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# *Dignity & Respect*

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*Donations to HelpAge India's approved projects are 100% Tax Exempt under Section 35 AC and 80 GGA of the Income Tax Act.*

**ANNUAL REPORT 2009 - 2010**





## GOVERNING BODY

### PRESIDENT EMERITUS

Mr. M. M. Sabharwal

### GOVERNING BODY

Mr. Amal Ganguli  
President

Mr. P.C. Sen  
Vice President

Mrs. Shanta Chatterji  
Treasurer

Mr. K. S. B Sanyal

Mr. P. L. Roy

Mr. J. C. Luther

Mr. Vinod Chandio

Mrs. Justice (Retd)  
Leila Seth

Mr. T. S. Krishna Murthy

Mr. Mark Gorman

Mr. Arun Seth

Mr. Mathew Cherian  
Chief Executive

# From the President's DESK



I am pleased to present the Annual Report of HelpAge India for the financial year ended 31st March, 2010. The year witnessed the merger in the UK of Help-the-Aged and HelpAge International and the resultant lowering of the combined organizations support to the Sponsor-A-Grandparent programme.

The reduction in income has been made good by improved fund raising in India. A major emphasis in our programmes has been the work with Senior Citizens Associations and "Elders for Elders" is an increasing area of focus of our work.

The elders are no longer projected as objects of charity but ones who have 'Led India' 'Fed India' and 'Taught India'. They are the ones who shaped history and now need our care and support and need to be encouraged to continue their services to society.

We have to strive constantly to meet the demands of the increasing number of elderly people, by providing qualitative and quantitative increases in our services to them throughout the length and breadth of the country.

I would like to thank our staff, the management of the Society, our donors, companies, trusts and foundations who have supported us in our mission.

I and the members of the Governing Body have been helped in the governance of the Society by three committees, namely the Finance and Audit Committee (FAC), Advocacy, Resource Mobilization and Communications Committee (ARC) and the Programmes Advisory Committee (PAC). The Chairpersons of the Committees are as follows:

1. Mrs. Shanta Chatterji – FAC
2. Mr. P.L. Roy – ARC
3. Mr. J.C. Luther – PAC

*Amal Ganguli*

## CE's Voice



Mathew Cherian (right)

I am very happy to share with you the latest Annual Report of HelpAge India. This year will be remembered as a year of challenges and integration. The real challenge was the repositioning of the organization from an institutional voice to that of the voice of the beneficiaries. The effort was aimed at conveying the message that we speak through our beneficiaries i.e. our Senior Citizens, rather than speaking for them. With this in mind this year's campaign was launched as 'Led India' 'Fed India' and 'Taught India'. The message intended to be conveyed was that these elders have seen us through the thick and thin of history and now need our care and support. Care, concern and much deserved respect will be only a small tribute to the efforts made by them for creating a better world for the generations to follow.

HelpAge India has restructured its work with elders. It is focusing more on direct delivery of programmes. The Agecare programmes in rural and urban areas aim at delivering quality Agecare through Senior Citizens Associations. The larger aim is to make them self-reliant and give them the feeling that they continue to be productive members of society. We expanded the Agecare programmes in 10 more states of

the country providing Physiocare to the seniors by involving Senior Citizens Associations and expanding to 20 cities in the current year. Helplines were established across the nation for counseling and prevention of elder abuse. Doctors and Mobile Medical Unit (MMU) staff were trained in Palliative Care and care of the terminally ill, thereby reducing their pain.

Seminars with the objective of accelerating the pace of implementing National Policy on Older Persons (NPOP) and strengthening HelpAge's relationship with Senior Citizens Associations were organized at important State Capitals. Meetings with the objective of unifying Senior Citizens Associations were held at Delhi, Shimla, Hyderabad and Bhopal. The efforts resulted in the formation of a Confederation of Senior Citizens Associations in Delhi and a State Level Co-ordination Committee for implementation of NPOP in Hyderabad (AP). HelpAge India functions as an advisor and catalyst in these meetings. District Level co-ordination meetings involving Senior Citizens were organized in a large number of cities all over the country. We are, therefore, making all-out efforts to create a network of Senior Citizens all over the country with the sole purpose of creating a forum which is large and united and which can voice its demands in a clear and loud voice - one which does not go unnoticed.

I would like to place on record and thank all those who have worked with us in achieving the goals we have set for ourselves in reaching to the elderly in need. I thank all staff who have never failed to rise up to the demands placed on them. I would also like to thank all our donors, for without their support it would not have been possible for us to continue to serve the elders.

*Mathew Cherian*

MATHEW CHERIAN  
Chief Executive



## CHANGING PERCEPTIONS **Stories of Inspiration**

**I**t was a year of giving voice to the beneficiary, urging them to put forth their needs rather than voicing it for them. Giving them a sense of empowerment, inclusion and the power to demand what's rightfully theirs – in short, a life of dignity.

HelpAge therefore launched a unique campaign bringing in stories from the field, stories of inspiration such as that of freedom fighter Banshidhar Sharma, school teacher Shirley Barret and ingenious farmer Sonaji Hiraji Sodha, who worked hard all their lives to help shape the destiny of others. The campaign aimed at urging people to acknowledge the contribution of elders to help them live their later years with dignity. Elders who have contributed so much, but are often ignored.

## **LED INDIA**

86 year old Banshidhar Sharma of Seetaram Puri Basti in Jaipur (Rajasthan) spent his youth fighting for the nation. He is among those distinguished freedom fighters who led India to freedom from the British Raj, but like many others his efforts went unnoticed. The country moved on, but life for Banshidhar was still a struggle. Today he survives on Govt. pension which isn't enough to meet his medical expenses. After India became a free nation he served the Congress Govt. for 62 years. Blessed with 3 grandchildren through his only son who is employed with the Govt. Banshidhar refuses to be a burden on his son and his family and looks for ways to sustain himself however tough the circumstances might be.

Suffering from a severe breathing problem and physical frailty at this stage of his life, he was in no condition to go to the nearest primary health care centre. So he turned to HelpAge India's Mobile Medicare Unit (MMU) programme for health assistance.

A friend and co-helper now of the programme, Banshidhar today is a different man in health and spirit. HelpAge hopes that it can reach out to many such elders who have contributed so much to the nation and give them something back through it's services, so they can lead dignified and comfortable lives in their later years.

## **TAUGHT INDIA**



77 year old Shirley Barret spent her entire life teaching children in a town in Jharkhand. She along with her husband started a school in Jamshedpur with the aim of educating the young. The husband & wife duo came to Bangalore in the 1990's as her son got transferred as a welding inspector. In 1993 her husband succumbed to cancer and soon she lost her only son too, leaving her with no support system.

Her daughter-in-law moved away to live life separately saying that she was young and didn't want an added burden of an aging mother-in-law. Shirley found shelter under the roof of a generous couple Mr. and Mrs. Paschio.

A woman of integrity, Shirley didn't want to be completely dependent on the hospitality of the Paschios and got herself enrolled into HelpAge's Sponsor - A - Grandparent programme which has made a tremendous difference in her life. It gave her a sense of independence and even though her granddaughter repeatedly insists that Shirley stay with her Shirley doesn't want to be a burden on anyone. With her basic daily needs met through the programme, she leads an independent life and enjoys her freedom.

## **FED INDIA**



Nakhatrana village in Anjar block is home to the Sodha community who migrated en masse from Pakistan after the 1971 war with India. They speak a mix of Sindhi and Gujarati, and observe different traditions and customs from the rest of Gujarat. They live in the arid part of the state, where plants like kikar and babool take away what little moisture there is out of the soil.

75 plus, Sonaji Hiraji Sodha is among the village elders. He would earn part of his living farming alongside his only son. A widower, he would find himself alone once the monsoon broke and his son would have to go into town to look for other job opportunities to sustain the household.

When the devastating Gujarat earthquake of 2001 took place, Sonaji lost his only source of livelihood as it destroyed his home and cultivable land with cracks all over the land and the water level dropping.

When Sonaji was approached for aid by HelpAge, he asked for a lift irrigation system to be installed in his field. Since then life has become much easier. His son now stays with him because water is available and the land can be cultivated throughout the year. Sonaji's successful irrigation and increased farming has inspired the whole village to find similar home-grown solutions.



## ADVOCACY Empowering the Aged

**Y**ear 2009 -10 has been a year of raising issues, finding voice and bringing them to the forefront for impact and initiating sustained attitudinal change. HelpAge India believes in the power of senior citizens and is harnessing their potential by involving Senior Citizens Associations in organizing programmes beneficial to the elderly like Healthy Heart Drives, Reverse Mortgage Loan scheme workshops and Physiocare programmes in various parts of the country. Efforts were made this year to unify the Senior Citizens Associations with the objective of doing better advocacy for their rights and entitlements in a concerted way. The efforts resulted in formation of a Confederation of Senior Citizens Associations in Delhi and a State Co-ordination Committee of Senior Citizens Association in Andhra Pradesh.

### Healthy Heart Drive

Healthy Heart Drives were organized by HelpAge in various parts of the north and east, with the help of Senior Citizens Associations, where the elderly received free heart check ups and were sensitized on measures to prevent heart ailments. Senior Citizens took on the initiative to help others like themselves by helping set up the camps, and Pantomime Artists from theatre group Jagran used mime to drive home the importance of maintaining a healthy heart.

Heart Drive on in the national capital.



### Reviewing Policy Implementation

On its 10th anniversary, HelpAge brought the National Policy on Older Persons (NPOP) back to the forefront of the Govt. and specifically the Union Ministry of Social Justice & Empowerment, stressing on the need for speedy implementation of the Policy. On October 1st, the International Day of Older Persons, Mr. Mukul Wasnik, Union Minister for Social Justice & Empowerment took up the issue and subsequently a NPOP Review Committee was formed.

### Affecting Policy formulation

With the objective of faster formulation & speedy implementation of the National Policy on Older Persons/State Policy on Older Persons, seminars were organized in various state capitals involving Senior Citizens Associations, Government representatives and other stake holders. The recommendations were submitted to the State Governments for consideration and action. The efforts resulted in framing of draft policies in Himachal Pradesh, Punjab and Uttarakhand among others.



Mr. Mukul Wasnik, Union Minister for Social Justice & Empowerment (Govt. of India) reiterates the importance of the National Policy on Older Persons during the HelpAge function on October 1 in the national capital. Looking on are (from right): Mr. M.M. Sabharwal, President Emeritus, Mr. Amal Ganguli, President & Mr. Mathew Cherian, Chief Executive of HelpAge India.

## Value Education on Agecare



Students from St. Xavier's School, Kolkata (WB), interact with the residents of Kalyan Ashram, a HelpAge supported old age home in Kolkata.

Since its inception, HelpAge has been sensitizing school children and inculcating in them the spirit of caring for the elderly, and simultaneously building financial support for age-care projects.

A year & half ago, HelpAge launched its "Value Education for Age Care" initiative to further enrich its school sensitization program by incorporating age care values in the educational curriculum of students.

In order to orient the attention of the academicians and other stake holders, and to bring forth their views on the initiative, 40 seminars on "Value Education on Age Care – A Curricular Response" were organized in various places in different states in the country, as education is on the concurrent list in the Constitution of India and is a State as well as Central subject. These seminars were attended by educationists, school principals, teachers, education authorities, media persons and social workers.

### Fulfilling dreams during their Silver years

The elderly work hard all their lives fulfilling responsibilities and hope that in their later years they can fulfill their long planned dreams and take some time out to live a more carefree existence. HelpAge teams across the nation organize fun outings and picnics and religious trips, helping many elderly live their Silver years with a smile on their face.



Elderly residents of 'Kalyan Ashram', a home away from home in Kolkata (WB), run by HelpAge for elderly women, enjoy a 3 day tour to Santiniketan, a small town near Bolpur in the Birbhum District of West Bengal. Situated approximately 180 Kms north of Kolkata, it is a great tourist attraction as the great Nobel Laureate Rabindranath Tagore wrote many of his literary classics here, and his house is a place of historical importance.



School children of D.A.V. Public School, Pune (Maharashtra), play a blindfold game with an elderly gran during a special 'Grannies Day Outing' organized for HelpAge MMU beneficiaries. It was a special day for the elderly women as their long cherished dream to visit the historic Shankar Bholenath Temple in Baneshwar, south of Pune, on the occasion of Maha-Shivratri, to offer their prayers to Lord Shiva, came true. The company of children added moments of fun and laughter, making it an unforgettable day for the elderly women.



## Research Advocacy Impact

It has been a year where the tools of Research brought forth significant issues and needs of the Senior Citizens to the forefront. Whether it be through a quick survey to assess crime against the elderly, or through a detailed research done with the help of Senior Citizen Associations to assess the Impact of Inflation & Expectations of Senior Citizens from the Union Budget, or what the elderly expected from the new Govt. during pre-election time. The research helped bring forward the voice of Senior Citizens and issues relevant to them.

## World Elder Abuse Awareness Day



Dr. Kiran Bedi (right), first and highest ranking woman officer of the IPS, Dr. Shyamliha Pappu, Sr. Advocate of Supreme Court & Member of Law Commission of India and Mr. M.M. Sabharwal, President Emeritus, HelpAge India, stand in united support for the fight against Elder Abuse on World Elder Abuse Awareness Day at Delhi's India International Centre (Annexe) on June 15.

Highlighting the increasing need for the safety and security of Senior Citizens against crime and abuse, HelpAge India marked World Elder Abuse Awareness Day nationwide. The day was marked in Delhi, Tamil Nadu, Andhra Pradesh, Karnataka, West Bengal, Goa, Maharashtra, Madhya Pradesh, Gujarat & Haryana.

HelpAge researched the vulnerability of senior citizens vis a vis crime in three major metros of India: Delhi, Bangalore & Mumbai which brought out some startling facts. The national capital took the top slot with crime against senior citizens four times the number in Mumbai and double that of Bangalore.

The sensitization drive on the issue generated mass awareness in the capital and within a weeks time Mr. Y.S. Dadwal, Delhi Police Commissioner announced a Security Drive for the Senior Citizens of Delhi, which emphasized on a Full security Audit of Senior Citizens homes.

### Highlights

#### PRE-ELECTION SURVEY conducted in the National Capital (Sample Size: 300 Elders)

- 30% elderly stated security from crime & abuse as their main concern
- 27.41% voted better healthcare for elderly as a major concern
- 41.4% seniors state that they have been unhappy with past Governments
- Only 15% seniors are aware of the National Policy on Older Persons which was announced in 1999

### Findings

#### INFLATION IMPACT ON ELDERS & BUDGET EXPECTATIONS A pre-budget survey conducted through SCAs in 12 states in India. (Sample Size: 400 elders)

- 84% of the elderly demanded subsidized food articles through ration shops & subsidized medical services
- 82% wanted further exemption in Income Tax.
- 58% elderly across India are looking for a structured re-employment programme by the Govt.
- An astounding 71.1% want IT exemptions for children who spend money to take care of their elderly parents
- 75.4% senior citizens in Delhi, 76.8% in Kolkata, 70% in Maharashtra and 91% in Tamil Nadu, demanded an elder-friendly and easy-to-access Health Insurance schemes, from the budget

## AGECARE Providing Composite Care

Providing composite care to elders in need, is what HelpAge has been striving hard for over the past few years. A uniform plan of activities were set in place to meet their demands which covered areas of healthcare, social protection, care giving and shelters, to name a few. Many Agecare projects initially started by HelpAge became self-sustaining, as elders were mobilized to take on the projects and sustain them independently. Senior Citizens Associations (SCAs) became a major catalyst to bring about this sense of empowerment in elders. Today as a result, there are 9 SCA managed Physiotherapy Centres, showcasing the spirit of Elders at work.

## HEALTHCARE

A year before, HelpAge started deliberate expansion of its Agecare programme. This year saw the programme taking a firm foothold in providing qualitative healthcare in urban and rural areas. A concentrated effort was put into spreading the reach of Physiotherapy services on one hand, while the Mobile Medicare Unit programme started consolidating its specialized services in many areas.

### Physiotherapy expands its reach

Physiocare is a much required need with increasing age. Due to lack of treatment many elderly become dependant on others for their basic day to day activities. With the aim to provide quality Physiocare, HelpAge Physiotherapy centres became operational in West Bengal, Madhya Pradesh, Assam, Bihar, Odisha, Chandigarh, Puducherry, Andhra Pradesh, Uttar Pradesh, Jammu & Kashmir besides Himachal Pradesh, Uttarakhand, Delhi – NCR, Kerala & Tamil Nadu where initial centres were opened.

From a start of 8000 treatments the year before, this year the number of treatments more than tripled to 26,508. An interesting aspect of this programme is that many Senior Citizens Associations are getting involved in this service provision and managing the service on their own, following the simple principal of Elders for Elders.

#### In 2009-10, HelpAge provided the following healthcare services:

- 26,508 Physiotherapy treatments
- 20,229 Cataract surgeries
- 10,09,608 treatments through Mobile Medicare Units in 22 states
- 4,685 Cancer treatments
- Disability Aids provided to 335 elders
- 500 Alzheimer patients supported
- 300 HIV / AIDS afflicted families supported.
- Palliative Care: 269 home treatments for bedridden elderly patients and 29,120 Out Patient Dept. treatments meted out
- 27,715 elderly helped through rural Elder Self Help Groups
- 3,000 urban elderly supported through 15 Senior Citizens Associations

### The story of Pakhu

Pakhu Ram, 65, lived on a meagre daily wage. He migrated to Guwahati (Assam) in search of a job and now lives in Bamunimaidan's Baikuntha Nagar in Guwahati. A stone cutter by profession, all his life he lifted heavy weight materials. This being his only source of his livelihood. As he grew older, he started suffering from severe hypertension and weakness, and developed chronic back pain. His only sole support was a walking stick. The back pain got aggravated due to the daily climb to his hillside dwelling. His wife helped by doing small odd jobs in



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neighbors houses, but still it wasn't enough to sustain their home. Pakhu was unable to afford special medication as his two children were still very young.

Pakhu then heard about HelpAge's newly opened Physiotherapy Centre and became one of the first people to avail its services. He now goes there regularly. There has been a remarkable change in his health since then, with considerable relief from pain. Today, Pakhu walks without a stick and is urging his community to avail the services of HelpAge's first Physiotherapy centre in the north-east. Guwahati has a geriatric population of nearly 1.5 lakh, therefore Physiotherapy is a major need, to lead happier & healthier lives for the elderly residing there.

### RURAL AGE CARE programme

- Implemented in 6 States in 134 villages in 12 districts; benefiting 20,000+ elders in Tamilnadu, Kerala, Bihar, Andhra Pradesh, Himachal Pradesh & Uttar Pradesh

- Funded through external institutional grants from sponsors such as Cordaid, Age UK / Help the Hospices & HelpAge International (UK).

### Mobile Medicare Units

Keeping in mind expansion of Agecare services, HelpAge's Mobile Medicare service team works tirelessly through the year providing quality healthcare to the destitute and needy elderly. It's Units are spread across 22 states in Andhra Pradesh, Bihar, Chandigarh, Chhattisgarh, Delhi (NCR), Goa, Gujarat, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Maharashtra, Madhya Pradesh, Assam, Tripura, Odisha, Puducherry, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh & West Bengal. Besides providing primary healthcare some MMUs also provide additional care such as counseling, physiotherapy, yoga, shelter assistance and also organize health camps.



Photo credit: Chandini Batra

## DISASTER INTERVENTION Rebuilding Lives

### Relief for cyclone affected Andhra

The heavy rains due to cyclonic storm that hit Karnataka and Maharashtra caused heavy inflow of rain water into the reservoirs of Srisilam and Nagarjuna sagar causing floods in the two rivers (Krishna and Tungabhadra) claiming lives in 3 districts in Andhra Pradesh. HelpAge immediately assessed the situation and got into action by providing free medical assistance through its 3 Mobile Medicare Units to the flood affected people. The Mobile Medicare Units treated 3335 people who were worst affected by the floods.



### Disaster Risk Reduction



A Community Meeting in progress in Supaul District, Bihar

The devastating Bihar floods in 2008 caused substantial loss of life and property of more than four million people especially in north Bihar districts of Supaul, Araria, Madhepura, Saharsa and Purnia. HelpAge responded immediately with medical and other relief measures to non-accessible village targeting elders, women, children and disable people. Since then, HelpAge has continued its work on rebuilding lives there with various interventions to the most affected families with a special focus on elderly. The main interventions were targeted at Health, Social Protection and Disaster Risk Reduction.

#### Some initiatives taken:

- Special Induction Training programme for Community Volunteers & Community Health Volunteers to enhance their capacities & understanding

- Community Health Volunteers trained on Community Health and Epidemic management at the Bihar Voluntary Health Association in Patna.

- Household survey conducted alongwith social mapping and well being analysis of each hamlet (*tola*) of the targeted village by volunteers to identify target groups (elders) & understand topography of the village and social status of the community.

- In order to further improve access to primary and emergency medicare, the Mobile Medical Units (MMU) were pressed into service. 850 elders (approx.) were registered.

- 4 stationary Physiotherapy Centres were established in Nirmali and Bishanpur village of Basantpur block, Balua of Chhatapur block and Govindpur of Pratapganj block.

- The formation of Elders Self Help Group is in progress and 39 Elders Self Help Groups with the support of 571 elders were formed. This has led to lessening of financial dependency of elders on their children for small expenses, like medicines, gifts for relatives etc.

- Rally conducted by the Disaster Risk Reduction volunteers to generate awareness among the community about the rights as well as entitlements of the elderly through the theme- 'Hamara Samaj aur Vridhon ki apeksha' (Our Society - Expectations of Elders).

- 181 cataract surgeries of elders conducted through eye camps, with help of Indian Red Cross Society and District Blindness Control Society, Supaul.

- Community Volunteers trained in Community Organization for the effective implementation of the project.



## SOCIAL PROTECTION Safety Net for Elders

**I**n order to lead healthier & happier lives, it is imperative that one's basic needs be taken care of. Providing the elderly with basic social protection has been one of HelpAge India's long term goals. Starting in the early 1980's with its Adopt-A-Gran programme, today known as the Sponsor-A-Grandparent programme, it was the start of making the destitute elderly self-sufficient by providing them with ration, food & clothing. In the year 2009-10, 14,712 destitute elderly have been supported through this programme. In the past two years, Elder Helplines have sprung up across the nation providing counseling services, information on various schemes beneficial to them, addressing their needs of isolation, neglect and tackling their problems of need for shelter and protection from abuse among others. Nearly 16,000 queries have come through these helplines in 2009-10.

### Sponsor -A- Grandparent

Rajaram Ganpath Patil, 74, from Mumbai's Ambedkar Nagar in Kandivali (East) was a mill worker for more than half his life till a fatal accident injured his leg severely. Constant dizzy spells led to brain surgery. He tried his hand at putting up a petty tea stall but his physical condition made it impossible for him to manage it. With a family to support and unable to work, his wife Malati, 60, started vegetable vending to bring in some income. Increasing age, poor hearing & eyesight made it impossible for Rajaram to take on any kind of activity. A diabetic, along with the expenditure of seven leg surgeries and constant medication, an approximate Rs. 2000 goes just into his medical expenses. Staying with his wife and grandson, Rajaram even though supported by them, felt a deep sense of burden on his family and was unable to cope with all the household expenses. HelpAge's Sponsor-A-Grandparent programme took him under its wing, and today Rajaram and his family look forward to the monthly ration and money, which helps keep their family together and gives Rajaram a sense of independence.



Rajaram & his wife Malati

### Elder Helplines

HelpAge Elder Helplines have become lifelines for the elderly across the nation. Offering services such as counseling, information, linkages with the Govt. police, hospitals etc. they have helped many Senior Citizens deal with their grievances. Seeing the increasing need 15 more such Helplines have opened up across the nation in Bhopal (MP), Dehradun (Uttarakhand), Kolkata (WB), Srinagar (J & K), Guwahati (Assam), Patna (Bihar), Bhubaneswar (Odisha), Lucknow (UP), Chandigarh, Puducherry, Ahmedabad (Gujarat), Jaipur (Rajasthan), Panaji (Goa), Kochi (Kerala) and Bengaluru (Karnataka).

Mr. Firhad Hakim, Borough Chairman, Kolkata Municipal Corporation inaugurates the new Elders Helpline for Senior Citizens at Kalyan Ashram in Chetla, Kolkata (WB). Looking on is Mr. K.S.B. Sanyal (second from left), Governing Body Member, HelpAge India, Mr. Jayanta Kumar Sinha, Chief General Manager, State Bank of India, Local Head Office, Kolkata and Mr. Mathew Cherian, Chief Executive, HelpAge India.



## DONOR SUPPORT Expanding the family

**Y**ear 2009 - 2010 was a year of strengthening existing donor relationships and forming new ones such as those with BHEL, CAIRN India and EIL, among others. Corporates & schools especially showed keen interest in being involved in the service provision process. A prime example was the Healthy Heart Drive supported by a known pharmaceutical company whose sole aim was to create awareness for prevention of heart ailments among the elderly. Not only did it give monetary support, but also provided established heart specialists who spoke about the measures needed to be taken and personally did the checkups at the camps.

### CFR support: 2009 -10

- 23 Corporates supported 19 MMUs
- 14 Corporates funded 2248 surgeries
- 34 Corporates supported the cause in general
- 5 Corporates supported 43 beneficiaries through the Sponsor - A - Grandparent programme

### Acknowledging their contribution

With each passing year corporates are becoming more & more aware of their Social Responsibility and are coming forward to help the less fortunate. There are some corporates with extremely large hearts, who have donated generously for the cause of the aged again and again. To honor them, HelpAge has instituted awards for Corporate Social Responsibility (CSR) and each year on International Day of Older Persons on October 1, a chosen few are honored with the Silver Plate & Bronze Plate Award respectively. Last two years consecutively, the awards have gone to the same corporates, showcasing their consistent commitment to the cause.



Mr. P C. Sen (centre), Vice President, HelpAge India. The Foundation has been associated with HelpAge India since 2004. It supports the Mobile Medicare Units in Rajam, Shamshabad & Vemagiri in Andhra Pradesh. The grand children of the destitute MMU beneficiaries are given free vocational training & job placement through the Foundation. These MMUs provide 29,000 treatments per annum on an average.

M s . M e e n a Ragunathan, Director - Community Health Services GMR Varalakshmi Foundation receives the Silver Plate Award for CSR, from Mr. Mukul Wasnik, Union Minister for Social Justice & Empowerment (Govt. of India) on Oct. 1 2009. Looking on is



Union Minister for Social Justice & Empowerment (Govt. of India) on Oct.1, 2009. The Group supported the Mobile Medicare Unit at Ramanathapuram (TN) and the Ophthalmic care programme, helping alleviate the suffering of many disadvantaged older persons who can't afford basic healthcare.

Mr. M. Akbar Khan, Executive Director-HR, ETA Ascon & Star Group receives the Bronze Plate Award for CSR, from Mr. Mukul Wasnik,





Mr. Ravi Jain, Barmer District Magistrate, flags off the new Mobile Medicare Unit (MMU) in Barmer (Rajasthan), a project supported by CAIRN India. CAIRN has supported HelpAge India's healthcare programme, by supporting two MMUs at Barmer (Rajasthan) and medical camps in Gujarat.

## Special Thanks to:

- D.A.V. Public School, Pune (Maharashtra) for their extraordinary support towards the cause of the aged, being the highest school donor in Pune (Maharashtra).
- The students of Garden High School, Kolkata (WB) for their contribution to the cause.
- Microsoft and Birla Sun Life for their donation of invaluable software & hardware which has made the automation of HelpAge possible for faster and effective work.
- Mrs. Sheela Janakiraman who helped in increasing Computer skills of the elderly women residents of Kalyan Ashram, Chetla Kolkata, (WB) by donating a Computer and in turn boosting their skill and selfconfidence.
- Alkem Laboratories Limited (Mumbai), who donated part of its revenue to the cause, from the sale of their product "Donop Syrup" aimed at providing relief to patients suffering from dementia.
- Asian Paints (UP & AP), Department of Science and Technology (Govt. of India) & OCL India Limited (Odisha) who have also donated generously towards the MMU service for the elderly.



## A Class Apart

Mrs. Grace Pinto, Managing Director, Ryan International Group of Institutions, has been one of the strongest supporters to the cause through her group of schools spread all the across the nation. For her sensitivity & commitment to the cause she was honored with the HelpAge India 'Excellence Award' by Mr. Mukul Wasnik, Union Minister for Social Justice & Empowerment (Govt. of India) on International Day of Older Persons, 2009. HelpAge is also thankful to Dr. Augustine Pinto, Chairman of the Group for his support.

## GOLDEN AWARDEES

The Golden Award was constituted in 1993 by HelpAge, to honor those individuals who have contributed consistently towards the welfare of society, more so in the advancing years. For the first time two individuals were honored simultaneously for their sheer grit & commitment to social welfare on International Day of Older Persons, 2009 - Mrs. Oshima Raikhey & Mr. R.N. Mital. HelpAge salutes their spirit & commitment.



Mrs. Oshima Raikhey



Mr. R.N. Mital

## Stage for Age



A shot from Rubaru: RK in Russia

With the dual aim of entertaining and raising awareness on issues of ageing, theatre company "The Hungry Heart Festival" based in Delhi, staged two productions in aid of HelpAge titled "Mahim Junction" and "Rubaru: RK in Russia" directed by theatre veterans Sohaila Kapur & Smita Bharti respectively.

## SCHOOL SUPPORT

Schools have been HelpAge's oldest supporters. Children have always come forward to pitch in their bit to help the elderly. HelpAge thanks them for their unstinted support to the cause.

### Once again it's OCPM



Mrs. Dulcie Ilango (second from left), Head Mistress, OCPM Girls Hr. Sec. School, Madurai (TN), along with Mrs. Jenova Evangeline, teacher from the school, receives the Samson Daniel Award from Mr. Mukul Wasnik, Union Minister for Social Justice & Empowerment (Govt. of India) for the school being the highest contributor to the cause in 2008 - 09 yet again. OCPM has been consistently supporting the cause with dedication, HelpAge acknowledges the contribution of the teachers and students of the OCPM deeply.



Dr. V. Nageswar Rao (left), Deputy Commissioner, Jawahar Navodaya Vidyalaya Samithi (Hyderabad) hands over the HelpAge School Appreciation Certificate to Mr. Uma Maheswar Rao, Principal, Jawahar Navodaya Vidyalaya (JNV) Srikakulam District (AP). Looking on are Mr. Mohd. Raza Mohammed (second from left), Deputy Director, HelpAge India (AP), and staff of Jawahar Navodaya Vidyalaya Samithi. 21 schools of JNVS have contributed one of the largest amounts to the cause. In recognition of their contribution, the School Principals were given Certificates of Appreciation by HelpAge at the JNVS Principals Meet held at Gachi Bowli town in Rangareddy District (AP).



Mrs. Samita Sinha (right), Principal, Surendranath Centenary School, Ranchi (Jharkhand) along with the students of the school, hands over the students contribution to the cause, to Ms. Piya Mukherjee, Executive (Resource Mobilization), HelpAge India.

## ACKNOWLEDGEMENTS

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- Convent of Jesus & Mary, Mussoorie (Uttarakhand)
- St. John's Convent School, Lansdowne, Pauri (Uttarakhand)
- Army Public School, Lansdowne, Pauri (Uttarakhand)
- KV, No.1 & 2 BEG Centre Roorkee (Uttarakhand)
- KV, FRI, IIP, ITBP & OLF Raipur, Dehradun (Uttarakhand)
- Cambrian Hall, 13, Young Road, Dehradun (Uttarakhand)
- The Doon Girl's School, Dalanwala, Dehradun (Uttarakhand)
- Delhi Public School, Rajpur Road, Dehradun (Uttarakhand)
- S.G.R.R. Public School, Dehradun (Uttarakhand)
- The Heritage School, Dehradun (Uttarakhand)
- Delhi Public School, Bhopal (MP)
- Christ Jyoti Higher Secondary School, Satna (MP)
- Delhi Public School, Indore (MP)
- Little Flower Higher Secondary School, Betul (MP)
- Kendriya Vidyalaya, No:- 2, Bhopal (MP)
- Kendriya Vidyalaya, No:- 1, Bhopal (MP)
- Jawahar Navodaya Vidyalayas (22 schools in AP)
- D.A.V. Schools (Rajam & Sankili of Srikakulam District) (AP)
- Goutham Model Schools (AP)
- Raghunatha Model School, Hyderabad (AP)
- St.Mary's High School, Hyderabad (AP)
- Ravindra Bharathi School, Hyderabad (AP)
- Trips International School, Rajahmundry (AP)
- Dr.K.K.R. Goutham Concept School, Hyderabad (AP)
- Vishnu Public School, Bhimavaram (AP)

# **BALANCE SHEET AS AT MARCH 31, 2010**

SCHEDULE NO.	(Rs.)	As At March 31, 2010 (Rs.)	(Rs.)	As At March 31, 2009 (Rs.)
<b>SOURCES OF FUNDS</b>				
Corpus and Reserve Balances	1	270,971,723		176,135,343
<b>TOTAL</b>		<b>270,971,723</b>		<b>176,135,343</b>
<b>APPLICATION OF FUNDS</b>				
<b>FIXED ASSETS</b>				
Total Assets	2	131,104,986	114,866,570	
Less: Funded from Capital Grants		63,827,845	55,204,179	
Gross Block		67,277,141	59,662,391	
Less : Accumulated Depreciation		42,565,276	40,368,674	
Net Block		24,711,865	19,293,717	
Capital work in Progress and advance on Capital Account		6,297,438	31,009,303	21,850,957
<b>INVESTMENTS</b>	3	259,795,270		152,580,960
<b>CURRENT ASSETS, LOANS AND ADVANCES</b>				
Cash and Bank Balances	4	86,473,894	98,298,355	
Loans and Advances	5	22,220,652	12,392,856	
Other Current Assets	6	740,808	165,437	
		109,435,354	110,856,648	
Less : Current Liabilities and Provisions				
Current Liabilities	7	119,435,509	102,155,164	
Provisions	8	9,832,695	6,998,058	
		129,268,204	109,153,222	
Net Current Assets		(19,832,850)		1,703,426
<b>TOTAL</b>		<b>270,971,723</b>		<b>176,135,343</b>
Significant Accounting Policies and Notes to Accounts	14			

# **INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED MARCH 31, 2010**

Schedule No.	For the year ended March 31, 2010 (Rs.)	For the year ended March 31, 2009 (Rs.)
<b>INCOME</b>		
<b>GRANTS/ DONATIONS</b>		
[Refer Note 1(vii)(a) on Schedule 14]		
Restricted Donations		
Received during the year	440,298,802	436,912,730
Add : Unutilised Restricted grants brought forward	81,541,555	65,911,857
Less : Unutilised Restricted grants carried forward	(98,696,288)	(81,541,555)
	423,144,069	421,283,032
Other Income	21,025,523	13,514,757
Surplus from alternate channels available for Application of projects	1,557,209	1,725,084
<b>GROSS INCOME</b>	<b>445,726,801</b>	<b>436,522,853</b>
Less: Grants utilised for acquisition of Capital Assets [Refer Note 12 on Schedule 14]	(8,623,666)	(6,433,149)
<b>NET INCOME</b>	<b>437,103,135</b>	<b>430,089,704</b>
<b>EXPENDITURE</b>		
Net Fund Raising Cost	122,735,782	77,089,750
Net Funds Available for Projects	314,367,353	352,999,954
Application to Projects for the Welfare of The Aged	304,801,025	350,481,859
Governance Cost	7,814,885	4,227,339
Surplus/(Deficit) before depreciation	1,751,443	(1,709,244)
Depreciation	3,431,146	3,047,472
(Deficit) before Tax	(1,679,703)	(4,756,716)
Tax on Anonymous Donations Received [Refer note 11 on Schedule 14]	-	1,007,876
(Deficit) after Tax transferred for appropriation to General Purpose Reserve	(1,679,703)	(5,764,592)
Significant Accounting Policies and Notes to Accounts	14	

Detailed accounts with schedules and Audit report are available at head office, HelpAge India