

Advocacy for elders gets a boost



Inclusion in the Maharashtra 'State Executive Council'

Moving forward to further our advocacy goals for our elders, the Government of Maharashtra has formed a 'State Council for Older Persons' and appointed Mr. Prakash Borgaonkar, Territory Head – Maharashtra & Goa, HelpAge India, as a representative from the social sector to its State Executive Council. The Council will be working with the State Govt. for implementation of the State Policy of Older Persons and other welfare schemes for the elderly.

Voxvalley Pvt. Ltd. support



Mr. Prabhanjan (left), Manager – Administration, Voxvalley Pvt. Ltd. hands over a Demand Draft of Rs. 51,000 to Mr. P. Shyam Kumar, Advocacy Officer – Andhra Pradesh & Telangana, HelpAge India, as contribution from the employees of the company, to support HelpAge India's advocacy initiatives for elders.

Toll Free Elder Helpline **1800-180-1253**



Nani's Tips - How to use the 'HelpAge SOS' App

The 'HelpAge SOS' App connects both the young and the old to a free facility of emergency rescue, information of use to elders and access to market discounts put in place by HelpAge India. The App provides easy access to by-standers to report abuse and yet remain anonymous. Here below are tips on how to use the App.

- Just download the 'HelpAge SOS' App from www.helpageindia.org or from Google Play Store.
- Tap the App icon on your mobile phone screen and it will land on the Homepage.
- One click on the red **SOS** button, connects you to the local HelpAge Helpline in your State.
- A click on the **Information on Critical Elder Issues** button takes you to the page with various information options on Rights & Entitlements, Health, Financial Planning, Will & Legacies, Active Ageing and how to tackle Elder Abuse. Each section leads to detailed information.
- A click on the **Information on Market Discounts** button lets you access area-wise, category-wise discount giving retailers.

Download the App now!

BOOK POST

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COVER STORY: HelpAge launches 'SOS App' for Elder Security

HelpAge NEWS



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EDITOR *Speaks*

Dear Readers,

It's been an extremely eventful quarter on all counts. For the first time HelpAge India launched a special security App for elders marking 'World Elder Abuse Awareness Day'. The aim is to provide a one-stop point for elders in need, in cases such as abuse, accident and rescue. Though the App is for elders, we are also encouraging youngsters to join in and download the App for themselves and for their elder family and friends. We hope this tool comes handy for all those good Samaritans who want to help but hesitate with the fear of getting too involved, as we promise to keep their identity anonymous should they wish so. The App was launched across the country through various events and we strengthened our efforts against Elder Abuse.

We urge all our readers to download the 'HelpAge SOS' App on their phones, as it will help them not only in terms of emergency help, but also provide useful information such as: How to make a Will, information on various Pension and Health Insurance schemes, provide tips on Healthy Ageing amongst a host of other things.

Another major initiative that we took this quarter was the launch of a unique school contest titled 'When I'm 64' targeting young adolescent school going children. The contest is pan India and is open to all students in classes VIII, IX and X. The contest has 3 mediums via which one can participate: Essay writing, Film making using mobile phones and a Science project for evolving elder care products and services. The aim is revive the fine Indian values of practicing love, respect and care for the elderly and prompt school children to imagine life after 60 years of age.

Meanwhile healthcare for the elders received a great boost from corporates across the country such as HMSI, SJVN, HFCL, Oracle, BHEL and Asian Paints, strengthening our efforts in providing quality healthcare to disadvantaged elders. We thank them for their sensitivity.

We thank all our donors who have stood by us and the elder cause over the years and we hope the bond is only further strengthened as we move forward and try to reach out to more and more disadvantaged elders.

Manjira Khurana
Country Head - Advocacy & Communications



Help is now only a click away with the launch of the 'HelpAge SOS' App for elders



In the midst of rising crime and abuse against the India's elderly, HelpAge used technology to help elders in times of need, by launching a security App for elders marking 'World Elder Abuse Awareness Day' - the **HelpAge SOS** App. The aim was to provide our elders help with only a click of a button. The App was launched in the national capital by Lt. Governor Najeeb Jung on June 14 (see picture above).

SOS stands for '**Save Our Seniors**'. The App serves as a one-stop security measure for elders nationally, connecting them to the local HelpAge State Helplines across India. One SOS call made to the App is directly answered by the helpline staff/ counsellor. Its 24x7 functionality aims at helping elders in distress at any given time. In cases of emergencies, it connects them with the local Police, hospital or old age homes if need be.

"Help can come from any corner. Many good Samaritans want to help, but often don't know how, the HelpAge SOS App is an answer to that. The App is meant not just for the elders but also for society in general, especially the younger generation. Last year, HelpAge had surveyed youngsters to understand their perceptions about Elder Abuse and whether they would step-in to help. Nationally, nearly 60% Youth were willing to take direct action if they came across a case of Elder Abuse. Today, virtually everyone one has a smart phone, we hope that people will use the facility provided by the App to help elders in need. HelpAge will of course protect the identity of the caller in case they wish to remain anonymous." – says **Mathew Cherian, CEO, HelpAge India**.

The App has two other core features. One is to empower the elder with **Information on Critical Elder Issues** related to them, such as: 'How to make a Will', in a large number of cases of abuse the reason is Property, learning how to make a Will, can help safeguard our elders. It will also house information about the Maintenance and Welfare of Parents and Senior Citizens Act, as per which if the primary carers/ children responsible for the elder's well-being do not do their duty, they can be fined or even jailed. There is also information on How to take care of their Health in later years, How to live an active life, about their Rights & Entitlements, Financial Planning etc.

The third feature of the App provides real time GPS enabled **Information on Market Discounts** of retail outlets that provide discounts to senior citizens who are members of the HelpAge AdvantAge Card program. Any elder can avail this benefit card by simply contacting HelpAge.

To create awareness about the launch of App and the issue of Elder Abuse, similar functions were held across the nation. Various mediums were used to create awareness such as walkathons, street theatre, candle light marches, signature campaigns etc.

HERE ARE SOME SNAPSHOTS BELOW:

DELHI



Elders ask for a life of safety & security at the candlelight march at Jantar Mantar.

MUMBAI – Maharashtra



Young college volunteers support the fight against Elder Abuse at local Mumbai train stations such as Ghatkopar Metro Station, Dadar (E) and the Chhatrapati Shivaji Terminal.

KOLKATA – West Bengal



Mr. Vishal Garg (second from right), IPS, Joint Commissioner of Police (Crime & Special Task Force) launches the HelpAge SOS App in Kolkata alongside Ms. Sharmila Majumdar (right), Territory Head - West Bengal & North East, HelpAge India, Mr. Anando Sengupta, Member of Senior Citizens Association, Kolkata Kinjol and Mrs. Shyamashree Sen, District Governor, Rotary International, Kolkata (WB).

BHILAI - Chhattisgarh



Mr. Devendra Yadav, Mayor, Bhilai Municipal Corporation, addresses a gathering during the launch of the HelpAge SOS App in Bhilai (Chhattisgarh).

HARYANA



Dr. K.P. Singh (third from right), IPS, Director General of Police, Haryana, launches the HelpAge India SOS App at Panchkula, Haryana. Looking on are:

Mr. I.P.Puri (right), President, Senior Citizens Association, Chandigarh, Mr. Bhavneshwar Sharma (second from right), Territory Head (Punjab, Chandigarh, Haryana and J&K), Ms. Susmita Ghose (fourth from left), National Director – SAVE program, Ms. Arti Tikoo (third from left), Deputy Director – Resource Mobilization and Mr. Ashok Patiyal (left), Advocacy Officer, Chandigarh, all from HelpAge India and Mr. A.S. Bhatia, Member of Senior Citizens Association, Chandigarh.

CHENNAI – Tamil Nadu



(from right) Dr. S. Sivakumar, Prof. & Head Geriatric Medicine, Rajiv Gandhi Govt. General Hospital, Chennai (TN), Dr. Isaac

Christian Moses, M.D. Dean – Madras Medical College & Rajiv Gandhi Govt. General Hospital Chennai, Mr. Seshasai, IPS, Addl. Commissioner of Police, Mr. V.Sivakumar, Acting State Head – TN and Mr. Edwin Babu, Joint Director – Programs, HelpAge India, Chennai (TN) launch the HelpAge SOS App in Chennai.

THIRUVANANTHAPURAM – Kerala



Students from various schools line up at the busy Ponnara Sreedhar Park with Umbrellas, Banners and Placards to convey the importance of elder protection.

First AdvantAge Centre in Andhra Pradesh (AP)



In a first-of-its-kind initiative in the state of Andhra, an AdvantAge Centre for senior citizens was opened with the aim to provide opportunities for Active Ageing, along with PhysioCare and day care facilities for the elders of Tanuku region. The Centre has been fully sponsored by Senior Citizens Association - Tanuku, West Godavari District (AP).

Ministry of Social Justice & Empowerment supports Health Camp for elders



An elderly man gets a thorough health check-up at the 'Preventive Health Check-Up Camp for Senior Citizens' organized by HelpAge at Faridabad, Haryana, inaugurated by Shri Thaawar Chand Gehlot, Hon'ble Minister of Social Justice & Empowerment. The Ministry of Social Justice & Empowerment supported this special camp for elders.

BHOPAL – Madhya Pradesh (MP)



(from left): Mr. Purushottam Sharma, Additional Director General of Police (MP), Mr. Alok Sanjar, Member of Parliament, Mr. V.G. Dharmadhikari, Chairman, MP State Senior Citizen Welfare Commission, Mr. S.N. Saxena, Vice President, Varishtra Nagrik Mandal, Ms. Sanskriti Gaur, State Head - MP, HelpAge India, listen attentively to young volunteer, Ms. Vaidehi Bhradwa from IIT Khadakpur, as she expresses her concerns on Elder Abuse, at the Lions Club Old Age Home in Bhopal.

Health Awareness for elders in Sikkim



Dr. Edenjamyang Bhutia, HelpAge MHU Doctor, talks about various measures and precautions one can take during the Health Awareness Program organized for elders in Rongay, Gangtok (Sikkim).

at the Rongay Gram Panchayat office. Diseases which commonly occur with increasing age were discussed such as - Chronic Obstructive Pulmonary Disease, Hypertension and Gastritis etc. At the dais are - Ms. Munna Chettri, Panchayat Member and Ms. Seema Rai (right), Social Protection Officer, Gangtok, HelpAge India.

Police Training on Elder Issues



(Chennai). The Police personnel were briefed about the use of the HelpAge SOS App and information was shared about the Maintenance and Welfare of Parents & Senior Citizens Act (2007), on legal measures that can be taken regarding crime against elderly, on How to write a Will, etc.

Waste that Matters!



In the 2008 Bihar floods most elders of Supaul district, one of the worst flood affected districts, had lost everything, their home, their farmlands and their livelihood. Saline water had covered their farmlands turning them into waste lands. But through this disaster, emerged a story of hope.

In the interiors of Supaul District, Raghapur Block, elders of Paramanandpur & Arraha villages, who had lost their only source of income

during the floods, have now found a new source of livelihood, that of turning cow dung and vegetable waste into a lucrative business of Vermicomposting. The elders have constructed 82 Vermicomposting units in the compounds of the Flood Relief Centre in Paramanandpur village. Out of these 82, HelpAge is supporting 60 units and the remaining 22 units were created by the Elder-Self-Help-Groups which HelpAge helped form. The compost is sold in whole-sale markets at the rate of Rs.5 per kg. The average earnings vary from Rs. 8000 - 10,000 per month. The overall maintenance of this livelihood activity and the final produce is managed by the elders who have formed an independent company for business purposes called Aasara Elders Producers Company Ltd. It is truly amazing what the human spirit can achieve in the face of adversity.

Kalyan Ashram celebrates its 8th birthday

This year Kolkata's Kalyan Ashram situated in Chetla Kolkata (West Bengal) celebrated its Foundation Day, its 8th birth anniversary. This unique old age home or simply 'Home' for its residents was the first-of-its-kind set up by HelpAge India in July 2008 in the Eastern Region. Mr. K. S. B. Sanyal, HelpAge's Governing Body Member, generously gifted this property to the organization in memory of his father Prof. Som Nath Sanyal and his brother Shri Kalyan Kumar Sanyal after whom the home has been named.

Since then, this two-storey building has been converted into a modern day home for elderly women with all the facilities of a library, physio care services and round-the-clock access to a doctor, apart from weekly health check-ups done through the MHU service. For the HelpAge staff members, the residents of the Ashram are family.



Mr. K. S. B. Sanyal, Governing Body Member, HelpAge India, cuts a cake along with Mr. Mathew Cherian, CEO, HelpAge India marking the 8th birthday celebrations in Kalyan Ashram. Looking on are (Mrs.) Asha Padgaonkar, also Governing Body Member, HelpAge India, staff and students of South City International School Kolkata, who joined the celebrations.

Elders help keep it green & clean

In Maharashtra's Warora Block in Chandrapur District, village elders come together to plant 100 tree saplings as part of the State's tree-planting drive to create a green and healthy environment. This initiative was jointly organized by HelpAge India and the Social Forestry Department, Warora Block.

Student Action for Value Education - SAVE

School is the foundation which shapes us into the person we are today. HelpAge's School Action for Value Education (SAVE) program aims to do just that, give a strong foundation to the children of today and help them grow into strong and sensitive human beings, with a deep sense of empathy for our elders. It is therefore important to imbibe in children the values of love, care and respect for our elders. It is for this very purpose that HelpAge has launched a unique contest for school students titled 'When I'm 64'. Details of which are given here below.

WHEN I'M 64

Nationwide contest for HelpAge India scholarships



Under HelpAge India's SAVE program comes the 'When I'm 64' contest which places school children at the very heart of a process of reviving the fine Indian values of practicing love, respect and care for the elderly. The idea is to trigger school children to imagine the life of elders in their society, family or neighborhood. The contest is pan India and is open to all students in classes VIII, IX and X.

It has three basic components:

1. Essay writing (in English or Vernacular)
2. Film making through mobile phones
3. Science project for evolving elder care products and services.

Over 10,000 schools are expected to participate. State Level and National Level winners will be selected.

For contest rules and details, you can log onto www.helpageindia.org or contact your local HelpAge India State office.

Last date of submission for Schools & Students is Sept.30, 2016.

For any clarifications & queries, you can email to: whenim64contest@helpageindia.org

Thank You SCHOOLS



Mr. Sunil Kumar Garg, Southern Railway Divisional Manager, Madurai (TN), hands over a donation of Rs.88,002 made by Southern Railway Women's Welfare Organization Matriculation School (SRWWO), Madurai, to Mr.C.Radhakrishnan, Sr. Manager, Resource Mobilization, HelpAge India, Madurai (TN). Looking on are Mrs. Kavita Garg (third from right), President, SRWWO Mat. School, Mrs. Shanavas Banu (left), Principal and other officials. The school has been a consistent supporter of the elder cause.



Mrs. Mythili, Sr. Principal, C.K. School of Practical Knowledge, Cuddalore (TN), hands over a donation of Rs. 3.60 lakhs raised by the students of the school towards the elder cause to Mr. V. Ramalingam, Deputy Director, HelpAge India, Cuddalore.



Mrs. Vikesh Kaur (standing third from right), Principal of Doon International School, Jammu, hands over a donation of Rs. 80,000 on behalf of the school to Ms. Sunita Santoshi, Sr. Manager - SAVE (J&K), HelpAge India. Looking on are staff members and students who contributed the highest towards the cause.

CORPORATE SOCIAL RESPONSIBILITY

Basic quality healthcare for elders is a much needed component for them to lead active and dignified lives. We at HelpAge India keep striving hard to expand our reach and access those areas where healthcare is scarce and in most cases unaffordable for our disadvantaged elders. We have further expanded our fleet of Mobile Healthcare Units or MHUs as they are called, to reach more and more elders in need. This has been possible through the generous support of Corporates who have come forward to fulfill their Corporate Social Responsibility and help us reach the unreached. We thank them for their generosity and consistent support.

SJVN support



with HelpAge for six MHUs in Himachal Pradesh and Uttarakhand for three years at the SJVN office at Delhi. SJVN will also support two new MHUs, one in Himachal Pradesh and one in Uttarakhand. That brings the number of MHU supported by SJVN to 12, under the project 'Satluj Sanjeevani Seva'.

Mr. D.P. Kaushal, Addl. General Manager (P&A), SJVNL and Mr. Ganesh Dubey, Joint Director - CFR, HelpAge India, exchange MOUs for SJVN Foundation's renewed partnership

Asian Paints support



Mr. Sunil Singh (fourth from left) Plant Head, Mr. Satish Kumar (second from right), Manager - CSR and Mr. Pawan Kumar Yadav, Executive CSR, Asian Paints (Kasna) along with HelpAge India staff members at the Kasna MHU site during the launch of the new vehicle. Asian Paints has been supporting the MHU for the past 11 years running.

Honda support



three Mobile Healthcare Units, in Rajasthan, Karnataka, and Gujarat, as well as one Medical Clinic in Gujarat for 3 years running. It has also supported 2000 cataract surgeries in the three states.

Elder beneficiaries gather around the Mobile Healthcare Unit in Narasapura, Bengaluru (Karnataka), donated by Honda Motorcycle and Scooter India Limited (HMSI) for their health-checkup and free medication. HMSI has extended support towards

Oracle support



An elderly lady receives her weekly medication from the MHU doctor in Coimbatore (TN). This MHU is being supported by Oracle which has pledged its support towards two Mobile Healthcare Units in Coimbatore and Delhi NCR. The Delhi NCR MHU has also been donated by Oracle.

BHEL support



Mr. Tajinder Singh (second from left), Additional General Manager - HR, BHEL, Mr. Ganesh Dubey (third from left), Joint Director - CFR and Ms. Ashima Saini, Director - Resource Development, HelpAge India, hold up the MOU signed between BHEL and HelpAge India, for BHEL's extension of support for the Ferozpur MHU in Punjab, which was also donated by BHEL. Also seen are: Mr. Bhavneshwar Sharma (second from right), Territory Head (Punjab, Chandigarh, Haryana and J&K) HelpAge India, Mr. Parvinder Singh (right), Sr. Executive - HR & CSR and Mr. Vishal Devgan, Sr. Manager - HR & IT, both from BHEL along with other staff members. MHUs supported by BHEL have been launched in Ferozpur (Punjab), Kolkata (WB), Chennai (TN) & Nagpur (Maharashtra).

HFCL support

Himachal Futuristic Communications Ltd. (HFCL) as part of its CSR initiative donated a Mobile Healthcare Unit in Goa along with supporting its running cost for 3 years and is also supporting the running costs for a Specialized Medical Unit in Solan, Himachal Pradesh, which provides special diagnostic facilities besides primary medical care.





NL/JUNE-C/16

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