

COVER STORY: HelpAge marks 'International Day of Older Persons'

# HelpAge

NEWS



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**HelpAge India**

Fighting isolation,  
poverty, neglect

## EDITOR Speaks



Dear Reader,

Wishing you all a very Happy New Year! We begin this year with a sense of hope and anticipation to reach out to more elders and help them live a healthy and dignified life.

Looking back on our journey of 2019, it has been quite an eventful year. This year HelpAge marked the 'International Day of Older Persons' in Delhi, highlighting the importance of 'Ageing in the New Times': "Inequalities, Involvement and Policies." To mark the day walkathons, signature campaigns and cultural events were also organized in different parts of the country and were attended by elders and students alike. To provide senior citizens a platform to voice their concern on the subject of abuse and harassment, a seminar was also organized in the national capital on "The Maintenance and Welfare of Parents Senior Citizens Act" with the association of Confederation of Senior Citizens Associations of Delhi.

For the first time to encourage Active Ageing, HelpAge came on board as the 'Institution Partner' for the Airtel Delhi Half Marathon 2019, where more than 1500 senior citizens participated in the run, showing their unbeatable spirit as they got on to the streets of the national capital in the wee hours of the morning, driving home the message of 'Get Active, Stay Active'.

We would also like to give a big shout out to Big FM for supporting HelpAge in their efforts to provide free cataract surgeries to disadvantaged elders by supporting the campaign #IGiftEyeSight.

Our strength in our endeavors comes from our donors – individuals, corporates, and institutions. We are deeply thankful to them for their sensitivity and generosity. Thank you for being with us throughout our journey and we hope you will continue to stand beside us in our future endeavors.

Sonali Sharma  
Head - Communications

## HelpAge marks 'International Day of Older Persons'

DELHI



Mr. Mansoor Dalal (left), Chairman, ASLI, presents the 'Founder's Excellence Award' to Mr. Mathew Cherian (second from right), CEO, HelpAge India, for his exemplary service and dedication towards the elder cause during the marking of International Day of Older Persons in Delhi. Looking on is Ms. Rumjhum Chatterjee (right), Vice Chairperson, and Mr. Kiran Karnik (centre), Chairperson, HelpAge India.

HelpAge India marked 'International Day of Older Persons' (IDOP) in the national capital, by hosting the 2nd Annual Senior Care Conclave in partnership with the Confederation of Indian Industry (CII) and Association of Senior Living India (ASLI) to shed light on the Inequalities, Involvement and Policies for senior citizens in the country. This year too, the day was marked across the country through various events such as inter-generational walkathons, marches, fun activities for elders, seminars etc. Top corporate donors were awarded for their exemplary contributions in supporting HelpAge services for disadvantaged elders.

### HONORS – 2019 AWARDEES

The following Awardees were honored for their contribution to the elder cause at the felicitation ceremony at the national capital during the IDOP celebrations:

- PL Roy Award to SJVN for its outstanding contribution to the elder cause and extensive support towards HelpAge India's healthcare initiatives for nearly 7 years.
- Gold Plate Award to Deutsche Bank for its commendable contribution to the elder cause and for supporting HelpAge India's 'Restoration of Vision' program for 3 years in a row, restoring vision of 55,000 beneficiaries.
- Samson Daniel Award to Ryan International Group of Institutions for the educational institution that made the highest contribution towards the elder cause.



# SNAPSHOTS FROM ACROSS THE COUNTRY

## SHIMLA – Himachal Pradesh



A general health check-up camp was organized for senior citizens at Bachhat Bhawan in Shimla, Himachal Pradesh, on the occasion of International Day of Older Persons.

## KOLKATA – West Bengal



Ms. Sayani Sanyal, Helpline Counselor, Kolkata, HelpAge India, distributes Helpline leaflets to passersby's to raise awareness regarding elder issues on the occasion of International Day of Older Persons.

## MUMBAI – Maharashtra



A inter-generational walkathon was organized at Marine Drive and Nana Nani Park, Girgaon Chowpatty Mumbai, to celebrate International Day of Older Persons.

## VIRUDHUNAGAR – Tamil Nadu



Mr. Siva Kumar (third from right), State Head, Tamil Nadu, HelpAge India, is honored with the 'Best Performance Award for Geriatric Services' by Dr. Vijay Bhaskar (right), Minister for Health & Family Welfare, Govt. of Tamil Nadu, at Rajiv Gandhi Government General Hospital, as other staff members look on.

## HYDERABAD – Telangana



Mr. Mohd. Mahmood Ali (centre), Honorable Home Minister, Telangana, addresses the elder gathering on issues of elder rights and entitlements on the occasion of International Day of Older Persons, in Hyderabad.

## PATIALA – Punjab



Both the young and old show their support towards the 'Demand for Universal Pension' for elderly as they participate in a signature campaign where 500 people signed on their support.

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## CHEMBUMUKK – Kerala



Students of Assisi Vidhyanikethan Public School, Chembumukk, Kerala, participate in a cycle rally showing their support for the elder cause during IDOP celebrations in the school, organized by HelpAge India.

## COIMBATORE – Tamil Nadu



An elderly beneficiary receives physiotherapy treatment at the free health checkup and Physiotherapy camp for elders on the occasion of International Day of Older Persons.

## VIJAYWADA – Andhra Pradesh



Ms. Taneti Vanitha (second from left), MLA, West Godavari, Child and Women Welfare & Disabled and Senior Citizens, Welfare Ministry, Andhra Pradesh, presents the "State Best Institutional Award" to the Guntur HelpAge Helpline team in Vijaywada, Andhra Pradesh, during IDOP celebrations for their extraordinary service to elders in need.

## KOLKATA – West Bengal



Students of Tildanga HS School, West Bengal, participate in a walkathon along with teachers and HelpAge staff to create awareness about the 'Demand for Universal Pension' on the occasion of International Day of Older Persons.

## Surviving the worst

Mrs. Radha Rani Mukherjee, 97 years old, was suffering from Carbuncle in her left hand for weeks. Her husband passed away in 2008 and since then she had been living with her daughter, at Nabadiganta village, Kolkata (WB). HelpAge India's Mobile Healthcare Unit (MHU) team visits Nabadiganta village every Monday. The program volunteer, informed the Mobile Healthcare Unit (MHU) team about Radha Rani's condition and the team visited her immediately.

Radha Rani was found frail, acutely anemic and too weak to even walk. The MHU doctor and the staff visited her and after a thorough medical check-up prescribed her medicines and counselled her daughter regarding her condition, so that she receives the right care.

This Mobile Healthcare Unit supported by GE is a huge relief for villagers like Radha Rani, as there is no proper medical facility available in the village and the villagers have to travel long distances to get basic healthcare. The MHU goes to the village regularly and Radha Rani gets her weekly check-up and medicines on time. She is extremely happy and her health has considerably improved.





## Airtel Delhi Half Marathon, 2019



Defying stereotypes on age and pushing their limits, more than 1500 elders took to the roads of the national capital, as they participated in the Airtel Delhi Half Marathon of 2019, for which HelpAge India was the Institution Partner. HelpAge India encouraged elders to participate in the Senior Citizens Run to promote Active Ageing through its campaign of #GetActiveStayActive. Elders showed their support by turning up in large numbers and put their best foot forward, as they proved that age is only a number when it comes to fulfilling your dreams.

## EMPOWERING ELDERS



Mr. Nabarun Talukdar, Sr. Advocate, Guwahati High Court, addresses the gathering of senior citizens about the Maintenance Act and also on How to make a Will and made them aware of existing Pension Schemes during a Legal Rights Awareness workshop with Koinadhara Senior Citizen Association (SCA) held at Koinadhara L. P. School. 43 Senior Citizens including 5 community leaders participated.



Mr. K.V.N. Reddy, 80 years old, a Yoga guru, learns how to operate a smartphone and maintain safe passwords for his online transactions by an employee of Google during a digital literacy session, organized by HelpAge India, in Hyderabad, Telangana, with the help of young employees from Google. The aim is to make senior citizens become digitally empowered.



## STUDENT ACTION FOR ELDERLY

### KOLKATA – West Bengal



*Ms. Ropée Verma (third from right) Director Tulipan Academy Pvt. School, Kolkata, along with the teachers and students, celebrates Diwali with the elder residents of Kalyan Ashram (old age home), Kolkata. The event was conducted by Mr. Arindam Mukherjee, (right) Manager, Kolkata, HelpAge India.*

### LEH-LADAKH – Himachal



*Staff of HelpAge India sensitizes the students about elder abuse and the underlying importance of community volunteering at a government high school in Chushul, Leh.*

### RAJKOT – Rajasthan



*Dr. RP Modi, Chairman, Modi Schools, Rajkot, inaugurates the Physiocare Center along with students and staff of PV Modi School. Looking on is Mr. Nilesh Nalvaya (third from left) State Head, Gujarat & Rajasthan, along with HelpAge India staff.*

### JAGDALPUR – Chhattisgarh



*An emotional interaction took place between the young and old during an inter-generational program organized at Asha Niwas Old Age Home, Jagdalpur, Chhattisgarh, between the elderly members of Bastar Sewak Mandal and students & staff of Nirmal Vidyalaya.*

### JAIPUR – Rajasthan



*Ms. Archana Mankotia (third from right), Principal of Maharani Gayatri Devi Girls School (MGD), Jaipur, along with senior staff members hand over a cheque donation towards the elder cause to Ms. Vaishali Sharma (third from left), Manager, Resource Mobilization, Rajasthan, HelpAge India.*

### COIMBATORE – Tamil Nadu



*Mrs. Prasanna Radhakrishnan (second from left), Executive Secretary and Principal and Mrs. Chithra Soundararajan (left) of GKD Matriculation Higher Secondary School, Coimbatore, hand over a cheque as contribution towards the elder cause to Mr. Arun Wilson (second from right), Deputy Director, Resource Mobilization and Mrs. Rachel Samson (right), Sr. Manager, from HelpAge India, Chennai.*



## CORPORATE SOCIAL RESPONSIBILITY

Providing basic healthcare to disadvantaged elders, is one of the main focus areas of HelpAge India. We are extremely grateful for the generosity and support of corporates, for supporting our healthcare initiatives, especially our Mobile Healthcare Unit (MHU) program, which provides free medical care to elders by adding quality and hope to their lives.

### FARIDABAD – Haryana



L&T MHPS Boilers Private Limited supported one Mobile Healthcare Unit at Faridabad, to provide primary healthcare services to elders and the communities they live in. Mr. Saurabh Indwar, Chief

Executive & Whole-Time Director, and Mr. Shigeharu Kokuryo, Whole-Time Director & Chief Operating Officer, flagged off the MHU.

### DELHI – NCR



Eye camps and cataract surgeries were carried out in four states - Delhi/NCR, West Bengal, Gujarat and Odisha. A total of 922 surgeries were successfully undertaken under this project supported by NIKON.

### PAN India



TEVA API India Pvt. Ltd. along with its affiliate companies Actavis Pharma Development Centre Pvt. Ltd., and Watson Pharma Pvt. Ltd., extended support for 3 Mobile Healthcare Units, 3000 cataract surgeries and 3000 refractive glasses for poor and needy elders and the communities they live in, across 5 Indian states, viz. Madhya Pradesh, Uttar Pradesh, Goa, Tamil Nadu, and Maharashtra. Further more it has supported flood relief efforts in Maharashtra and Bihar.

### SOLAN – Himanchal Pradesh



HFCL Solan continues its support to HelpAge India for the fourth consecutive year, towards the operation of its Mobile Healthcare Unit at Himachal Pradesh. Elders are made aware of existing medical schemes, as well as given health advice to lead a good quality of life.

### DASNA – Uttar Pradesh



A Mobile Healthcare Unit was launched in the National Capital Region at Dasna in

Ghaziabad, Uttar Pradesh, supported by Healthcare Energy Foods Pvt. Ltd. This is the eleventh MHU running in the NCR region. Seen from left are : Ms. Pallavi, Sr. Manager, Program, and Mr. Kamal Balani, Sr. Manager, RM, from HelpAge India, Mr. Vimal Kumar Sharma, Finance, Healthcare Energy Foods Pvt. Ltd., Ms. Rojibala, State Head, NCR, and Mr. Ravi Shankar, Joint Director, Health Services from HelpAge India and a village representative who were all in attendance.

### TANDA – Uttar Pradesh



Elders get health check-ups during a special Health Camp supported by GE Power Systems India Ltd. in Tanda and Ghatampur, Uttar Pradesh.

### PAN India



Deutsche Bank partners with HelpAge India for the 4th Consecutive Year, for the Vision Restoration Project, across 23 Indian cities. The project will give back eyesight to 10,000 older persons affected by cataract blindness, as well as provide spectacles to 12,500 older persons with refractive errors. In the previous years Deutsche bank has restored 50,000 older persons affected with cataract.

## HEALTHCARE

### SILIGURI – West Bengal



*Mrs. Sadhana Mitra, 55 years receives physiotherapy treatment at Kalyan Ashram, Rathkhola, Siliguri, West Bengal, where more than 10,000 physiotherapy treatments are provided to elders every year and home visits are also organized.*

### DHARMA – Odisha



*A Healthcare Wellness Centre, supported by Adani Foundation was inaugurated by Mrs. Manjulata Mondal (second from left) MP, Lok Sabha, Odisha and Mr. Byomkesh Ray (fifth from right) MLA, Chairperson in District Planning Board and Mr. Shyam Bhakta Mishra (fourth from right), Additional District Magistrate, Odisha.*

### HADOTI – Rajasthan



*Flood affected victims at Hadoti, Rajasthan, receive the much needed medical relief from the HelpAge India's Mobile Healthcare Unit (MHU). Free medicines were dispensed to those affected.*

### NEW DELHI



*HelpAge India partnered with Rasoi on Wheels to feed the needy and homeless people in Delhi. The Food van runs for seven days a week and serves 250 needy persons per day.*

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