

COVER STORY: HelpAge marks 'World Elder Abuse Awareness Day'

HelpAge

N E W S



Vol.18 No.1

April - June 2019



Pic Courtesy: Nikhil Singh

HelpAge India

Fighting isolation,
poverty, neglect

EDITOR Speaks



Dear Reader,

It's been an extremely eventful first quarter, as we relaunched the 'HelpAge SOS' App while marking 'World Elder Abuse Awareness Day'. The App is used as a one stop point to help elders in distress and are in need of rescue and support. The App also gives information on rights & entitlements, market discounts, digital literacy, care giving for elders amongst a host of other topics related to elders. The App was relaunched across the country to fortify our efforts against Elder Abuse and encourage everyone, young and old alike, to download the App and help those in need.

We also released a nationwide report on 'Elder Abuse in India: Role of Family in Caregiving – Challenges & Responses'. The 20 city report focused on the *sandwich generation* aged 30 – 50 years, covering Tier 1 & 2 cities. This is the generation which looks after both their elderly at home and their own children. It is also the generation which has in past surveys by HelpAge, been identified as the primary abuser.

For the first time HelpAge India came on board as an Institution Partner for the TCS World 10K Bengaluru Senior Citizens Run. The event saw massive participation of more than 1000 senior citizens who advocated HelpAge's Motto of active ageing – 'Get Active, Stay Active'.

I am deeply thankful to our team in Odisha for their effort and dedication during Cyclone Fani, by providing medical and relief support to those affected, despite the odds they faced on ground. We also thank our team in Bihar for creating awareness and providing relief and rescue against AES Fever that claimed the lives of hundreds of innocent children.

A special thanks goes to our individual & corporate donors for their incredible support to our work throughout the year. We are also grateful to the young volunteers from schools & colleges across the country, who stand with us supporting our cause to help disadvantaged elders live a life of dignity and hope.

Sonali Sharma
Head - Communications

HelpAge marks 'World Elder Abuse Awareness Day'



NATIONAL CAPITAL - DELHI (from left): Mr. Mathew Cherian, CEO, HelpAge India, Mr. J.R Gupta, Chairperson, Confederation of Senior Citizens Associations Delhi, Mr. Rajdeep Sardesai, Journalist, Author & Media Icon, Ms. Ghazala Meenai, Advisor, National Institute of Social Defense & Former Joint Secretary, Ministry of Social Justice & Empowerment, Mr. Devashish Sharma, Founding Member & Chief Strategic Accounts & Alliances, Peoples Strong HR Services and Dr. Mala Kapur Shankardass, India & Asia Representative, International Network for Prevention of Elder Abuse (INPEA).

HelpAge India marked 'World Elder Abuse Awareness Day' this June across the nation to raise awareness on Elder Abuse. HelpAge also relaunched its 'HelpAge SOS' App, to help elders in distress. Addressing the issue of the challenges for carers, HelpAge conducted a research, targeting the 'Sandwich Generation' (35 – 50 years of age), the primary carers. This is primarily the generation who look after both their elderly parents and their own children. From past HelpAge reports on Elder Abuse, it has been revealed that in most cases the abuser is their own child, i.e. the son & daughters-in-law. The top forms of abuse have been disrespect, neglect and verbal abuse.

The report titled *Elder Abuse in India: Role of Family in Caregiving – Challenges & Responses* was released nationwide, revealed that 35% of the caregivers 'never' felt happy looking after the elderly. 29% caregivers in the family (mainly son, daughter-in-law, daughter, son-in-law) felt the 'burden of caregiving of an elder' was moderate to severe, while 15% felt a severe burden of caregiving. Upto 82% of the caregivers adopted certain strategies to cope up with caregiver burden. 53% caregivers expressed their anger and frustration by writing down their feelings.

While understanding caregiving challenges, HelpAge truly believes that the best care for elders is at home, by their loved ones. It therefore ran a campaign titled 'My Parent, My Responsibility' driving home the fact that there is 'No Excuse for Elder Abuse'. The aim was to sensitize the younger generation and urge them to take on the responsibility of looking after their elders at home.

More than 11,500 elders participated in various HelpAge events marking the day across India, from signature campaigns, to walkathons, seminars, street theatre, cyclothons etc. involving both the young & the elderly.

SNAPSHOTS FROM ACROSS THE COUNTRY

DELHI



The young pledge their support to elders as they support the HelpAge campaign 'My Parent, My Responsibility' during the inter-generational March at Jantar Mantar.

MUMBAI - Maharashtra



Ms. Shamita Shetty, Bollywood film actor, drives home the message that there is 'No Excuse for Elder Abuse', along with senior citizens.

KOCHI - Kerala



Children of Chullickal, participate in a cycle rally spreading the message that there is 'No Excuse for Elder Abuse' supporting HelpAge India's campaign.

SALIENT FINDINGS

Elder Abuse in India: Role of Family in Caregiving Challenges & Responses

- 35% of the caregivers 'never' felt happy looking after the elderly.
- 29% caregivers in the family (mainly son, daughter-in-law, daughter, son-in-law) felt the 'burden of caregiving of an elder' was moderate to severe, while 15% felt severe burden of caregiving.
- It is heartening to note that grandchildren are also taking on the responsibility of taking care of elders upto 41%, by helping them in helping various day-to-day activities.
- Upto 62% sons, followed by daughter-in-law (upto 26%) and daughters (upto 23%) took on the financial burden for daily needs of the elderly.
- 25.7% caregivers felt fatigue and frustration resulting in aggressive behaviour towards their older relative.
- On an average, a family spends Rs.4125 looking after the elderly.
- Upto 82% of the caregivers adopted certain strategies to cope up with caregivers burden. 53% caregivers expressed their anger and frustration by writing down their feelings.
- 78.1% caregivers felt that no policy or measures were adopted by their employers to help them ease the burden of caregiving, regarding elderly at home.
- Upto 32% of the caregivers extended physical care to elderly for Activities of Daily Living (ADL) such as help / assistance in changing clothes, walking, eating, bathing, toileting etc.
- Upto 68% daughters-in-law caregivers were providing physical care for Instrumental Activities of Daily Living (IADL) such as help in using telephone, shopping, preparing meals, housekeeping, washing clothes, transportation, taking medicine, as against the sons, which were upto 51%.
- 30% elders always needed emotional support.
- Almost 70% of the elderly dependants sought emotional support from caregivers at the time of crisis.
- 42.5% of caregivers always have to pay for the medicine bills of the elderly.

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BHOPAL - Madhya Pradesh



Students of Anand Vihar College perform a street play at DB Mall to sensitize the youth and general public about Elder Abuse.

NAGAON - Assam



Shri Jadav Saikia, ACS, Deputy Commissioner of Nagaon District releases the Elder Abuse report.

BENGALURU - Karnataka



Mr. Suneel Kumar, Police Commissioner, Bengaluru, relaunched the 'HelpAge SOS App' along with other dignitaries and HelpAge India staff.

BHUBANESWAR - Odisha



An awareness drive is being carried out through auto-rickshaw messaging by students and volunteers.

Senior citizens 'Get Active! Stay Active!' at the TCS World 10K Bengaluru Senior Citizens Run



Over 1000 senior citizens participated in the TCS World 10K Bengaluru Senior Citizens Run this May, showcasing their undying spirit, as they advocate HelpAge's motto of active ageing – 'Get Active, Stay Active' for which HelpAge came on board for the first time as Institution partner. The event was organized by Procam International and sponsored by TCS. It also witnessed the spirit of 90 plus Ramachandran who took part in the run, challenging his younger counterparts.



Mr. Mathew Cherian, CEO, HelpAge India congratulates 90 plus Ramachandran on completing the 4 km Senior Citizens Run.

A BEACON OF HOPE & LIGHT



Indubai, 67 years, a widow who lives with her son in Kombhane, Ahmednagar, Maharashtra. She had three sons, but two of them died due to alcoholism. She works at a farm along with her son to make ends meet but the drought has affected the entire region making it difficult for them to find work opportunities and earn a living.

To make matters worse, she was suffering from bronchitis and asthma since the last 10 years and was diagnosed with bilateral cataract which resulted in poor vision. Due to her poor financial condition she could not get proper medical attention on time. Six years ago, she came to know about HelpAge India's Mobile Healthcare Unit (MHU) and has been regularly coming for treatment.

She recently had her cataract surgery

under HelpAge's Restoration of Vision program, which was performed free of cost and can now see clearly again. Today, Indubai's overall health has significantly improved and she is extremely happy to get her sight back. Indubai, is extremely thankful to the HelpAge MHU team, for their consistent efforts in helping needy elders like her.



Mr. Mathew Cherian (left), CEO, HelpAge India, interacts with homeless elders at the night shelter at Geeta Ghat Colony, North Delhi, listening to their concerns & problems.



A young HelpAge volunteer in Leh, Ladakh, looks after an elderly bedridden lady who lives alone, as part of HelpAge's caregiving initiative, to help those elders who have no one to turn to.

CYCLONE FANI

Cyclone Fani, termed as one of the most severe cyclonic storms of the decade, hit the coast of Odisha with a wind speed of 175 kmph, leaving in its wake death and destruction of infrastructure, roads, homes and livelihood. 15 lakh people were evacuated by the Odisha government. 14 districts and more than 20,000 villages were affected severely, with 1.35 lakh *pucca* houses completely damaged and more than 7500 huts destroyed. HelpAge India's team immediately got into action, but was faced with the huge challenge of no electricity, no water and no communication in the first 12 days of relief work. Adding to that temperatures post the cyclone, shot up to more than 45 degrees. The relief team ventured into the remotest of villages trying to reach those who were most needy. The immediate need was dry food and ration, medicines, solar lamps, blankets, utensils, mosquito nets, sanitation needs among others. HelpAge thanks donors such as Cipla Foundation, HelpAge International & Age International, HSBC, Axis Bank Foundation, NSE Foundation, ONGC, Give India, for providing the much needed support to the people of Odisha and all those individuals who came forward to help during this time of need.



RELIEF MEASURES

- An immediate Needs Assessment was conducted and essentials food and non-food items was distributed.
- 2449 elderly and their families received dry ration kits and non-food item kits, as relief materials.
- Community Kitchens were set-up for a month, providing much needed food to those who lost everything.
- About 80,000 meals were served in 25 villages in 8 Gram Panchayats of Nimapara block of Puri district.
- The HelpAge Bhubaneswar Mobile Healthcare Unit (MHU) treated 687 people.
- The HelpAge Puri MHU covered 10 villages in Brahmagiri Block and treated 919 people.
- Long term rehabilitation measures for recovery of livelihoods were taken up, such as re-plantation drives – like planting trees of Mango, Jackfruit, Guava, Coconut and Lemon etc.
- 2160 families received 12 fruit plant saplings and vegetable seed kits.

Surviving the worst



Manimala Senapati, 60 plus, of Jagiri village, Puri district, a widow with a mentally challenged son who is dependent on her and two other sons who were agriculture laborers, lived in a small 3 room house with a tin sheet covering as roof. Cyclone Fani in one swift sweep, mercilessly blew the roof away destroying the entire structure, leaving the family with no home or roof over their heads. With no means of sustenance, Manimala & her sons ate the food left sparingly, so they could survive for the next 3 to 4 days. Not knowing where to go and whom to reach out to, HelpAge's Community Kitchen came as a blessing in disguise, saving the family from starvation. HelpAge further provided her with dry food packets and an essential non-food relief kit, to help her & her family through this tough time. "You all have come as Devdoots (angels) to stand by our side during this difficult hour," she said, with a look of relief on her face.

CORPORATE SOCIAL RESPONSIBILITY

We are extremely grateful for the generosity of corporates, for being sensitive and supportive towards the cause of the elderly, especially in the area of elder healthcare. Health is one of the major concerns in India amongst the elderly, and providing basic healthcare and medical services to needy and destitute elders is one of the key focus areas of HelpAge.

HARYANA



A Mobile Healthcare Unit supported by DENSO at Manesar was inaugurated by DENSO's senior management, Mr. Yoshinori Onda (second row: centre), Managing Director, Mr.

Shinchiro Tanaka (first row: third from left), Vice President, and Mrs. Madhu Madan (second row: third from left), Country Head, Resource Mobilization, HelpAge India. Looking on are staff of DENSO and HelpAge India.

NEW DELHI



Inauguration of MHU supported by RITES Ltd. at Delhi NCR. Present are the Senior Management of RITES Ltd. (from left): Mr. Vijai Kishore, Group General Manager, CSR, Mr. Ajay Kumar Gaur, Director Finance, Mr. Rajeev Mehrotra, Chairman & Managing Director, Mr. Ved Parkash, Executive Director, Corporate Service, and Ms. Ashima Saini, Head, Resource Development, HelpAge India.

NEW DELHI



A new MHU was launched in Saket, New Delhi. This MHU was donated by an individual donor Mr. Gupta (fourth from left). HelpAge thanks him for his generous contribution.

SHIMLA – Himachal Pradesh



A Mobile Healthcare Unit supported by Luminous is inaugurated by Shri Thakur Gagret, MLA, and Mr. Vipul Sabharwal, MD, Luminous. Looking on are team members of Luminous and HelpAge India.

COIMBATORE – Tamil Nadu

Oracle continues to support two Mobile Healthcare Units at Coimbatore and Delhi NCR, for the fourth consecutive year. The MHUs bring free medical care and physiotherapy to the doorsteps of poor and needy elders within these areas.



BHUBNESHWAR Odisha



Axis Bank Foundation & H S B C supported HelpAge India's relief efforts for Cyclone Fani for the affected communities in Odisha, via the provision of relief kits containing food items and other essential relief material.

Rishikesh gets its first Elder Helpdesk at AIIMS



HelpAge India establishes an Elder's Helpdesk at AIIMS-Rishikesh in Uttarakhand providing assistance to needy elders.

Elders get Digitally Empowered



HelpAge advocacy officer Mr. Shyam Kumar, teaches a senior citizen how to use the various features of his Smart Phone during a Digital Literacy Workshop organized for elders, by HelpAge at Malaysian Township, Hyderabad.

ADVOCACY: A positive step forward

HelpAge has been advocating for increase and universalization of Pension for elders, urging State Governments to take action. The following states have taken a positive step forward:

Increase in Pension (per month)

- Telangana Government - from Rs. 1000 to Rs. 2016 per month.
- Andhra Pradesh Government - from Rs. 1000 to Rs. 2250 per month.
- Uttar Pradesh Government - from Rs. 400 to Rs. 600 per month.
- Madhya Pradesh Government - from Rs. 300 to Rs. 600 per month.
- Himachal Pradesh Government - from Rs. 750 to Rs. 850 per month for 60 plus elders and from Rs. 1300 to Rs. 1500 per month, for those above 70 years of age .
- Haryana Government - from Rs. 1800 to Rs. 2000 per month.
- Punjab Government - from Rs. 500 to Rs. 750 per month.
- Kerala Government - from Rs. 1100 to Rs. 1200 per month for elders 60 -79 years of age & Rs. 1500 to Rs. 1600 per month for those 80 plus.

Universalization of Pension (per month)

- Bihar Government universalized existing monthly pension of Rs. 400 for those 60 plus and Rs. 500 for those 80 plus (*other than for Govt. Pensioners*).
- Assam Government also universalized existing monthly pension of Rs. 250 for all elderly (*other than for Govt. Pensioners*).

Total No. of Pages: 10

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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. Sonali Sharma
Associate Editors: Ms. Sandra Phillips, Ms. Ishanti Ghose

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/-