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Employees pitch in



Mr. Hemendra Kothari (left), Chairman, DSP Merrill Lynch, Mumbai, hands over a cheque of Rs.7.12 lakh (approx.) to Mr. Prakash Borgaonkar, Joint Director (West) & Ms. Nisha Umbargikar, former employee of HelpAge. The amount is employees contribution for HelpAge's Sponsor-A-Grandparent program in Mumbai.

KPMG adds another MMU to HelpAge's fleet



Mr. Vikram Doshi (second from left), Executive Director, along with Mr. Aditya Reddy (fourth from right), H.R.Dept., and Mr. Sri Rama Mahalingam (third from right), Director, KPMG, inaugurate the MMU donated by the corporate which is also supporting its running cost for 3 years. Looking on are Dr. (Mrs.) Vani Mohan (left), IAS, Addl. Commissioner, Greater Hyderabad Municipal Corporation, Mr. S.Dass (second from right), Joint Director, HelpAge (AP) and Mr. Jayesh Ranjan (right), IAS, Managing Director, AP Tourism Development Corporation.

SNAPSHOTS ...a theatrical extravaganza in Delhi in aid of HelpAge



① "45-35-55" scripted & directed by Smita Bharti, staged at Hotel Ashok. Organized by India Tourism Development Corporation Ltd. in association with the Hungry Heart Festival.

② "Magic of Broadway" directed by Fiona Hedger-Gourlay, staged at Kamani Auditorium. Produced by Winning Edge.

③ "Urban Tadka" - scripted & directed by Sarita Vohra, staged at the Delhi Gymkhana Club. Sponsored by Audi Gurgaon.

thank you

• The Lehman Brothers, Mumbai • Asian Paints, Sriprembadur • British High Commission, Delhi • Sankara Group of Schools (Tambaram, Urupakkam, Pondicherry, Kodaikanal) • Noyes Mat School, Madurai • Summer Valley School, Dehradun • U. P. Kirana Seva Samiti Vidyalaya and Public School, Kanpur • St. Johns International Residential School, Chennai • Sukhmani International Public School, Derrabassi (Pb) • Ryan International School, Ludhiana (Pb) • Lamdon Model Sr. Sec School, Leh (Ladakh) • K.V. No. 1, Udhampur (J&K) • K.V. No. 2, Gandhi Nagar, Jammu (J&K) • Partap Public School, Karnal • Gujranwala Guru Nanak Public School, Rose Garden, Ludhiana (Pb) • Computer Age Management Services, Chennai • Sri Sankara Vidyalaya Matriculation Hr. Sec. School, Pondicherry • Tata Tea Limited, The High Range School, Mattupatti, Idukki district • Little Flower

Convent Girls' High school, Munnar • Shivalik Public School, Chandigarh • K. endriya Vidyalaya, Bantalab, Jammu • J.K. Public Shool, Kunjwani, Jammu • Army School B.B. Cantt, Srinagar • Kendriya Vidyalaya No. 1, Udhampur • Army Public School, Udhampur • Burn Hall School, Srinagar • BISCO School, Srinagar • Kendriya Vidyalaya No. 1, Gandhi Nagar, Jammu • St. Xavier Convent School, Kathua • Army School Unchi Bassi • Maharishi Vidya Mandir, Sainik colony, Jammu • Kendriya Vidyalaya No. 2, Air Force Station, Srinagar • Group of cooperative Public Schools, Jammu • B.S.F. senior Secondary School, Paloura, Jammu • Sacred Heart convent school, Dalhousie • Army School, Jammu Cantt. • Ladakh Public School, Leh • Mahabodhi School, Leh • Kendriya Vidyalaya, Leh • Dalmia Higher Secondary School, Dalmiapuram, Trichy.

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Elders demand for a "National Commission for the Aged"



Elders at the Nagpur station as they journey their way to Delhi from Cuddalore.

In a move displaying strength, determination and self-empowerment, 800 elders from remote areas in Tamil Nadu & Kerala, traveled more than 2000 Kms all the way to the national capital, in a special train starting from Cuddalore (TN) to put forth their demand for a National Commission for the Aged, marking International Day of Older Persons, on October 1. It was a part of their Memorandum of Demands which they handed over to Mr. P. Chidambaram, Home Affairs Minister and Mr. Rahul Gandhi, General Secretary of the Indian National Congress and Member of Parliament.

A copy of the Memorandum was also handed over to Ms. Vasanthi Stanley, Member of Parliament during a function organized in Delhi by HelpAge on Oct.1. The Demands emerged out of the UN Declaration of Human Rights, the National Policy on Older Persons and the Madrid International Plan of Action on Aging, 2002.

These elders were representatives of Elder Self Help Groups comprising of those affected by the devastating Tsunami of 2004. They came together federated at the village & district levels and registered themselves as Elders for Elders Foundation with support from HelpAge as part of the Tsunami Extended Response Programme.

84 year old Muniyappam, the oldest among them, was sitting in the front row that day at Delhi's FICCI's auditorium waiting expectantly for the moment he had travelled so far for. Like most present, Muniyappam had never travelled by train before, in fact had barely ever ventured outside his remote village in Cuddalore District (TN), but this was something he just had to do.

Earlier in the morning HelpAge organized a symbolic inter-generational walkathon at Rajpath, Delhi, which was flagged off by Ms. Meira Kumar, Union Minister for Social Justice and Empowerment, with support from the Ministry. Over 300 school children along with 2500 senior citizens marched together emphasizing on the importance of intergenerational bonding. Similar walks were organized in Bhubaneswar, Shimla and also Hyderabad, where a new MMU was inaugurated, and hearing & walking aids along with Identity Cards for seniors citizens distributed.

Elders from old age homes in Delhi & Kolkata enjoyed themselves during outings organized for them to the famous Chhatrapur Temple & Belur Math respectively. A picnic in Chandigarh and a painting exhibition in aid of the cause in Chennai was inaugurated by Mr. Surjit Singh Barnala, Governor of Tamil Nadu. In Mumbai, they danced and sang at a function and many more such cultural programmes were organized across the nation involving schools.

In Delhi a felicitation function was also organized, which was presided over by chief guest, Mr. Kapil Sibal, Union Minister of Science & Technology and Earth Sciences, centenarians were felicitated and the HelpAge Golden Award to honor the senior citizen who has made phenomenal contribution to society was awarded to Dr. K. Padma R.Rao.



Ms. Meira Kumar, Union Minister for Social Justice and Empowerment, flags off the walkathon in Delhi.



Mrs. Sarveen Chaudhary, Minister of Social Justice and Empowerment, Himachal Pradesh, announces the launch of the "Shimla Elders Helpline".

Another significant moment was marked with the inauguration of the **Shimla Elders Helpline** (Toll Free No.1253) launched by Mrs. Sarveen Chaudhary, Minister of Social Justice and Empowerment Himachal Pradesh, in Shimla.

Kapil Kaul
Country Head
-Advocacy, Resource & Communication

Work in Flood and Cyclone affected areas



Elderly patients line up for registration in Chandapada Baljipur village of Kanas Block, Puri District, one of the worst flood affected areas in Orissa.

Mahanadi River and its tributaries rampaged their way into the deltaic region of Orissa creating havoc in 18 districts of the state and affecting the lives of 40 lakh people in 2008. The formation of a low pressure over the Bay of Bengal led to further heavy rains & floods during third week of September. Water levels soared high above the danger mark, washing away existing bridges and marooning villages from the mainland. Agricultural land and several homes were destroyed. The need of the hour was food, medical assistance and essential items.

After a rapid assessment of the situation, it was discovered that the immediate need was food and medical assistance. HelpAge immediately deployed its MMU services in various areas of Cuttack, Puri & Jagatsinghpur and provided much needed health care to more than 4500 flood affected people.

Cyclone "Nisha" crossed coastal Tamil Nadu near Karaikal in November 2008, leaving behind a significant death toll. Water from 3 reservoirs around Chennai city broke their bunds and flooded large parts of Manali, which is one of the low lying and the most polluted area in Chennai. Lack of food and potable water triggered off a wide range of epidemics and infectious diseases.

Basic essential material were distributed to 500 people, of which about 90% were older people, including towels, bedsheets, clothes, dry ration etc.



Mrs. Indrani Rajadurai (left), National Director (South & West), HelpAge, distributes ration to an elderly woman.

HPCL supports Bihar flood relief work

Hindustan Petroleum Corporation Limited (HPCL) joined hands with HelpAge India for Bihar flood relief operation at Navtol village, Madhepura District, and established a stationary Mobile Medicare Unit donated by them to provide treatment to the flood affected people of Madhepura. A team including doctors, pharmacists and volunteers worked hard to provide aid to the needy. More than 8000 people received treatment, during this flood operation.

Samson Daniel Honor

The school which was honored with the Samson Daniel Award for being the highest contributor to the cause for the year 2007-08 on International Day of Older Persons, was OCPM Girls Hr. Sec. School, Madurai. This is an annual feat to honor and encourage academic institutions to sensitize children towards the cause of the aged and support services meant for their welfare. We thank them for their support.



Mrs. Dulcie Ilango (second from left), Head Mistress, OCPM School, Madurai, along with Mrs. Jenova Evanglein, teacher from the school, receives the Samson Daniel Award from Mr. Kapil Sibal, Union Minister of Science & Technology and Earth Sciences, during the felicitation function on International Day of Older persons in the capital. Looking on is Mr. Mathew Cherian, Chief Executive, HelpAge.



Children and elders from the Salvation Army, HelpAge's partner agency, and representatives from Ricoh India Ltd, Mumbai, along with HelpAge staff members plant a tree sapling in the premises of an old age home in Mumbai.

Elders take a pledge

HelpAge in collaboration with Ricoh India, Mumbai, launched a program called "Build a Tree Plantation". The objective was to plant tree samplings in old age homes which would then be taken care of by the residents of the home. Over the years, the proceeds out of this venture will be utilized for the welfare of the residents in these old age homes.

The first Tree Plantation was organized in Sai Old Age Home, Sunkadakatte and Gandhi Old Age Home, Bangalore. About 150 participants consisting of Ricoh India employees along with their family members and well wishers, helped plant 120 tree samplings within the home premises. The residents were taught ways of taking care of these samplings.

SCHOOL SENSITIVITY

Schools since the time HelpAge started have been the longest running supporters to the cause. Never wavering in their commitment to provide support to the less fortunate elderly, they are now being mobilized in a big scale to support HelpAge's initiative for including "Value Education for Age care" in their curriculums. Sensitization programmes are being conducted by HelpAge across schools nationwide through Value Education seminars involving school principals, academicians, policy makers and educationists. Recently, seminars were conducted in Patna, Kolkata, Bhopal, Bhubaneswar, Dehradun, Chennai & Coimbatore, Trivandrum, Hyderabad, Vijayawada among others. We thank all the schools for their commitment to the cause.



Ms. Prajakta Neelkanth, wife of the Deputy Commissioner of Nawanshahr (Punjab), as chief guest, hands over the HelpAge trophy to Mr. Darshan Singh Bedi, Director/Principal of Shivalik Public School, Nawanshahr. The school has contributed Rs.3.89 lakh towards the cause. Looking on are HelpAge Chandigarh staff members Mr. Bhavneshwar Sharma and Ms. Arti Tikoo.



In the presence of Mrs. Presanna Radhakrishnan, Principal, GKD Mat. Hr.Sec School, Coimbatore, which donated the Rs. 2.82 lakh (approx.) towards the cause, Mr. R. Rajendran (right), Chief Financial Officer, Lakshmi Machine Works, Coimbatore, receives a memento from Mr. S. Raja, Manager, HelpAge (Coimbatore).

CORPORATE SOCIAL RESPONSIBILITY

In the changing socio-economic scenario, HelpAge is now moving towards a more cohesive approach to CSR initiatives, where both the charity and the corporate enter into a partnership which is beneficial to both and society at large. We are thankful to corporates like OCL, KPMG, HPCL and others like them, who have supported the cause of the aged and continue to do so.

A joint collaboration

As part of the socio-economic development project in Sundargarh District (Orissa) being conducted by Bharat Integrated Social Welfare Agency and co-funded by Orissa Cement Limited (OCL), a long-standing supporter to the cause, HelpAge is helping OCL reach out & connect with the village community and in making it easier to implement OCL supported services. The aim is to create a positive atmosphere to enable linkages between the Corporate-Community-Government & the Non-Governmental organization, for development of the area. A participatory research - a Need assessment is being done in 12 villages, in and around Lanjiberna area to start with.



Mr. Kapil Kaul (seated second from right), Country Head (Advocacy, Resource & Communication), interacts with the villagers in Danpli, Sambalpur (Orissa), trying to understand their needs, as part of the socio-economic development project in Sundargarh District (Orissa).



Mr. R.H.Dalmia, Joint President OCL India Ltd. receives the Silver Plate Award for the corporate excelling in Corporate Social Responsibility, from Mr. Kapil Sibal, Union Minister of Science & Technology And Earth Sciences, on Oct.1.

State Bank of India shows unstinted support


Showing consistency in its support, State Bank of India's (SBI) northern and western branches came forward and generously supported the cause.



Mr. Ajay Swaroop (left), Chief General Manager, SBI, local head office, Chandigarh, hands over a cheque of Rs. 5.76 lakh (approx.) to Mr. Bhavneshwar Sharma, Sr. Manager - Resource Mobilization, HelpAge (Chandigarh), for a new MMU vehicle and medical equipments, for Amritsar.



Mr. Hari Narayana, Chairman of IRDA and consistent supporter to our cause, presents a cheque of Rs.19 lakh in the presence of Mr. U.S. Roy, CEO of SBI Life, to Mrs. Indrani Rajadurai, National Director (South & West), HelpAge, in Hyderabad. This amount is contribution by SBI Life Insurance, Mumbai, to support 1900 IOL surgeries.

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