

COVER STORY: HelpAge India voices the Demand for Universal Pension for elders

40*i* HelpAge India

Years of helping elders live with dignity



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HelpAge NEWS

EDITOR Speaks



Dear Readers,

We step into the New Year, with gratitude for the year gone by and hope for the year ahead that we continue our journey and look forward towards reaching out to more disadvantaged elders and helping them live life with dignity and independence.

Reminiscing on our journey of 2018, it has been a challenging year, as we faced the worst floods of the century in Kerala. The entire southern state was in shock, as lives, land and livestock were destroyed by the disastrous floods. HelpAge India's rescue and relief team was on ground working non-stop, rescuing people and providing relief kits and much needed emergency medical care to the survivors, of whom the worst hit were the elders. As normalcy returns to the state, HelpAge India is working on Medical Rehabilitation Centers in Kerala, to help bring the health system back to normal. It is with immense gratitude that we thank everyone who came forward to help us in this time of need.

This year we rallied with elders on 'International Day of Older Persons,' and raised the 'Demand for Universal Pension'. To mark the day, signature campaigns, walkathons and cultural events were organized throughout the country and were attended by elders and youth alike. The national capital marked this day by commemorating elders and dignitaries who have supported us in our efforts to help the disadvantaged elderly. The event was graced by the Former President, Mr. Pranab Mukherjee who supported the Demand for Universal Pension.

We are deeply grateful and acknowledge the tremendous support of all our donors, corporates, individuals, schools and volunteers who have supported us in our efforts to provide a life of dignity and self reliance for our elders. On behalf of the HelpAge India family, I wish you all a happy and bright New Year!

Sonali Sharma
Director - Communications

HelpAge India supports elders in the Demand for Universal Pension

HelpAge India marked 'International Day of Older Persons' (IDOP) nationwide, supporting the 'Demand for Universal Pension' for elders. The campaign 'Right to Pension' was carried out through events such as signature campaigns, walkathons, street plays etc. in different parts of the country. Elders from Tamil Nadu, Andhra Pradesh, Telangana, Puducherry, Bihar, Rajasthan and West Bengal came all the way to the capital to participate in a massive rally to put forward their Demand for Universal Pension. In the national capital, the Former President of India, Mr. Pranab Mukherjee, graced the function and shared his views on the importance of pension for elderly, besides felicitating centenarians and honoring our donors for their immense contribution to the elder cause.

DELHI



Mr. J.C. Luther, Member, Governing Body, HelpAge India, receives the 'Good Governance Award' from Former President of India, Mr. Pranab Mukherjee (centre), while Mr. Mathew Cherian (left), CEO, Mr. Kiran Karnik (second from left), Chairperson & Mr. Rohit Prasad (right), COO, from HelpAge India, look on.

Here are some snapshots from across the country:

JAMMU - J & K



In Jammu a Signature Campaign is under way with 150 students and elders signing on their support for the Demand for Universal Pension. The event was organized in collaboration with Central University of Jammu, Department of Social Work. Prof. Ashok Aima, Vice Chancellor, University of Jammu, presided over the event.

GUWAHATI - ASSAM



In a meeting held in Guwahati, the Government of Assam declares Universal Pension to all senior citizens in Assam. The State allocated a sum of 400 crore for the year 2018-19 for an estimated 16 lakh senior citizens.

PATIALA - PUNJAB



80 students along with university staff participate in an awareness rally at Punjab University, Patiala. The rally was flagged off by Dr. B.S. Ghuman, Vice Chancellor, Punjab University, Patiala.

LUCKNOW - UTTAR PRADESH



Ms. Rani Swarup Kumari Bakshi (centre), receives the 'Shatayu Samman Award' from Mr. Ramapati Shastri (left), Hon'ble Minister, Social Welfare, Uttar Pradesh. Mr. A. K. Singh (right), State Head, HelpAge India, Uttar Pradesh, and members of HelpAge staff look on.

CHENNAI - TAMIL NADU



Elders receive wheelchairs, walking sticks and walkers to help with their mobility on IDOP. The equipment was funded by Thatikonda Vatsala Ramachandra Foundation.

HONORS - 2018 AWARDEES

The following awardees were honoured at the felicitation ceremony at the national capital during IDOP celebrations:

- **Golden Award to Dr. Babasaheb Pandurang Adhav**, 84 years, for his exceptional contribution towards the welfare of society both during pre and post retirement period.
- **Samson Daniel Award to Ryan Group of Schools** for the educational institution that made the highest contribution towards the elder cause.
- **P L Roy Award to Cipla Foundation**, for its outstanding contribution to Corporate Social Responsibility towards elders and their community.
- **Gold Plate Award to SJVN Foundation** for the corporate which made the highest contribution towards the cause of the elderly.
- **Silver Plate Award to Asian Paints Ltd.** for the corporate which made the second highest contribution towards the cause of the elderly.
- **Bronze Plate Award to Deutsche Bank** for the corporate which made the third highest contribution towards the cause of the elderly.
- **Social Responsibility Award** was conferred upon the **HelpAge India Kerala Team**, for their exceptional commitment to helping rebuild lives of the elder survivors of the Kerala floods.
- **Good Governance Award to Mr. J. C. Luther**, Member, HelpAge Governing Body for good governance in the HelpAge India governing body.

AHMEDABAD - GUJARAT



Mr. Anil Kumar Massey (left), Former State Head, Gujarat, HelpAge India, and Mr. K. B. Barot (right), President, K. K. Nagar Senior Citizens Forum, flag off the walkathon emphasizing the Demand for Universal Pension along with Shri I. C. Shah (second from left), President, Megacity Federation of Sr. Citizen and Mr. Chimanbhai Patel (second from right) President, Senior Citizens Club, Maninagar, along with other senior club members.

RANCHI - JHARKHAND



Senior citizens and students participate in a inter-generation walkathon in Ranchi, putting forth the Demand for Universal Pension for elders.

GOA



An Inter-generational walkathon is flagged off by Mr. Shaswat Gupta Ray (third from left), Editor, Gomantak Times, while students from St. Michael High School, Taleigao,

Goa, Mr. Dattaprasad Pawaskar, State Head, Goa, HelpAge India, Rev. Father Ciprian D'silva (centre), Mr. Janu Ruzario, social worker and teachers of St. Michael High School cheer on.

KOLKATA - WEST BENGAL



Elders sign on their support for the Demand for Universal Pension at HelpAge India's Mobile Healthcare Unit (MHU) site in Belgoria, 24 Parganas, Kolkata, West Bengal, marking IDOP in the state.

MUMBAI - MAHARASHTRA



Ms. Shamita Shetty (centre), actor from the Indian film industry, interacts with elders during the IDOP 2018 celebrations organized by the Mumbai HelpAge India team. Her compassion and commitment towards the cause of the elderly, helped amplify the elder voice especially this year's theme of the Demand for Universal Pension.

HelpAge Helpline reunites lost elders with their families



Ramaiah, aged 65, was found sitting on the platform outside Kilpauk

Housing Board, Chennai, Tamil Nadu. He has no family and was unable to work or look after himself. He was referred to the HelpAge Helpline by Mr. Arul, a local resident. The helpline team organized a safe shelter for him at Mercy Home. Ramaiah is thankful to the helpline staff & L & T Construction (project donor) for the safe haven, he now calls home.



Mr. Hansraj (second from left, front row) reunited with his family in Bindapur, Delhi. after being missing for weeks. He had lost his way & was found wondering on the streets due to loss of memory. Flyers were posted around his residence to help locate him. The HelpAge

Helpline team recognized him from the flyers and reunited him with his family. Today, Hansraj lives amongst the comfort & security of his loved ones.

Toll Free Elder Helpline 1800-180-1253



KERALA: REBUILDING LIVES

6479 Medical treatments, 2790 family relief kits for continued rehabilitation work



Kerala witnessed one of the worst floods of the century as flood waters wreaked havoc in the state. Lakhs of people lost their home and were without shelter and food, even clean water was difficult to find as floods and landslides not only destroyed property and livestock, but disrupted electricity and the water supply. Due to excess water, the danger of water-borne diseases increased, claiming more lives and spreading fear amongst people.

While disaster in any form affects all, but elders suffer the most. Due to age, their mobility is restricted and therefore seeking shelter or rushing to safer ground becomes difficult. The Government of Kerala face a huge task of rebuilding the state requiring major development challenges, faced by the state in a 100 years.

People from all across the country and the world, stood together to support those affected in Kerala. HelpAge India

started rescue and relief operations immediately and worked against all odds at ground zero. A total of 6479 treatments were carried out through 94 camps by 6 Medical Healthcare Units. 2790 families were reached out with relief kits (*food + non-food*) in Idukki and Wayanad district, covering an area of 1228 sq.kms. HelpAge provided medical treatments and relief kits to the needy in tribal areas of Wayanad, Idukki, Palakkad and Pathanamthitta.

Mr. Mathew Cherian, CEO, HelpAge India, visited the disaster site to assess the situation and plan for implementing the rehabilitation phase. Although, the government has already started the rehabilitation work in the state, it will take time and efforts to restore normalcy in Kerala. HelpAge India is doing rehabilitation work in the most severely affected areas of Idukki and Wayanad districts. The focus is on medical rehabilitation and bringing the health system back to normal.



STUDENT ACTION FOR VALUE EDUCATION (SAVE)

Panchkula - Haryana



Dr. Anil Pathak (second from right), Principal, DAV Senior Secondary Public School, Sector-8, Panchkula, along with Mr. Anu Prabhsood (right) & Ms. Uma Nijhuan, school staff members, receive the HelpAge Trophy of Appreciation, for the school's contribution of Rs. 97, 000 towards the elder cause from Ms. Arti Tikoo (left), Deputy Director, Resource Mobilization, HelpAge India, Chandigarh.

Moga - Punjab



Ms. Vijaya Jeba Kumar (left), Principal, Sacred Heart School, Moga and Ms. Gill (right), from the administration department of the school, hand over a cheque of Rs. 2.7 lakh to Ms. Arti Tikoo, (centre), HelpAge India, Chandigarh.

Rajkot - Gujarat



Students from PV Modi School, handover a cheque of Rs. 2.7 lakh to Mr. Vinod Parmar (third from left) Senior Executive, HelpAge India, as Mr. Paras Modi (left) and Dr. R. P. Modi (second from left) Founder of Modi Group of Schools, Rajkot look on.

Planting seeds of HOPE on World Peace Day!



On the eve of 'World Peace Day', HelpAge India, team Punjab, celebrated the day by helping elders plant trees at old age homes in Patiala.

Bikana Elder Federation gets a boost!



Shri. Arjun Ram Meghwal (centre), Member of Parliament, Rajasthan inaugurates the opening of Vriddh Jan Gram. He has granted Rs. 10 lakh from the MP quota to Bikana Elder federation for the setup.

CORPORATE SOCIAL RESPONSIBILITY

Health is a major concern for all elders in our country, therefore HelpAge India works hard to provide basic healthcare facilities to disadvantaged elderly and help them live a life of dignity and freedom. We are grateful for the support of the corporates who have supported us and shown their sensitivity and concern for the elder cause by providing these elders with hope to live a happy & healthy life.



Mr. Mathew Cherian (right), CEO, HelpAge India, receives a direct donation of Rs. 1 crore from the Trustees of the Sarojini Trilok Nath Trust along with Ms. Madhu Madan (second from left), Country Head, Resource Mobilization, HelpAge India.



HelpAge India partnered with Asian Paints Ltd. by organizing a special eye camp for the destitute elderly of Dhamad Village, Rohtak, Haryana. The objective was to provide free health-check-ups to the poor needy elders in the community they live in.



Mr. G. M. Rao (centre), Chairman, GMR Group Delhi, celebrates his birthday in a unique way, with Delhi International Airport Limited, donating Rs. 27 lakh for running two Mobile Healthcare Units in Delhi. Looking on are senior members of HelpAge staff.

Leave No One Behind

HelpAge India conducted a National CSR Conference 'Leave No One Behind', bringing together key members of the corporate industry, government and civil society, to examine the possibilities of leveraging CSR initiatives, to enhance inclusion of marginalized communities in the process of economic & social development. The chief guest was Dr. Amarjeet Sinha, Secretary - Ministry of Rural Development, Govt. of India.

The discussions centered on the need for CSR to address larger societal issues, to go beyond merely meeting statutory guidelines. CSR should aim to fulfill the Social Development Goals via inclusion of those often left behind. In particular, older people, especially older women are among the most disadvantaged sections of Indian society. Social protection, basic services and infrastructure should be made accessible to all.



Mr. Mathew Cherian (left), CEO, HelpAge India, addresses the audience while Mr. Rajeev Mehrotra (second from left), CMD RITES Ltd; Ms. Rema Mohan (third from left), CEO, NSE Foundation, Mr. Praveen Karn (third from right), CSR Head, Spark Minda, Dr. Amita Joseph (second from right), Director - BCF and Mr. Anurag Mishra (right), COO, CIPLA Foundation look on.



Ms. Madhu Madan (third from right), Country Head, Resource Mobilization, HelpAge India and Mr. Awadesh Prasad (fourth from right), AGM CSR, SJVN Limited, hold up the signed MOU for 20 specialized health camps to be supported by SJVN Limited. Looking on are Mr. N. L. Sharma (second from right) CMD, Mr. Kanwar Singh (right) Director, Civil, Mr. R.K. Bansal (fourth from left) Director (Electrical), Mr. Arun Kumar (third from left), PR from SJVN, Mr. A. S. Bindra (centre) from SJVN, along with other top officials from SJVN and Mr. Ravi Shankar (left), Deputy Director, Health Services and Mr. Kamal Balani (second from left), Resource Mobilization, from HelpAge India.

Skilled & Financially empowered elders impress at IITF 2018



Elders from Newar, Shimla, (HP), display their homemade products at the Indian International Trade Fair (IITF) 2018, at Pragati Maidan, New Delhi. Processed at the fruit and vegetable processing unit in Nerwa, Himachal Pradesh this is an initiative of 1087 elderly women and men belonging to the 'Khand Vridhjan Federation' formed with 78 Elder-Self-Help-Groups from 20 Panchayats of Shimla. The raw handpicked produce is delivered directly from the farms & orchards and processed at the unit by the elders themselves, assuring the season's best produce.

Kerala Rebuilds - Emergency Medical Relief Centre inaugurated



Ms. Sheeba Jayan (centre), President, Idukki-Kanjikuzhy Gram Panchayat, inaugurates the new Emergency Medical Relief Centre (EMRC) at Kanjikuzhy in Idukki, Kerala. Mr. Jose Paulose (second from left), Chairman, Welfare Standing Committee and Ms. Raji Chandran, Chairman, Health & Education Standing Committee, along with other community leaders were also in attendance. Mr. Biju Mathew (left), State Head, Kerala, HelpAge India looks on. The Centre which started as part of Kerala Flood Relief work, is run in association with the Idukki-Kanjikuzhy Gram Panchayat and supported by Asian Paints. The Panchayat has provided space for five years with free water, electricity at zero maintenance cost.

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