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Mr. S. K. Sharma, Sr. Manager (MP), HelpAge, receives a cheque of Rs. 21,600 from donor Dr. M. N. Tandon, towards sponsoring 3 elderly beneficiaries under the Sponsor-A-Grandparent programme for a year.



Mr. P.B. Vijayaraghavan, General Manager, Computer Age Management Services Pvt. Ltd. hands over a cheque of Rs. 2.50 lakh as donation to the cause to Mr. P.R. Anbazhakan (left), Joint Director (Resource Mobilization), HelpAge (Chennai). CAMS as part of its CSR policy, has motivated one of its client companies namely Wealth Advisors (India) Pvt. Ltd, Chennai, to donate towards the cause.

The Indian wedding season always brings with it much cheer and color. It is an auspicious time which mostly coincides with the festive season in the late part of the year, a time when young couples join their lives in matrimony, stepping into a new future together. The common thread of tradition in India lies in taking the blessings from the elderly, irrespective of religion, class or caste. It is a time when all rejoice and celebrate the promise of a new life for the newly weds. Relatives, friends all bring in gifts, bouquets and contribution to bless the union.

In the midst of all of this, a unique wedding took place in the city of Mumbai, of the "Naiks." Mrs. Veena Naik & Mr. Devadas Naik of (M/S Veenus Chemicals & Printing Inks Vasai) decided to get both

## A Wedding with a difference

their son & daughter married on the same day to their respective partners and therefore sent a common invitation card to their guests. But this was a card with a difference, with an unusual request, which said: "Offer only blessings, NO gifts & bouquets please. If you wish, please serve a noble cause, draw a cheque in favor of any one of the following charitable institutions," of which HelpAge India was one.

For HelpAge it meant a little more hope, in giving a destitute older person a chance to live again with dignity. HelpAge thanks the Naik family who opened their hearts and shared their happiness by thinking of those less fortunate. It also thanks the guests who so generously donated towards the cause.

## THANK YOU

- Mr. Amit Bhai
- Mr. V.G. Pandit
- Mr. Rashmikant Shah
- Mrs. Kirti Vaknalli
- Mr. Sudhama Naik
- Mr. Gautam Sharma
- Mr. Walia Devinder
- Mrs. Reginal Leong
- Mr. Chandra Mohan
- Mrs. Yashoda Negi
- Mr. Jagdish R. Vaity
- Mr. Anilkumar V. Kunkerkar
- Mr. Cedric Viegas
- Mr. S. Sundaram
- Mr. Mahendra Kandoi

## BOOK POST

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**HELPAge INDIA**  
C-14, Outab Institutional Area  
New Delhi- 110 016

Published & Printed by HelpAge India C-14, Outab Institutional Area, New Delhi - 110016  
Website: <http://www.helpageindia.org> Email: [headoffice@helpageindia.org](mailto:headoffice@helpageindia.org)  
Editor: Mr. Kapil Kaul  
Associate Editor: Ms. Sonali Sharma

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/-



## HelpAge launches "Healthy Heart Drive"

India is the World Capital for heart diseases. It is the single biggest killer in the National Capital, followed by diabetes. 60% patients in India suffer from acute coronary syndrome, as compared to 40% in the developed world. It is estimated that by year 2015, nearly 7 lakh elderly in India within the age bracket of 60 – 69 will die of coronary heart diseases. By the time one reaches 65, the heart has already beat 2.5 billion times! The time therefore to act is NOW!

In order to raise awareness about this issue and take early precautions HelpAge India launched a "Healthy Heart Drive" across the National Capital Region, sponsored by pharmaceutical company Johnson & Johnson Ltd, with the help of Senior Citizen Associations in various areas.

Senior Citizens were screened for cardiovascular problems free of cost at these screening camps by an experienced team of doctors. Specialists namely, Dr. Anil Dhali, Senior Intervention Cardiologist from Max Devki Devi Heart & Vascular Institute and Dr. Ashok Jhingan, Chairman, Delhi Diabetic Research Centre, gave helpful tips to the elderly on how to take care of their heart.

To spread the message of the drive, Pantomime artists from theatre group Jagran, used mime to entertain and sensitize the elderly on how to maintain a healthy heart by following a healthy lifestyle. More than a 1000 senior citizens were screened and were found to be suffering from hypertension, diabetes, among others. This awareness drive is now spreading its wings further north, east and west.

## Healthcare & Social Protection establish new ground

It has been a year of expanding HelpAge's scope of services, especially in the area of healthcare and social protection. HelpAge is rapidly covering more and more ground in providing Physio care, Mobile Medicare and Helpline services for the elderly. Fresh initiatives in both the east and west are taking place, to provide the elderly across the nation access to HelpAge services in all its spheres.



An elderly lady receives Physio Care at the Physiotherapy Centre in Kalyan Ashram

**First HelpAge Physiotherapy inaugurated centre in the East**  
HelpAge India inaugurated its first Physiotherapy Centre at Kolkata's Kalyan Ashram, a unique modern day residence for Senior Citizens based in Chetla. The State Bank of India (Kolkata Head Office) helped set it up, by giving a grant of Rs. 4.64 lakh (approx.). Physio care is available not just to the residents of the home, but for other elderly who visit the Ashram for regular check-ups too.

### Elder Helplines spread their operations

After a tentative start in 2004 in Chennai of a Helpline for elders, today HelpAge has Elder Helplines mushrooming across the country, with the most recent launches in **Bhopal, Dehradun & Kolkata**. It has been barely over 3 months since their launch and the Helplines are already being flooded with calls. HelpAge Elder Helplines address problems of elders such as isolation, neglect, and help facilitate emergency responses, provide information on access to various elderly schemes and provides linkages with the government, police and relief services, along with offering counseling services to elderly in distress. The Bhopal Helpline has also assisted older people in seeking job opportunities post retirement.

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## EDITOR Speaks

I came across an interesting statistic recently: the elderly percentage of vote share is between 12-14% as against a population share of 8-9%. It can therefore be concluded that the elderly strengthen the institution of democracy and motivate the younger members of the family to come and vote.

During the recently held Haryana and Maharashtra assembly elections I noticed that the elderly were the most enthusiastic voters and displayed the voter's mark on their index finger with genuine pride. Yet, are they in focus of the policy planners and the executive? When the country is set on the road to social and financial inclusion, the issues and concerns that are vital to the elderly, must be a part of the inclusion process. A first step could be the full implementation of the National Policy on Older Persons.

Our partnership with the Senior Citizens Associations began on an auspicious note with the Senior Health Camps that we organized in association with the Senior Citizens Associations. Their volunteerism and their organizational skills was an eye opener. As a nation, we need to seriously review how this immense resource can be utilized in many positive ways for the country. Yet another example of the senior resource is provided by our three doctors working in the Mobile Medical Units at our flood rehabilitation project in the Supaul village of Bihar. Dr. Harish Chandra Bhagat, 84 years, Dr. Rajeshwar Mehto, 61 years, and Dr. Ramesh Mishra, 64 years of age, between them, cover 40 villages treating over 400 patients. Lets drop the word retirement and instead focus on re-deployment.

Kapil Kaul  
Country Head  
Advocacy, Resource & Communications



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Mr. Matbar Singh Kandari (right), Minister for Social Welfare and Irrigation (Uttarakhand), inaugurates the Dehradun Elder Helpline at the seminar on National Policy on Older Persons along with Dr. H.S. Bakshi, National Director (Advocacy), HelpAge. (Helpline Toll free No.1800 - 180-1253)

## Health on Wheels

The Mobile Eldercare Unit (MEU) in Shimla District (HP), from a distance looks like a big white bus going about its day's work of transporting passengers, but a closer look brings one to a halt, for this isn't an ordinary passenger bus but a mini hospital on wheels, a first of its kind in the district. Catering to the needs of the senior citizens, this MEU vehicle visits various sites in the District and is fully equipped with a laboratory with a lab technician to conduct various tests, an ECG machine with diagnostic facilities alongwith physiotherapy facilities and of course a doctor and a pharmacist. Meanwhile adding further to the fleet of HelpAge MMUs (Mobile Medicare Units) MMU Jhanjharpur in Bihar was also recently launched.

Mr. D. Ramaswami, Secretary, Department of Science and Technology (DST), Govt. of India, inaugurates the Mobile Eldercare Unit (MEU) donated by DST. Looking on are Mr. Mathew Cherian (centre), Chief Executive and Mr. Avenash Datta, Country Head (Programmes & Emergencies) from HelpAge.



Mr. Nitish Mishra, MLA, Jhanjharpur, flags off MMU Jhanjharpur (Bihar). The MMU was inaugurated near HelpAge's Disaster Relief & Response (DRR) project office, in Balbhadrapur village.

## From the land of the "Lama" a home awaits them

Lama is a general term referring to Tibetan Buddhist teachers. The Dalai Lama, His Holiness, is thought of as the latest reincarnation of a series of spiritual leaders who have chosen to be reborn in order to enlighten others. When the Tibetan leader, the 14th Dalai Lama, fled to India in 1959, there was a mass exodus of Tibetans along with him. They found refuge in various parts of India and one such place was the Rabgayling Tibetan Family Welfare Association shelter, in Mysore District (Karnataka), which today houses over 100 Tibetans.

The migration forced many Tibetans to look for jobs of physical labor to sustain themselves in a new and alien land. As years passed and they aged, it became tough to carry on work, leaving them with no other means to sustain themselves. Tucked away in the countryside, this beautiful shelter has become a second home to such elderly who share a common history with each other. HelpAge through its Sponsor - A - Grandparent programme has helped many of the elderly residents of this shelter by providing basic provisions and ration, in order for them to lead healthy and happy lives.



Elderly residents get ready for lunch time at the Rabgayling Tibetan Family Welfare Association shelter, in Mysore District (Karnataka).

## Value Education on Age Care gains momentum

Spreading its wings further and reaching out to more schools, academicians and decision makers, HelpAge has been making consistent efforts in the south and north east to spread the message of inculcating Value Education on Age Care in school curriculums. Seminars and interactive discussions were organized in Trichy, Shillong, Guwahati & Jharkhand for this very purpose.



Mr. W. Lyngdoh (right), Joint Director - Higher & Technical Education, Meghalaya, Ms. T. Lyngdoh, Inspector of Schools and Mr. Kapil Kaul, Country Head (Advocacy, Resource & Communications) at the Principals Meet in Shillong discuss Value Education on Age Care in schools.



Dr. Swaminathan, Chief Educational Officer (CEO), Trichy District (TN), addresses the Principals/Educationists at the Principals Meet to discuss Value Education on Age Care in Trichy. He mentioned the importance of integrating a curriculum on age care values in schools. 40 educationists from across the district were present on the occasion.



(from left): Dr. Geeta Parashar, Principal, Modern Convent School, Dwarka (Delhi), Mr. Jitender Mann, son of school Chairman, Mr. Attar Singh Mann, Chairman of the school, hand over a cheque of Rs. 1 lakh (approx.) to Mrs. Paromita Thomas, Country Head (Human Resources), HelpAge, as donation towards the cause. Looking on is Ms. Rojibala from HelpAge.



Mrs. M. Chandrashekhar (left), Principal, Bombay Scottish School, Mahim, receives the victory trophy for the being the highest contributor to the cause from Mrs. Kamla Srivastava, Manager (Resource Mobilization), HelpAge (Mumbai). The school contributed over Rs.11 lakh.



Mrs. Indrani Rajadurai (second from left, second row), National Director (South & West) HelpAge, stands alongside the winners of the District Level inter-school drawing competition organized at Coimbatore. An essay competition was also organized. G.K.D Matriculation Hr. Sec. School won the first prize in both competitions.

**Special Thanks to:** B. S. P. English Medium Middle School, Sector - IV, Bhilai.

## Corporate Giving

As HelpAge expands its scope of services with Helplines and Physiotherapy services for elders, besides its ongoing projects, more and more corporates are showing keen interest to support these initiatives. We are grateful to them for their support to the cause.



Mr. Shivaaji Chamkire, Chairman & MD, Influx Multitrade Ltd. Pune, hands over a cheque of Rs.25,000 as first installment to Mr. Prakash Borgaonkar (left), Joint Director (Resource Mobilization) HelpAge (West). This is part of Influx's initiative towards Corporate Social Responsibility. Each month, from May 2009 to April 2010 they will contribute the above amount to the cause, from the sale of their products, making a total contribution of Rs. 3 lakh. Looking on are HelpAge and Influx staff members.



Mr. Deepak Verma (left) Factory Manager, Asian Paints, Kasna Plant, Gr. NOIDA, Asian Paints and Dr. H.S. Bakshi, National Director (Advocacy), HelpAge, display the signed MOU between HelpAge & Asian Paints at the Asian Paints, Kasna Plant office in Gr. NOIDA, UP. As per the MOU, Asian Paints will extend financial support of Rs. 8 lakh to Mobile Medicare Unit for Ghaziabad/ Gr. NOIDA for another year.

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HelpAge India

Fighting isolation,  
poverty, neglect

NL/SEPT/09

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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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