

## Corporate Corpus

HelpAge has been fortunate that over the years there has been a steady growth in corporate support. More and more corporates are coming forward to shoulder societal responsibility and wanting to be contributory members in making a positive difference in the environment they live. We thank them for their generosity and commitment to the cause, and hope for a long and successful association in the years to come.

### NALCO provides healthcare to the aged



Mr. C.R. Pradhan C.M.D NALCO, flags off the Bhubaneswar MMU donated by NALCO in the presence of NALCO and HelpAge India staff members.

### Commitment to the cause



Mr. B.T. Bangera (right), MD, Hi-Tech Arai Ltd, Madurai, hands over an approval letter to Mr. V. Sivakumar, Sr. Manager (Madurai), HelpAge, stating the company's support towards sponsoring the running cost for MMU Madurai for 3 years (2008-2011) worth Rs. 40.23 lakh.

### Petro Power



Mr. Arjun Hira (sixth from right) General Manager (Retail) North, Bharat Petroleum Corporation Limited (BPCL), hands over a cheque of Rs. 2 lakh to Mr. Kapil Kaul, Country Head (Advocacy & Resource Mobilization), HelpAge, as a part of BPCL's contribution to the cause. The reward points of all Petro Card holders were donated to HelpAge. Looking on are members of the Petro Card team and HelpAge.

## The Marathon man

75 and still raring to go that's Dr. (Wg. Cdr.) Ashis Roy's USP. At the age of 50 when most people are contemplating retiring and leading a more relaxed life, Dr. Roy decided to become a Marathoner, he ran his first marathon at the age of 52 and by the time he completed 75 he had already run 80 marathon races, a national record for men in India. He is the first Indian to have run a marathon after attaining the age of 60 and 70 years.

He is the only man above 70 who has run 3 marathons within a span of six weeks. We salute his spirit!



Dr. Ashis Roy at the finish line of the Hatfield & McCoy Marathon in West Virginia.

## Senior Citizens Helpline formally launched



Justice S. Rajendra Babu, Chairperson (NHRC), speaks at the formal launch function of the Delhi Helpline for Senior Citizens, held at Delhi's PHD house. The Helpline which started last year as a pilot activity, has now been taken on as a full fledged project by the organization. DIAL: 1800-180-1253 to reach the Helpline.

## Thank you

• DAV Public School (Sector 8) Chandigarh • Manav Mangal School, Chandigarh • Interact Club of Modern School (Barakhamba Road) Delhi • Marks High School Khairatabad, Hyderabad • Kendriya Vidyalaya, NTPC, Korba • CSI Boys Hr. Sec. School, Coimbatore • Adarsh Vidyalaya, Chennai • Crene Memorial School, Gaya • Latter Day Saint Charities, Bangalore.

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## EDITOR Speaks

India is in the midst of a rising population of elderly. The share of older persons in the population is expected grow from the present 8% to nearly 13%. It is estimated that by the year 2010 there would be 77 million elderly in the 60 to 69 age segment, 29 million in the 70 to 79 segment and 8 million over 80 years with 200,000 centenarians. Their needs would vary from social protection, healthcare, livelihood and companionship amongst others to protection from neglect and sometimes physical and mental abuse at the hands of their own kith and kin. The Maintenance and Welfare of Parents and Senior Citizens Act, 2007, will protect the elderly in difficult circumstances. Similarly the enhancement of the tax limit for women senior citizens, social security of unorganized sector workers and the medical insurance to this segment will go a long way in easing the situation of the elderly in India.

A recent survey by HelpAge India revealed that the elderly living alone are insecure and the ones not visited by their children more than the others. Negligence and disregard from close relatives is a major problem they face in their day to day life. Help lines in Chennai, Hyderabad, Cuddalore, & Delhi have proved to be highly useful to this segment of the elderly, it is our intent to expand and create a national helpline for the elderly.

Donor support is crucial to our work, the ever increasing voices of support for CSR in the corporate world, augurs well for the non profit sector. BPCL's innovative program involving their customers points to a 'rewarding' relationship between the consumer, charity and the corporate.

The felicitation of Mr. M.M. Sabharwal, President Emeritus, with the Padma Shri is a matter of joy for HelpAge India and a reaffirmation of the work that the charity has put for the poor and disadvantaged elderly.

Kapil Kaul



## Bill for Senior Citizens becomes an ACT



There is some good news for senior citizens, "The Maintenance and Welfare of Parents and Senior Citizens Bill, 2007" was finally passed and has now become an Act and the States shall within a period of six months from the commencement of this Act form tribunals for deciding upon the order for Maintenance. States have the powers to make rules for carrying out the objectives of the Act, which would be put before the concerned State Legislature for adoption.

**The Act not just provides for Maintenance of the elderly but also the following welfare measures:**

**(a) Better medical facilities (b) Protection of life and property (c) Old Age Homes in every District**

## HIGHLIGHTS:

- Under the Act, Maintenance application can be filed by parents and senior citizens (above 60 years) unable to maintain himself/herself, against children (not minor) or relatives (who would inherit and are in possession of the property of the elderly).
- The Maintenance application can be filed by the senior citizen, parent or by any other person or organization authorized by him, if incapable of doing so himself/herself.
- The Maintenance application can be filed either in the District where the elderly resides, or where the children or relatives reside. Notices would be sent and the proceedings should conclude within 90 days from the date of service of the Maintenance application on the children or relatives.
- The case would be referred for conciliation, if appropriate, before hearing. The findings of the conciliation officer (who can be the Maintenance Officer, NGO representative or anyone on behalf of the elderly) should be submitted to the Tribunal within a month. If an amicable settlement has been reached, the Tribunal shall pass an order accordingly.
- If children or relatives ordered by the Tribunal to pay Maintenance to the elderly, fail to comply, they are liable to a fine or imprisonment.
- Abandonment of the elderly is now a cognizable offence. Anyone responsible for looking after or protecting the senior citizen, leaving him/her in any place with the intention of wholly abandoning, shall be punished and fined.
- Role of NGOs has also been legislated under the Act e.g. for filing Maintenance applications on behalf of the elderly if he/she is unable to do so himself/herself, for reconciliation and representation of his/her case if unable to do so and authorize someone else to represent and facilitate.

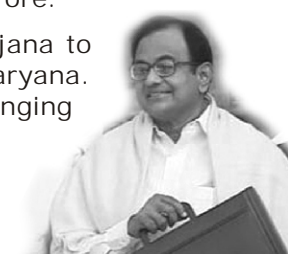
## BUDGET INDIA 2008 vis-à-vis Senior Citizens

Some relief brought by Budget 2008 vis a vis senior citizens:

- For senior women citizens, the income tax limit increases from Rs. 1.95 lakh to Rs. 2.25 lakh.
- Three schemes to be introduced for providing social security to unorganized sector workers.

• A national programme for the elderly to be started at a cost of Rs. 400 crore.

• Rashtra Swasthya Beema Yojana to start from April in Delhi and Haryana. Rs. 30,000 for each family belonging to unorganized sector.



**Content:** • Income Generation/Ophthalmic Care project: Shaping life • HelpAge introduces pilot health activities in Eastern India • Case Study: Dumped on a garbage heap • Mumbai Salaam's HelpAge efforts • Value Education • Corporate Corpus • Speak your Mind: Wipe off the Blues from their Silver Years • Art for Aged • The Marathon man • Senior Citizens Helpline formally launched.





Angurbala working hard at the potters wheel, giving shape to clay for gold fusion.

## Shaping life

Earthenware lines up the shelves of an unusual shed in the midst of Bonkrishnapur village, Dist. Hooghly (WB). A shed which has now become a second home for 68 year old Angurbala. On most days one will find her busy at the potters' wheel creating interesting shapes for gold fusion to take place. By the evidence of the pots drying up around her, there isn't any doubt about her expertise or skill in the activity. It is something she seems to enjoy.

But it wasn't until recently that she discovered this talent within her which changed her life. Angurbala Mandal, got married at the tender age of 14 to Lt. Gopal Ch. Mandal, a weaver by profession and a resident of the village Bonkrishnapur. She along with her husband worked hard spinning yarn in order to bring up their 3 children (2 sons & a daughter), till he suffered from an asthma attack and since became unfit to carry on work. It was now Angurbala's sole responsibility to bring up her children along with taking care of her ailing husband. She toiled hard looking after their needs and got them settled in life. After her daughter's marriage her husband passed away, followed by the marriage of her two sons, who then left her to fend for herself. They no longer had the time or the inclination to provide their mother with two square meals for the day.

Adding to her woes, she developed cataract and was not able to do her regular work. HelpAge got her eyes operated upon and she soon became fit to do light work, the Rs.80 she earned per month through spinning yarn wasn't enough for her survival any more.

HelpAge then enrolled her in it's income generation project of making clay vessels for purifying gold. Since then her life has turned around. Not only has there been an increase in her personal income but her status within her family has also risen. She stays with her sons and now helps her daughter-in-laws with the household chores. During her free time she happily looks after her grandchildren and maintains an active social life.

She no longer feels a burden on anyone, anymore.

**There are others like Anugurbala who have found hope and confidence through this project.**



75 year Chinnammal Palaniappan's daughter Sarasa, along with her husband (left).

## Dumped on a garbage heap

75 year old Chinnammal Palaniappan of Thindal village, Erode District (TN), was found amongst a garbage dump thrown out of her home by her daughter and grandsons. The frail & virtually bedridden widow had been living with the youngest of her three daughters, all residents of Erode. They had started squabbling amongst themselves as to who would shoulder the "burden" of taking care of their mother, but no consensus could be reached.

One unsuspecting night, Sarasa, Chinnammal's youngest daughter asked her two sons to leave their grandmother somewhere far away from where she would be unable to trace her way back home. She was taken in an auto rickshaw and dumped into the garbage heap before dawn. The ground was still wet from the previous night's rain, which added to Chinammal's suffering.

As morning approached, her moans were heard by Mrs. Mohanasundari, who had gone to dump her garbage. She is one of the members of the self help groups being supported by District Rural Social Welfare Sangam, our partner organization.

"She never complained about her family's behavior, only said that she couldn't move without help" said Mohanasundari, who along with her family took care of her for three days and then brought her to the safe environs of N.L. Karunai Illam, an old age home supported by HelpAge.

But even though her body showed signs of improvement after the intake of food and medicines, her spirit had completely broken, she soon developed breathing problems and died 7 days later.

The Chennai State government promised an investigation and action against the dead woman's family.

When a BBC Radio team asked her daughter Sarasa, what made her to desert her mother, she said, "We did not take her forcibly out of home. She went by herself and lodged a false complaint against my sons as we were unable to fulfill all her needs". She said that her mother was living with her for the past three years and soon her health started declining and the family had no source of income to support her.

**In hope to give Chinnammal's spirit Justice, and encourage other elderly persons who suffer silently to fight for their rights, a case is now proceeding in the judicial court of Erode.**

## Making Notes for the young



Elderly beneficiaries' at work, making school notebooks at a small stationery producing unit based in Delhi. This is a part of the income generation project supported by HelpAge & funded by the German Embassy, aimed at making the elderly women financially independent and encouraging them to live a life of dignity. The products made by them through the machines provided are further sold to local private schools in the city.

## HelpAge introduces pilot health activities in Eastern India

In its effort to reach quality health care across the country, HelpAge launched pilot activities in the states of Assam, Orissa & Bihar. The aim was to enhance the services of its Mobile Medicare Unit (MMU) by providing more than quality health care services to the elderly.

The community was mobilized and elderly beneficiaries were linked with social protection schemes such as health grant, old age pension, widow pension, etc. Some MMU beneficiaries have thus been linked with the govt. health grant scheme through which they have received grant from the Assam Govt. Some have already received old age pension.



A volunteers network was created and daily home visits were made to bed ridden patients and who are unable to go the MMU sites.

## Mumbai Salaam's HelpAge efforts



Mr. Guru Swarup Srivastava (second from left), Chairman CTV, hands over the Certificate of Appreciation of **Salaam Awards Mumbai** to Mr. Valerian Pais, Prog. Manager (Maharashtra & Goa), HelpAge, in testimony and tribute to the outstanding service by HelpAge to the city of Mumbai, during the felicitation ceremony by Swarup Group of Industries. Looking on are Mrs. Indu Sahani (left), Sheriff of Mumbai, and Mr. Parikshet Sahani, veteran actor.



Mrs. Dulce Ilango (left), Head Mistress, O.C.P.M Girls Hr. Sec. School, Madurai, receives the winning trophy from Mrs. Indrani Rajadurai, Regional Director (South), HelpAge, for the school's contribution towards the cause. Looking on is Mr. V. Sivakumar, Sr. Manager (Madurai), HelpAge. O.C.P.M raised Rs. 5.98 lakh, the highest collection made by a school for the cause not only in the southern region, but also on a national level.



Dr. H.S. Bakshi, Regional Director, (North), HelpAge, accepts a cheque of Rs.1.50 lakh as donation towards the cause, along with a memento of appreciation from Mr. Amit Rana, Pro-Vice Chairman, Dehi Public School Panipat, on International Childrens Day.

## SPEAK YOUR MIND

### Wipe off the blues from their Silver Years

The venue is the backyard of a church, where the HelpAge India is providing rations to needy elderly, as a part of its "Sponsor - A - Grandparent" program. It's just 9 am, and the elderly have already gathered at the venue. These items are not provided just for survival, but for a bigger cause that of offering a dignified life to a needy soul.

It might not change the fact that they sit at one corner of the house the whole day with nobody asking for them. It might not change the fact that they endure illness & discomfort to save their children the expenses of medicine. It might not change the fact that they are made to feel unwanted & a burden at the hands of the same children who they brought up with so much love & care.

But it would change one thing: **Make their family acknowledge their existence.**

So next time you casually settle the Rs.200 bill for everyday coffee at a trendy café, do remember that the same money could mean somebody else's whole month of ration, and of hope.

-Ms. Mudita Singh (Volunteer)



## Art for Aged



Compare Pallab Bose (right) urges people to bid for Bratin Khan's "Buddha" as art expert Javed Abdulla, looks on.

A unique coming together of the art and corporate world was witnessed in Delhi, all for a common cause "the aged". HelpAge India in collaboration with Habiart Foundation hosted an art auction showcasing the work of contemporary masters such as Gopi Gajwani, Jamini Roy, Satish Gujral, Jatin Das, Krishen Khanna, and other leading names. Titled "Art for Aged" it was primarily through the support of Grey Goose, which is Bacardi Martini India Limited's premium brand, this was made possible. A special thanks goes out to Mr. Mahesh Madhavan, the CEO of the company for his support. Art lovers bid for some of the rare master pieces, and part of the proceeds from the auction of each artwork, was donated towards the cause.



