and Referred
24.07.2024	Walaja GH	Mr. Poruran ICTC Counsellor, Mrs. Devi LT	Awareness on prevention of STD/HIV/AIDS, TB, Hepatitis B.
26.11.2024	Arakkonam GH	Mrs. Velan ICTC Counsellor, Mr. Margaraji LT	Empower communities; promote HIV testing in prevention and treatment.
18.02.2025	Madhanur PHC	Dr. Vadhna Medical Officer, Mrs. Punithavathi ICTC Counsellor	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. Advocacy meetings are conducted with these vital stakeholders to ensure effective implementation.



NGO Coordination Meeting



Jamathu Leaders Forum



Advocacy Meeting

Date	Place	Participants	Topic Discussed
27.06.2024	MSDS Office	NGOs Coordination Meeting	Uncovered areas like Thimiri, K.V. Kuppam, Punnai, Kalavai, and Arakonam discussed.
27.01.2025	Viruthambut	Jamathu Leaders with Group	Social entitlement, government schemes, risk and vulnerability.
13.02.2025	Arakkonam GH	Auto Drivers, Pimps, Brokers	Linkage of network, new HRG identification, programme services.
15.03.2025	Gudiyatham GH	Spa massage, parlour staff	Identification of new HRGs, information collections about services.

Community Based Screening (CBS)

In 2024–2025, MSDS organised **24 Community Based Health Screening camps** for target populations, significantly increasing coverage and early HIV detection.

District-Level Supervision by DAPCU

The DAPCU oversees all NACP activities in the district. The DAPCU conducts monthly joint review meetings reviewing and validating monthly reports, evaluating facility operations, reviewing referrals and linkages, and assessing the status of social welfare benefits for PLHIV and HRGs.



DAPCU Officer Mr. Paritharan — participation in Govt. Stall Inauguration



MSDS Staff at Government Stall

Government Stall Activities (January–February 2025): Under instruction of the DAPCU, the MSDS team participated in government awareness stall activities, promoting HIV/AIDS awareness to the wider public.

Crisis Management

A crisis situation arose in the Sholinghur, Gudiyatham, Walaja, and Katpadi Blocks during August–December 2024, affecting access to services for the target population. MSDS staff conducted field visits, provided support, and ensured continuity of services. MSDS staff also visited safe shelters in Ariyalur where FSWs who had been arrested were accommodated, providing counselling, healthcare linkages, and essential support.



Crisis Response — Ariyalur



Crisis Response — Katpadi Area



Field Support Activities

Evaluation De-Brief Meeting — Chennai, 19.06.2024

The evaluation conducted from 18–20 February 2024 by Mr. Karuppaiah (Team Leader), Mr. Manoj Kumar (Co-Evaluator), and Mr. Adarsh (Finance Evaluator) concluded with a de-brief meeting at Chennai. Key findings, recommendations, and programme strengthening measures were discussed.

Induction Training for Outreach Workers (ORWs) — Chennai

Mr. Sankar, Field Staff from MSDS, attended the ORW Induction Training in Chennai. Key highlights covered:

- HIV/AIDS Awareness and Prevention: Basic concepts on transmission, prevention, testing, and treatment.

- Care and Support: Counselling skills and service access for PLHIV.
- Organizational Policies: Orientation on TANSACS guidelines and reporting procedures.
- Monitoring and Evaluation: Strengthening program tracking and coordination.
- Skill-Based Training: Practical sessions, exercises, and case studies for field-level improvement.

Induction Training for M&E; Staff — Dindigul

From August 27–31, 2024, Mr. Manikandan (M&E Staff, MSDS) attended the TANSACS Induction Training held in Dindigul, strengthening monitoring and evaluation capacity.



ORW Sankar — Induction Training,
Chennai



M&E; Induction Training — Dindigul



Audit at Collectorate — Accounts Review

HIV Sentinel Surveillance (HSS) Training — 10 December 2024

Regional-level training sessions on HIV Sentinel Surveillance for 2024–2025 were conducted on December 10, 2024, at the ANMH&FW Training Centre, Egmore. MSDS staff participated to strengthen surveillance skills.

Audit at Collectorate — 11–12 July 2024

MSDS Project Manager and M&E staff participated in a two-day audit at the Collectorate, presenting programme documents, financial records, and performance data for official review and verification.

TANSACS Review Meetings — Egmore

A review meeting on TANSACS programs was held on September 19, 2024, at Egmore, led by Tmt. Supriya Sahu IAS and Tmt. Nirmala. A review-cum-training program was later held on February 27, 2025, at the ANM H&FW Training Centre, Egmore, chaired by Tmt. Nirmala.



MSDS PM participated in Review Program



MSDS PD and PM participated in Review-cum-Training

Folk Media Programme — High-Risk Area Intervention

As part of TANSACS's targeted HIV/AIDS awareness initiative, the MSDS team organised **40 folk media performances** across Vellore and Ranipet Districts. These performances — including folk songs, Mailattam, Woilattam, and Karakattam — created awareness about HIV/AIDS and STIs among the general public in high-risk areas.



Folk Media Programme at Vellore Collector Office



Uravugal Folk Performance

AIDS Awareness Program — Gudiyatham Sub Jail, 12 November 2024

An HIV/AIDS awareness and screening program was conducted at Gudiyatham Sub Jail, focusing on educating inmates about HIV/AIDS prevention, the importance of testing, and available treatment services. This targeted outreach extended the programme's reach to a high-risk but often overlooked population.



AIDS Awareness Program — Gudiyatham Sub Jail



HIV/AIDS Screening at Sub Jail

Welfare Schemes

During the reporting period, the MSDS team facilitated several welfare initiatives to support targeted and marginalized groups:

- Under the **Kalaignar Nalan Matrum Mempattu Thurai Scheme**, 36 transgender individuals were provided with house patta (land ownership documents), enhancing their social security.
- On **18 April 2024** and **9 December 2024**, grocery kits worth **₹1,000** each were distributed to **38 Persons Living with HIV (PLHIV)**, improving their nutritional status.
- On **27 June 2024**, under a Social Welfare Scheme, **45 school bags** were distributed to the children of sex workers, supporting their education.



House Patta distributed by Deputy Chief Minister



Mr. Kathir Anand — Welfare Distribution



MSDS PD distributing Nutritional Support



Nutritional Support distribution by Executive Secretary

World AIDS Day 2024 — "Take the Rights Path: My Health, My Right!"

The World AIDS Day 2024 program was held at the Collectorate with participation from the District Collector Mrs. Subbulakshmi and key district officials. Around **150 participants** attended, including **22 FSWs, 11 MSMs, and 12 PLHIVs**. MSDS organised an IEC awareness stall highlighting the theme of ensuring healthcare rights for all.



Distribution of School Bags by District Supervisor at Adukumparai



MSDS Staff exhibited stall — World AIDS Day 2024

Acknowledgements

We extend our sincere thanks to all donors, partners and supporters who have enabled MSDS to fulfill its mission of improving the lives of the poor:

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

Secretary
Madras Social Development Society