

## Taking ahead A Million Missions



Mr. Mohd. Hamid Ansari (left), Vice President of India, receives a copy of 'A Million Missions – The Non Profit Sector in India', from Mr. Mathew Cherian (right), CEO, HelpAge India, who has authored the book. The book takes a close and comprehensive look at the working of India's voluntary sector and is an invaluable resource of information for government officials, donor agencies, social activists, students and scholars of development studies.



*Nani's Tips - Shield yourself from the ongoing Flu*

**Flu is in the air and is contagious. Do not panic and follow these general health tips from Nani to shield yourself and those around you.**

- Wash your hands frequently everyday with soap and warm water for 15-20 seconds, especially after touching surfaces in public places. If someone is sick around you, avoid direct contact with the person.
- Have five duly washed leaves of *Tulsi* everyday. It has a large number of therapeutic properties and strengthens immunity by keeping the lung and throat clear.
- Eat whole grains, vegetables and fruits, particularly citrus and those rich in Vitamins to boost your natural immunity. Avoid fatty foods as it can weaken your immune system.
- Drink warm liquids as they wash off viruses from the throat to stomach where they cannot do any harm.
- Give your body enough sleep, water and some amount of daily exercise.

## BOOK POST

If undelivered, Please return to:  
**HELPAge INDIA**  
C-14, Qutab Institutional Area  
New Delhi-110 016

Published & Printed by HelpAge India C-14, Qutab Institutional Area, New Delhi - 110016  
Website: <http://www.helpageindia.org> Email: [headoffice@helpageindia.org](mailto:headoffice@helpageindia.org)  
Editor: Ms. Manjira Khurana  
Associate Editors: Ms. Sonali Sharma, Ms. Anandita Bhardwaj

Registered with Registrar of Newspapers for India Vide R.N.I. No. DELENG/2002/6655.  
Price Rs. 12.50/- per issue. Annual subscription Rs. 50/-

## COVER STORY: 'State of Elderly in India – 2014' report launched

# HelpAge

NEWS



Vol. 13 No.4

January - March 2015

**One-third elders live below poverty line: HelpAge survey**

**STATE OF SENIORS**

Category	Percentage
Number of beneficiaries	833
Male	68.9%
Female	31.1%
Below poverty line	67.5%
Above poverty line	32.5%
Below poverty line	67.5%
Above poverty line	32.5%
Below poverty line	67.5%
Above poverty line	32.5%

**KEY FIGURES**

- 67.5% of seniors live below poverty line
- 32.5% of seniors live above poverty line
- 67.5% of seniors live below poverty line
- 32.5% of seniors live above poverty line

**20% of population to be elderly by 2050**

**No country for old people**

**My life was over after my wife died**



## EDITOR *Speaks*

Dear Reader,

It's been a good start to 2015. Continuing our efforts to advocate the cause of the elderly, HelpAge India launched a report called **'State of Elderly in India-2014'** days before the introduction of Union Budget 2015-16 to draw attention of policy makers to the plight of this much neglected segment of our country which stands currently at 100 million and is likely to triple by 2050.

In a first-of-its-kind attempt, the report touched upon various issues of aging from elder abuse to social security for elders, to health and budget allocations for the elderly.

On the other hand, HelpAge India organized a training session on the 'Maintenance & Welfare of Parents and Senior Citizens Act 2007' in Alappuzha district of Kerala, attended by 300 officers from different police stations in the district. Meetings to discuss and create awareness about the Act were also held across Assam, Tamil Nadu, West Bengal and Telangana with direct participation of more than 1500 people including SCA members, civil servants, local politicians and college students.

A session on 'Pension & Social Security for Elderly' was held at the National Convention of Pension Parishad, Tata Institute of Social Sciences, Mumbai, where elder related issues and future advocacy strategies were discussed in the presence of eminent activists like Ms. Aruna Roy, Mr. Nikhil Dey and Mr. Baba Adav.

We are very humbled to be recognized again for our work and thank ABP News & World CSR Congress for awarding us with the 'Leadership & Excellence Award 2015,' commemorating World CSR Day.

We thank corporates who have continuously supported us and are now increasingly supporting our health care program through health camps and MMUs.

We hope to once again this year to meet the expectations of our donors and beneficiaries with our undaunted support to the cause.

**Manjira Khurana**  
Country Head - Advocacy & Communications



## HelpAge India launches a report, 'State of Elderly in India – 2014'



(From left): Mr. Mathew Cherian, CEO, HelpAge India, Mrs. Justice (Retd.) Leila Seth, Former Chief Justice, Himachal Pradesh, Mr. P.C Sen, Vice-Chairman, Governing Body, HelpAge India and Mr. Bhaskar Ghose, Former Secretary, Ministry of Information & Broadcasting, Govt. of India, launch the **'State of Elderly in India-2014'** report at New Delhi.

Today, India is home to one out of every ten senior citizens in the world, with an elderly population of 100 million, a figure likely to shoot up to 324 million by 2050. People are living longer, the Oldest Old, that is those 80 plus, are estimated to reach to 48 million by 2050.

Despite this fast pace of aging, not much attention has been given to the needs and care of India's elderly. With an aim to highlight the concerns of this segment of society to the policy and decision makers, HelpAge India launched a report, **'State of Elderly in India-2014'**.

The report was launched by Mrs. Justice (Retd.) Leila Seth in New Delhi. It is a compilation of articles and factoids and serves to bring to the foreground the dichotomy between an apparently happy picture of increased longevity and the reality of long years of hopelessness, bereft of family, society or state support that face our elderly today.

"We have been fighting to regulate the pension system nationally with the introduction of Universal Pension, but it is a long road ahead vis-a-vis implementation. Through this report HelpAge hopes to bring to the forefront the graveness of the situation and motivate influencers to take steps now," said **Mr. Mathew Cherian, Chief Executive Officer, HelpAge India.**

## H I G H L I G H T S

- India spends only 0.032% of GDP on pensions and covers only 25% of the eligible elder population.
- People are living longer, the Oldest Old, those 80 plus, are estimated to reach 48 million by 2050.
- The Government of India (Centre) has allotted a meager Rs. 200 per month as Pension for only those elders below the poverty line.
- In the last 20 years, life expectancy has increased by 20 years.
- There has not been any proportionate increase in Geriatric Health Infrastructure. Universal Health Insurance and Universal Pension are still not even planned for.
- More than 71% of the Oldest Old (80 + ) are financially dependent on others, primarily the son.
- More than 80% of the Oldest Old face abuse within the family. Shockingly 24% of the abuse is physical.

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

## Bhoomi Pujan held for HelpAge - NDTV Model Rehabilitation Village in Uttarakhand

The Uttarakhand flash floods of June 2013 wreaked havoc on lives, homes and livelihood and left in its wake a horror that haunts many who lived through it.

HelpAge India with its swift response was one of the first emergency relief teams to reach the stranded survivors in some of the remotest areas. Today, HelpAge India is re-habilitating the lives of thousands in the region. It has joined hands with the viewers of NDTV in constructing a Model Rehabilitation Village in Rudraprayag district. This village will provide shelter to destitute elders identified by the village community and have a residential facility to accommodate 65 people.

A *bhoomi puja* ritual for the project took place in February 2015 in presence of members from NDTV and HelpAge India.

Besides having a health and diagnostic center which provides consultations to more than seventy villages in *Kedar Ghati*, the project also intends to be a hub of creating livelihood through tourism and skill development of women and it will also have a recreation and day center in the campus. The task of community management will be done through forming various Self-Help-Groups that will be instrumental in the functioning of the village.

Some of the other prominent features of this project include an earthquake resistance construction,

eco-friendly waste management, water harvesting and use of renewable energy resources.



(From left): A priest performs rituals as Mr. Mathew Cherian, CEO, HelpAge India, Mr. Madhav Naik, Architect for the project, Mr. K. Bhaskar, Group Head, NDTV and Mr. Sanjay Bakshi, AVP-Insurance, NDTV, participate in the 'Bhoomi Pujan' of the HelpAge-NDTV Model Rehabilitation Village Complex in Rudraprayag district, Uttarakhand.



### Fighting the odds

Smt. Binapani Datta, 81, was born in what now is Noakhali district of Bangladesh, but after the communal riots of 1946, she along with her husband and two sons shifted to Sonamura town in Tripura. Here, they were given shelter by a kind Judge who allowed them to stay his house while Binapani's husband worked as caretaker and housekeeper.

After a few years when Binapani's husband died, she started to work as tailor, maid and handicraft worker to generate some income. Her elder son became a drug addict and due to this, his wife committed suicide. Subsequently, her younger son became mentally unstable. To make matters worse for Binapani, the Judge who had given her shelter decided to donate the house to a charity. Unable to provide for the family, her younger son sent Binapani to Abhoy Ashram in Tripura where she was given shelter as a beneficiary of HelpAge India's Support-a-Gran program.

Binapani's life has changed since then and she is provided ration and items of basic utility as well as some pocket money every month. Her physical and mental wellbeing is looked after and she also receives regular medical supplies. Today she feels her life is secure and is thankful to HelpAge India and Abhoy Mission for bringing hope into her life again.



### HelpAge India awarded NGO Leadership & Excellence Award

Mrs. Shanta Chatterji (second from right), Member, Governing Body and Mr. Prakash N. Borgeonkar (second from left), Territory Head, Gujarat, Maharashtra & Goa, HelpAge India, receive a trophy and certificate from Mr. H.E Sim Sitha (left), Director General, Phnom Penh Water Supply Authority, Cambodia and Dr. Sanjay Muthal (right), Executive Director, RGF Management Search, in the NGO Leadership & Excellence Award organized by ABP News where HelpAge India was recognized and awarded a second time in a row for its work towards the cause of elderly.

### HelpAge India advocates road safety for elders

NDTV launched a special Road Safety Week Drive to make roads safer for the young and old alike. This was a part of its road safety campaign with Diageo. HelpAge India and associated Senior Citizens Associations participated in road safety drives across India in Mumbai, Chennai, Kolkata and Lucknow, advocating road safety for elders.



In Mumbai, 250 people including senior citizens, school children and young working adults participated in a walkathon from Dadar to Nana-Nani Park sensitizing the public about road safety.



In Kolkata, 'Varishta Nagarik Mancha' along with the teachers and students of Blooming Dale International Academy and HelpAge India staff members organised a walkathon as part of the road safety drive.

### Student Action for Value Education (SAVE)

The student community and schools have come together in a big way to strengthen HelpAge's SAVE - Student Action for Value Education program which aims to provide aid to our elders by encouraging school children to understand their issues in-depth. The program is gaining strength each day as more and more school students are joining the save programme.



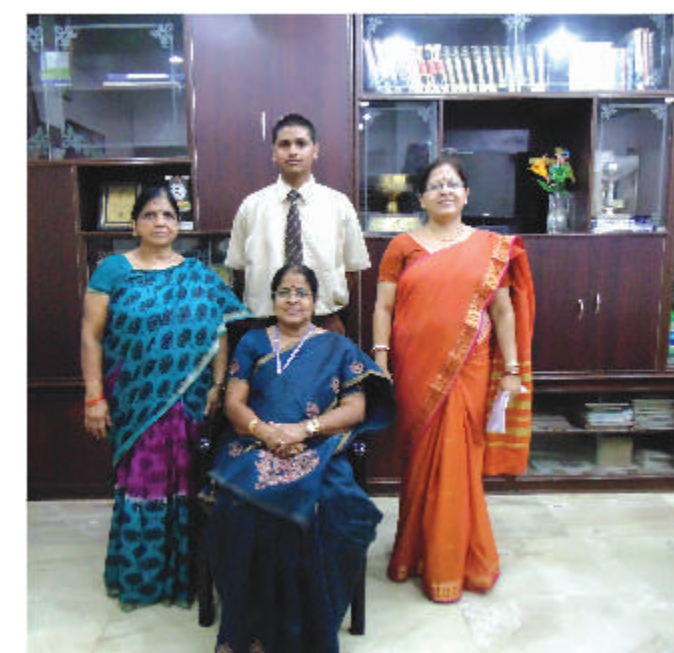
Dr. S.S. Khokhar (third from left), Principal, B.S.F Senior Secondary School, Jammu, receives a trophy with other teachers and students during the SAVE prize distribution event held at the school campus. Students from the school collected a donation of Rs. 1,42,279 under the SAVE program to support the cause of the elderly.



(From left): Ms. Maushumi Banerjee, Coordinator, Airforce School, Barrackpore, West Bengal, Ms. Basanti Sil, Principal of the school, and Ms. Sutanuka Roy, Executive, SAVE, HelpAge India, hands over a 'Certificate of Appreciation' to a young student representing the students of the school for collecting Rs.83,000 under the SAVE program.



Mr. Mohd. Raza Mohammed (right), Joint Director & Dy. State Head, Andhra Pradesh & Telangana, HelpAge India, receives a cheque of Rs. 5,24,190 from Mr. K. Lakshmi Narayan (second from right), GM, HR, BHEL, collected by the pupils of Geetanjali School, Hyderabad, the highest collection so far in AP & Telangana under the SAVE initiative. Also present is Mrs. Jainy Raj (left), Principal of the school and Mrs. Jaya Sree Ravi Chandra (second from left), President of Ladies Welfare Association.



Dr. (Mrs.) Bhagyabati Nayak, Principal, DAV Public School, Unit-VIII, Bhubaneswar (sitting center), Dr. (Mrs.) Mamta Banerjee, Coordinator (right), Ms. Jayalaxmi Pattnaik, Class Teacher (left) and Master Ayush B. Panda, a high school student (center) are photographed together after making a contribution of Rs.1,40,000 collected by the students to HelpAge India.



## The festivities continue....

### Makar Sakranti, Bihar



Village elderly take lunch together at Supaul district, Bihar, after a Makar Sakranti function organised by HelpAge India. 2500 elders joined the function and 55 destitute elderly were given blankets by the Chief Guest Mr. Helmut, CEO, GIZ, India.

### Lohri, Jammu



An elderly woman sings at the Lohri celebrations organised by HelpAge India at District Jail, Jammu. The event also included students from different schools who mingled with the elder inmates bridging their inter-generational gap.

### Valentine's Day, Maharashtra



An elderly couple receive flowers and friendship bands from school students on Valentine's Day. A cultural event was organised by HelpAge India's Mumbai team to mark the day with 300 senior citizens.

## Advocating for the elderly

### Sensitizing the Police



A police training program in progress on the 'Maintenance & Welfare of Parents and Senior Citizens Act, 2007' organized by HelpAge India in association with the Kerala Police at District Crime Records Bureau, Alappuzha, Kerala. Attended by 300 police officers from different stations in the district, this training intended to sensitize officers to protect and support the disadvantaged elders. The session held for two days was inaugurated by Mr. K.K. Balachandran, IPS, District Police Chief, Alappuzha, along with Mr. Biju Mathew, State Head, Kerala, Mr. John. E. Daniell, Dy. Director, Program, HelpAge India and Mr. Sivadas (Retd.), Dy S.P, Kerala Police.

### HelpAge India advocates Pension & Social Security for Elders at TISS, Mumbai



Ms. Manjira Khurana, Country Head, Advocacy & Communications, HelpAge India, addresses the audience and makes a presentation on HelpAge India's report, 'State of Elderly in India - 2014' at the National Convention of Pension Parishad at Tata Institute of Social Sciences, Mumbai, Maharashtra. HelpAge India advocacy officers from 6 states joined her to discuss important elder related issues in the presence of eminent activists like Mr. Nikhil Dey, Ms. Aruna Roy, Mr. Baba Adav and Prof. S. Parasuraman, Director, TISS.

## CORPORATE SOCIAL RESPONSIBILITY

There is a rising interest in the corporate sector wanting to do their bit for society and partake in the fulfilling their Corporate Social Responsibility (CSR). Support for various services focusing on elder care is coming more and more under the purview of corporates who want to fulfill their various CSR initiatives.

### Sun Pharma MMU flagged off at Gangtok, Sikkim



(From left): Mr. B. Bhutia, Assistant Sub Inspector, Gangtok district, Ms. Seema Rai, SPO, Gangtok, HelpAge India, Dr. A. D. Subba, Doctor, Gangtok MMU, HelpAge India, Ms. Pempa Tamang, Pharmacist, Gangtok MMU, HelpAge India, Ms. Sharmila Majumder, Territory Head, WB & NE, HelpAge India, Ms. Indrani Sen, Dy. Director, Resource Mobilization, HelpAge India, Ms. Sushmita Ghosh, National Director, SAVE, HelpAge India, Dr. Dibyendu Ghosh, Dy. Director, Program, HelpAge India, during the Sun Pharma supported MMU inauguration at Gangtok, Sikkim.

### Asian Paints supports healthcare program



Work in progress at the first of the 13 health camps supported by Asian Paints held at Kansara Village in Greater Noida, Uttar Pradesh. 238 beneficiaries availed health checkups and medical support from the camp. The second camp was held at Sirsa Village in Greater Noida, UP.

We must become the change  
we want to see in the world

-Mahatma Gandhi



While we work to improve the quality of life for our elders, it brings us great joy and inspiration to see thousands of people supporting our cause and it warms our heart even more to see the elderly extend their hands to change the lives of many others like them.

Late Mr. K. P Augustine from Hyderabad was one such generous soul. He wished to support us in our effort to provide dignity and security to more and more elders and therefore, directed in his Will to contribute 40% of the revenue from the sale of his house to HelpAge India. The cheque for the same, an amount of Rs. 10,22,000 was handed over to Mr. Mohd. Raza Mohammed, Joint Director & Dy. State Head, Andhra Pradesh & Telangana, HelpAge India, by the property executor Mr. Thomas Karithanam at Hyderabad.

On behalf of all our staff and beneficiaries, we express our deep gratitude to Late Mr. Augustine and hope his act of generosity will inspire many others.

### FIMI sponsors Multi Speciality Health Camp



Elderly people line up to avail consultation at a free multi-speciality health checkup camp for senior citizens at Shiv Park, Jawahar Colony, Faridabad, Haryana. The camp was organised by the Federation of Indian Mineral Industries, New Delhi and 421 people were provided treatment.





**YOU CAN CONTRIBUTE WHATEVER YOU WISH TO :**

*\*Master/Visa /American Express Cards only.*

**For online donation please visit our website [www.helpageindia.org](http://www.helpageindia.org)**

**All contribution to HelpAge India are 100% Tax Exempt under Section 35AC and 80GGA of Income Tax Act, 1961 for the projects covering medical care to old persons, leprosy and cancer patients, provision of home to old persons, rehabilitation of old women and conducting eye camps.**

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