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In **Lucknow (UP)**, **Chandigarh** and **Bhopal (MP)**, **Bengaluru (Karnataka)** senior citizens, school & college students, educationists and eminent citizens pledged their support for the cause of the elderly. In **Guwahati (Assam)**, **Panaji (Goa)**, **Hyderabad (AP)** and **Shimla (HP)** walkathons were the medium to spread awareness about the growing need for value education. Students, teachers, principals, senior citizen representatives participated in signature campaigns in **Bhubaneswar (Odisha)**, **Raigarh (CG)** and **Jaipur (Rajasthan)**. Cultural programs and competitions emphasized the importance of intergenerational bonding between the young and the old in **Dehradun (UK)**, **Jammu (J & K)**, **Ahmedabad (Gujarat)** and **Thiruvananthapuram (Kerala)**.

SAVE program at Sri Chaitanya Techno Schools Sensitizing school children through sports



Dr. D. Purandeswari (3rd from left), Minister of State for Human Resource Development, Department of Higher Education, Govt. of India, gives a cheque donation of Rs. 50 lakh to HelpAge India on behalf of the students of Sri Chaitanya Techno Schools. (from left): Mr. S Dass, State Head, Andhra Pradesh, HelpAge, Ms. B. Arunakumari, Principal, Chaitanya Techno School, Himayath Nagar, Hyderabad (AP) Mr. M. Charan, Director, Chaitanya Techno Schools, Mr. Ravi Kiran, Principal, Chaitanya Techno School, Nallakunta, Hyderabad (AP) Mr. Subhakar Reddy, Manager, Resource Mobilization and Mr. Mohd. Raza Mohammed, Joint Director, Resource Mobilization, Hyderabad (AP), HelpAge.



Winners (from B B S School & R S V School of Sadul Cricket Academy) of the BIKANA Students Premier League (BSPL) pose excitedly with their trophy at a charity cricket competition organized by HelpAge to sensitize school children towards the cause of the elderly. (from right): Mr. Rajendra Purohit, Sr. Executive, HelpAge, Mr.

Tolaram Padiwal, Director JBTO, Mr. Ashok Ori, President, of District Cricket Association, Bikaner and Former Secretary Rajasthan Cricket Association, Mr. Nilesh Nalvaya, State Head, Rajasthan, HelpAge, Mr. Sandeep Julka, Divisional Head-LIC, Mr. Mohanlal Rawat, first Ranji Player, Bikaner, Mr. Ramkishan Acharya, member, DCA and Owner of Dharnidhar ground, Mr. Bahwalal, President, Bikana Elder Federation with MMU-Bikaner Team.

HelpAge India is recognized for its services

ICAI awards HelpAge India for Excellence in Financial Reporting 2010-11



Mr. Rakesh Goswami, Director Finance, HelpAge, is congratulated before receiving the ICAI Award on behalf of HelpAge India for its Annual Report and Audited Accounts showcasing Excellence in Financial Reporting in the Not for Profit Sector, from CA Mr. K Rahman Khan (first from left), Deputy Chairman, Rajya Sabha, CA Mr. G Ramaswamy, President, ICAI & Dr. M Veerappa Moily (centre), Union Minister for Corporate Affairs, Govt. of India.

Award for Outstanding Contribution to Social Welfare 2011



Mr. Mathew Cherian, Chief Executive, HelpAge, receives the PHD Chamber of Commerce Award on behalf of the organization for Outstanding Contribution to Social Welfare from Smt. Meira Kumar, Honorable Speaker of the Lok Sabha at a function in New Delhi. (from left): Mr. Suman Jyoti Khaitan, Vice President, Mr. Sandip Somany, Senior Vice President, Mr. Salil Bhandari, President, and Mr. R. K. Saboo, Chairman Awards Committee, from the PHD Chamber of Commerce and Industry.

Thank You: F.C. Sondhi & Co. (India) Pvt. Ltd, The Cricket Specialists, Jalandhar (Punjab)

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
Editor: Ms. Madhu Madan
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/-



EDITOR Speaks

The new year began on a mixed note for HelpAge. On one hand the HelpAge – NDTV Viewers supported village 'Tamarakulam' bore the brunt of Cyclone Thane, which brought in its wake damage & destruction for village elders, while on the other hand, the elders in the suicide belt in Vidarbha (Maharashtra) received a new lease of life with a self sustaining social security program involving the Community.

Healthcare initiatives received a strong boost with the launch of three Mobile Medicare Units (MMUs). National Small Industries Corporation Ltd. (NSIC) donated a replacement vehicle for Delhi (NCR), ONGC helped start a new MMU in Midnapore (West Bengal) and Narmada Hydroelectric Development Corporation Ltd. sponsored a vehicle in Khandwa (MP). NSIC also supported 6 health camps in Delhi.

SAVE (Student Acton for Value Education) program was launched successfully nationwide, with children across the country pledging their support to the cause.

HelpAge was recognized for its hard work and received four 4 awards for its outstanding work in Social Welfare and Excellence in Financial Reporting.

HelpAge India is now on Facebook, YouTube & Twitter. We encourage you, as well as your family and friends, to join our Group and Fan page on Facebook and help spread awareness.

With the winter chill behind us and the scorching summer days ahead, let's pause to think of those elders amongst us who don't have the shelter or support to face the harshness of life. Thank you for your support and I look forward to continuing working together with you in our mission of serving disadvantaged elders.

Madhu Madan
Madhu Madan

Country Head
Resource Mobilization & Communications



Community Managed Self Help: Moving Out of Penury



An elderly woman contributes two fistfuls of Jowar, to startup a Community Based Grain Bank in debt ridden Vidarbha Region (Maharashtra), while Mr. Rajeshwar Devarakonda (second from right), Head (Social Protection & Emergencies), HelpAge, looks on.

Inspired by this concept, HelpAge India along with the help of local Elder Self Help Groups (ESHGs), has initiated a Grain Bank system. To begin with, the ESHG members were asked to bring in two fistfuls of grain from home. With 30 such persons bringing two-fistfuls of *Jowar* (or Sorghum, a major staple food grain crop in India), they collected about 2.7 – 3 Kgs at one meet, which they added to a common pool of Grain. Realizing how a "mere" fistful provides life giving support, the group members decided to make it an annual feature in their village. After harvest each year, the group members on a chosen day contribute as per their capacity to this Grain Bank which would serve as a reserve to be used in the time of emergency, a future investment.

HelpAge India then adds a matching contribution to this, in the first year, as a mark of solidarity to augment the program further. Furthermore, HelpAge sources the grain from the local ESHGs themselves, at the prevailing market rate, thus helping the local economy too. The programme initiated in 4 villages initially, has now spread to 7 villages. The groups have in all collected 1747 Kgs of *Jowar* which has a value of Rs. 18,998.

A redeeming feature of the concept is that, in the unlikely event of no demand or emergency, the groups dispose about 75% of the grain during off-season when the prices soar. For instance, if the cost of a kilogram of *Jowar* at harvest was Rs. 12, the same *Jowar* would be sold for Rs. 16-18 per Kg during off-season. The collected grains also need not be transhipped to the market, since the market could be available within the village. Thereby, it also helps to prevent cash out-flow and moving into the clutches of the money lender-trader. Profits thus generated, will be then used to support households headed by destitute elderly women in the village, and other such individuals.

Replication of this model has come into immediate effect in the Cyclone affected coastal villages of Odisha. Here the women in the Elders Self Help Groups felt that taking out a fistful of rice at the time of cooking, would make no dent in the consumption. Therefore, the two fistfuls of rice collected are aggregated over a week and pooled at the weekly ESHG meeting, the circulation and provision terms being similar. 10 such Grain Banks have been planned in these villages. This small no-cost to family innovation, recognizes the elderly as providers too, and challenges the assumption of them being simply recipients of aid.

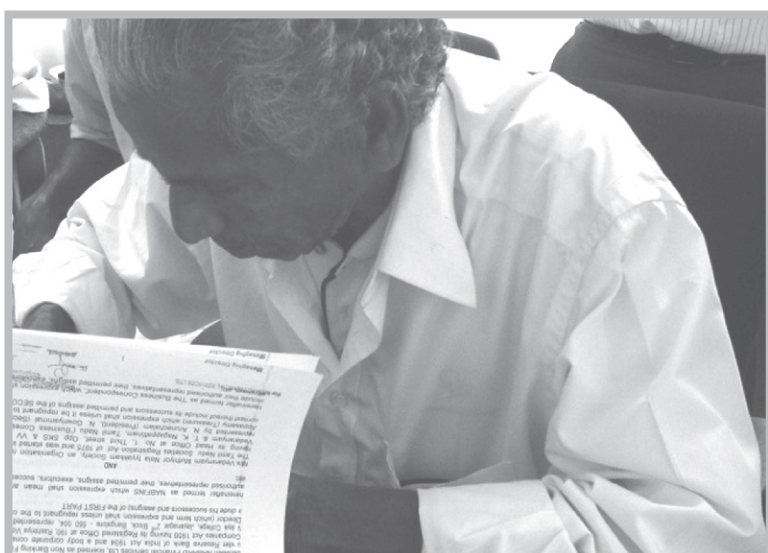
Cyclone affected elders village strives towards normalcy

The New Year had an ominous start for the people in Cuddalore and Chidambaram districts in Tamil Nadu, which were hit by Cyclone Thane. The cyclone caused extensive damage to the HelpAge-NDTV Elders Village, namely 'Tamarakulam' in Cuddalore. It severely affected water and power supply in the village. Essential commodities like water, food, electricity became scarce and reconstruction work had to be started immediately. HelpAge India rushed 3 Mobile Medicare Units and Water Tankers to help villagers tide over the first few weeks of the disaster. A Genset given by the administration was installed to run the drinking water borewell to provide basic drinking water to the villagers. Slowly life is now returning to normalcy for village elders.



Elder Self Help Groups Initiative

Three district level Federations of Elder Self Help Groups of Cuddalore, Nagapattinam and Vedaranyam in Tamil Nadu entered into an agreement with NABARD Financial Services Ltd. (NABFIN) marking a milestone in the empowerment of Elder Self Help Groups. Mr. C. P. Mohan, Managing Director, NABFIN represented NABARD Financial Services Limited on the occasion to extend micro-credit services to Self Help Groups in the area.



Mr. N. Arunachalam, President, Vedaranyam Project Level Federation, Tamil Nadu, signs the agreement with NABFIN (NABARD Financial Services Limited).

Social Responsibility through Art

A Social Responsibility Award function was organized in Dehradun (Uttarakhand), to felicitate schools who have contributed to the cause of the elderly. A 3 day painting exhibition by 73 year old artist, Ms. Monica Talukdar, was also organized to showcase her spellbinding work. A true example of Active Ageing.



Ms. Anupama Datta (left), Director, Policy Research & Development, HelpAge, welcomes Smt. Margaret Alva, Governor of Uttarakhand to the Award function, at the Governor's house in Dehradun.

A New Chapter for Healthcare Services

Healthcare began the next phase of its journey with the launch of more Mobile Medicare units (MMU) and a Dementia Day Care Centre.

Delhi (NCR)



Dr. H.P. Kumar, Chairman and Managing Director, National Small Industries Corporation Ltd. (NSIC) inaugurates a Mobile Medicare Unit donated by NSIC as part of its CSR initiative, for better healthcare for the needy elderly. Looking on are Mr. Mathew Cherian (second from left), Chief Executive, HelpAge and other members from NSIC and HelpAge.

Kolkata



Mr. Ranjit Kumar Sinha (left) plays a boardgame with a carer at the newly opened Dementia Day Care Center for the elderly in Kolkata (WB).

Midnapore



Mr. Sahastra Budhe – Executive Director, ONGC Kolkata, flags off a Mobile Medicare Unit in Midnapore, West Bengal. Looking on are Mr. Georgy M. Varghese, Director, Health Services, HelpAge and Ms. Sharmila Majumdar, Territory Head – West Bengal and North East, HelpAge. This is the 20th MMU donated by ONGC to HelpAge India. ONGC is supporting 20 HelpAge MMU's across 8 states for a 5 year period. The first of these was launched in September, 2010.

SAVE campaign launched nationwide

Aimed at inculcating age care values within young students and sensitizing them regarding elder needs, HelpAge India launched the SAVE (Student Action for Value Education) program on International Day of Older Persons (IDOP). In the national capital, Mr. Mukul Wasnik, Union Minister of Social Justice & Empowerment, Government of India, formally launched the program, while Mr. Susmit Bose, popular urban folk singer launched the SAVE Anthem.

States across the nation launched SAVE through various events such as signature campaigns, rallies, intergenerational walkathons, cultural events, health camps etc. Here below are some snapshots from the countrywide launch.

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Delhi



(from left): Ms. Kiran Mehra-Kerpelman, Director, United Nations Information Centre, New Delhi, Ms. Grace Pinto, Managing Director, Ryan International Group of Institutions, Mr. Mukul Wasnik, Union Minister of Social Justice & Empowerment, Govt. of India, Mr. M.M. Sabharwal, Member, National Policy on Older Persons Review Committee and President Emeritus, HelpAge, Mr. Amal Ganguli, President and Mr. Mathew Cherian, Chief Executive, HelpAge, release the SAVE Pledge.

Chennai (Tamil Nadu)



Elderly perform at the dance competition held in Chennai. HelpAge organized a day long program, beginning with a walkathon at Marina Beach with special emphasis on "Healthy Ageing" supported by Ministry of Social Justice and Empowerment in Chennai. School students performed and entertained the gathering. Over 700 elders from different 23 Old Age Homes and HelpAge India community based projects along with college students participated. This was followed by cultural programs and competitions involving more than 800 elders at Kuchalambal Kalyana Mandapam, Chetpet, Chennai.

Mumbai (Maharashtra)




A student greets an elderly lady at the intergenerational walkathon on IDOP in Mumbai. 400 school children, senior citizens, beneficiaries, volunteers from colleges and corporate representatives took part in the event which culminated with HelpAge honouring those elderly who have made a difference to the lives of others. The chief guest on the occasion, Mr. Sachin Ahir, State Minister of Social Welfare and Justice, Govt. of Maharashtra, urged the gathering to bridge the gap between the young and the old.

Kolkata (West Bengal)



Students pledge their support for the senior citizens' cause during the "Grannies Sports Day" organized by HelpAge Kolkata, commemorating the SAVE initiative. 70 students from various city schools like Lakshmipta Singhania Academy and South City International School and 60 grannies from old age homes in Kolkata participated in the event at Chetla Central Park, Kolkata. Various games involving senior citizens were played and the winners rewarded.

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<i>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.</i>		

REFERENCES	
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