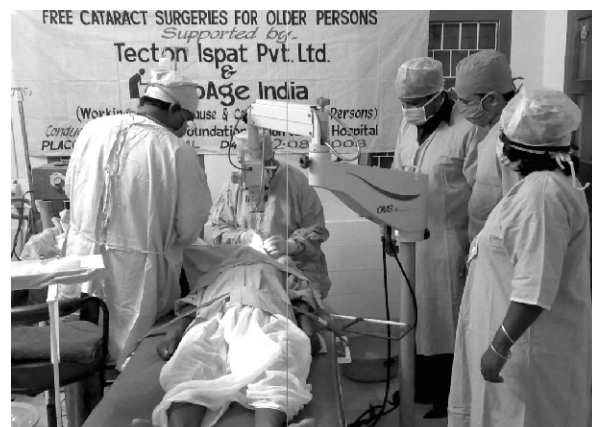


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On behalf of ARR Charitable Trust, Chennai, Mr. A. Sankara Narayanan, Advisor, C.K Birla Group, hands over a cheque for Rs.5 lakh to Mrs. Indrani Rajadurai, National Director (South & West), HelpAge, towards supporting the running cost of MMU Coimbatore. Looking on is Mr. P.R. Anbazhakan, Joint Director-Resource Mobilization HelpAge, (Chennai).



A cataract surgery in progress. Tecton Ispat Pvt. Ltd. has supported 100 free cataract surgeries in Dhenkanal district of Orissa. The project was implemented through S.M Foundation's Vision Care Eye Hospital, Bhubaneswar.

## Reverse Mortgage Counseling Centre opens in Hyderabad



Mr. Arun Ramanathan (second from left), IAS, Finance Secretary (Govt. of India) inaugurates the Reverse Mortgage Counseling Centre in Hyderabad by pressing the remote control device connected to a screen showing the image of the counseling centre. Looking on is Mr. S. Sridhar (left), CMD, National Housing Bank applauding, Dr.K.Rama Krishnan (second from right), CMD of Andhra Bank, and Mr.Vepa Kamesam, Managing Director, Institute of Insurance and Risk Management.



Dr. Daljit Singh Cheema (centre), Advisor to Chief Minister, Punjab, receives a memento of appreciation from Dr. H.S. Bakshi, National Director (Advocacy), HelpAge. Dr. Cheema, as chief guest at a cultural function in Chandigarh for older people, sponsored by WWICS (World Wide Immigration Consultancy Service) promised support of the Punjab Govt. to the cause. Looking on are Mr. Avinash Rai Khanna (left), M.P, Ropar (Punjab), Guest of Honor and Col. B.S. Sandhu, MD, WWICS.

## thank you

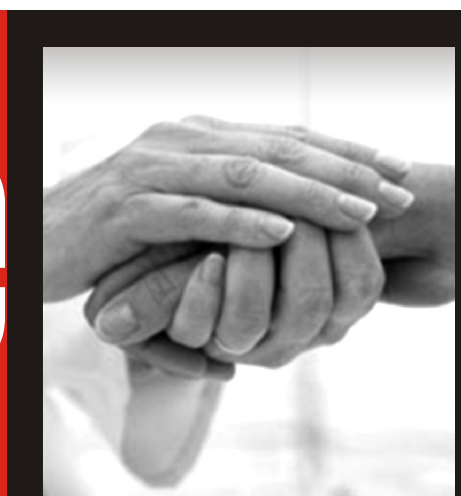
- Asian Paints (Greater Noida, Uttar Pradesh)
- World Family Foundation
- St. Anthony's Higher Secondary School, Shillong (Meghalaya)
- Sacred Heart School, Ranchi (Jharkhand)
- Dalmia Higher Sec. School, Dalmiapuram, Trichy (Tamil Nadu)
- Mrs. Chandra Visvanathan who donated computers for a needy school in Goregaon (Mumbai) identified by HelpAge, in memory of her elder sister Ms. Vimala Visvanathan.

## BOOK POST

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## Bihar struggles to get life to normalcy post floods

Water has finally started receding in most parts of flood affected Bihar, though the new course of the river still continues, and villages like Balua Bihsunpur of Supaul District, remain isolated, with people having to swim to reach other villages. This has severely curtailed the mobility of elders and women in particular.

HelpAge India has been working in Raghapur, Basantpur and Triveni Ganj blocks of Supaul. 1200 relief packages have already been distributed. Another 3100 relief packs consisting of family rations, utilities and shelter material are currently being distributed in the villages.

Each day the HelpAge Mobile Medicare Unit team members had to wade through 3ft-4ft water, to reach families in the interiors of villages located in Raghapur and Basantpur blocks. The purpose was single focused, to reach and attend to the needs of the flood affected families virtually water-locked in these areas, concentration being on medical care.

Basantpur block, lying close to the Indo-Nepal border was first hit when River Kosi breached its embankments. Numerous villages have been fully wiped out in Supaul. The Govt. declared the Bihar flood situation a national calamity and released relief package worth Rs. 1000 crore and 1.25 lakh metric tonnes of food grain.

Cont... to page 2



Making their way to drier land.

Photo Credit: Girish C. Mishra



Mr. A.K. Misra, IAS, Principal Secretary Secondary Education, UP Govt. speaks at the Value Education Seminar held in Lucknow. Also seen are (from right): Sister Patricia, Secretary Association of Catholic Schools, Dr. H. S. Bakshi, National Director (Advocacy) & Mr. Kapil Kaul, Country Head - Advocacy, Resource & Communication, HelpAge, and Mr. Jagdish Gandhi, Founder, City Montessori Chain of School, Lucknow.

## CREATING AN ENVIRONMENT FOR CHANGE

HelpAge has been working towards creating an environment for change in the educational system. The HelpAge team has been meeting up with educationists, school principals and policy makers urging them to include Value Education on age care issues in school curriculums. The aim is to sensitize children on age care issues nationwide from a very young age.

Value Education seminars involving these decision makers, were held nationwide in Uttar Pradesh, Gujarat, Chandigarh, Tamil Nadu, Karnataka, Kerala and Andhra Pradesh, with more in the pipeline. The response has been extremely positive and the initiative has already started creating ripples. The educationists and principals feel it is important, that this area of education be given special attention. They are equally concerned about the erosion of values among the students due to the forces of modernization, industrialization and globalization and are keen to inculcate values leading to children's sensitivity towards the aged and their issues.

In the Chandigarh seminar alone, 59 school principals expressed their views and concerns on the issue to Mr. S.K Setia, Haryana Civil Service - Director Public Instructions (Schools). This in turn impelled the Education Department of Chandigarh to issue instructions to the school principals to make sure that students interact with older people living in Old Age Homes, so that they can experience and understand the love of the aged. Students of selected schools will be urged to spend time with older people and conduct surveys to elicit their views on various issues. Initially, 3 schools will be involved on an experimental basis. On the other hand, the UP Education Board has already decided to include Value Education on age care in the curriculum of schools in the state.

**A definite step ahead, HelpAge is now further propelled to move ahead with single minded focus and hopes to gather support nationwide from the educational system.**

Kapil Kaul  
Country Head  
-Advocacy, Resource & Communication



Cont... from page 1

HelpAge had done a rapid assessment of the situation post the flood in Saharsa & Supaul districts. The assessment methodology included, preliminary identification through Gram Panchayats followed by village level focus group consultations using participatory approach and vulnerability mapping techniques. The aim was to identify vulnerable communities and older people and families within those communities.

HelpAge had set up its base camp in Ratanpura village, in Supaul District, from where the team had traveled on foot. The team personally combed nearby villages and went into the homes of the victims to assess their medical condition. Maximum number of people are being treated for water borne diseases like diarrhoea, dysentery, skin-ailments etc. Base camp has now been set up in Karjain Bazar in the district and an assessment is underway to understand the vulnerability of elderly, in Basantpur and Raghopur blocks for the purpose of long term intervention. We are thankful for the support received from Irish Aid, HelpAge Deutschland & State of Jersey.



Medical relief camp at Vaisi Kali Mandir, Supaul District.

## Moving on from disaster to hope

65 year old Naman Sharma, suffers from acute chest pains, cramped in a shelter, at a settlement camp at Supaul district, made with a tarpaulin sheet and surviving on small amounts of ration provided by the government relief agency, he had not received any medical help. Naman lost everything to the floods.

*"Before the floods came, I enjoyed life, I owned a house, had 2 cows and 4 acres of land for agriculture. Now everything is gone, I don't know what the future holds for me and my family. When the rescue boats came the men wanted us to pay money to be saved. I am responsible for 30 family members and I was forced to part with my life savings of Rs.12,000 to secure them a place on the boats," says Naman.*

He says that he is too scared to access any aid when it does arrive, as the queue would be so long that he would have no chance of getting help. He was too weak to stand and wait and the strong always made it first. He finally got aid through HelpAge MMU team members who gave him medicines, giving him the much needed relief.



Photo Credit: Stephen Legg

## Delving into Palliative Care for Elders



70 year old Lakshmi, of Akkarakori village, Cuddalore District (TN) had no one to look after her despite having a family. As her medical and psychological condition started deteriorating, she was given Palliative support under the "Project Kiran" demonstration module running in Cuddalore.

Sufficient facilities are not available for providing Palliative Care in the country especially for the elderly. When a patient's disease is no longer responsive to curative treatment and life expectancy is relatively short, Palliative Care become virtually essential. It is the care of patients and their families, by a team of trained professionals during that time. A three year plus pilot project has been developed in partnership with Indian Association of Palliative Care & Institute of Palliative Medicine, Calicut, and funded by HelpAge India, Help the Aged and Help the Hospices, (UK). The project started in Kerala and has a demonstrative module in Cuddalore, Tamil Nadu. Nearly 600 health care professionals have been trained in Palliative Care, along with HelpAge MMU staff.

## HelpAge's first old age home in Eastern India



Hena Di as she is fondly called, has found a home away from home at Kalyan Ashram.

has been converted into a modern home for elderly women. There is a library, physiotherapy facilities and round-the-clock access to a doctor apart from weekly health check-ups. Meanwhile in Patna, HelpAge's first ever Dementia Day Care Centre ASHRA was also opened.

## Hyderabad Helpline completes a year



Dr. C.V.S.K. Sarma (third from right), IAS, then Commissioner and Special Officer, Greater Hyderabad Municipal Corporation inaugurates the vehicle for the HelpAge-AASARA Senior Citizens Helpline in Hyderabad. The Helpline completed one year of service to the elderly and has helped 26,000 older people during this course of time.

## Schools show their support

It is imperative to sensitize children at a very young age. They are the foundations of our tomorrow. HelpAge has been working at roping in school authorities and decision makers to make sure that children are sensitive to elderly issues. We would therefore like to thank those schools who have been supportive to the cause.



Mr. Ramakrishnan (second from right), Correspondent of Sankara Vidyalaya, Tambaram (Chennai) receives a gift of appreciation by Mr. P.R. Anbazhakan, Joint Director-Resource Mobilization (Chennai), HelpAge, for contributing Rs.5.74 lakh towards the cause. Looking on are Mr. Viswanathan (right), Secretary, of Sri Sankara Eye Hospital, Pammal, (Chennai) who initiated the efforts in the school to contribute towards the cause and Mrs. Vasantha Mahadevan, Principal, who made it possible.



Mr. Nilesh V. Senjaliya, Principal, Shri.P.V.Modi High School, Rajkot, receives a HelpAge memento of appreciation from Mrs. Indrani Rajadurai, National Director (South & West), HelpAge. The school is the highest contributor to the cause till now in the Western region, for the year, making a generous collection of Rs. 4.25 lakh. Looking on are staff members of HelpAge and the school.



Ms. Satwant Gill (left), Principal MGN Public School, Adarsh Nagar, Jalandhar (Punjab) hands over a cheque of Rs. 1.62 lakh to Ms. Arti Tikoo of HelpAge (Chandigarh), as contribution towards the cause from MGN Public School, Adarsh Nagar, Jalandhar, MGN Public School, Urban Estate, Jalandhar & MGN Public School, Kapurthala.

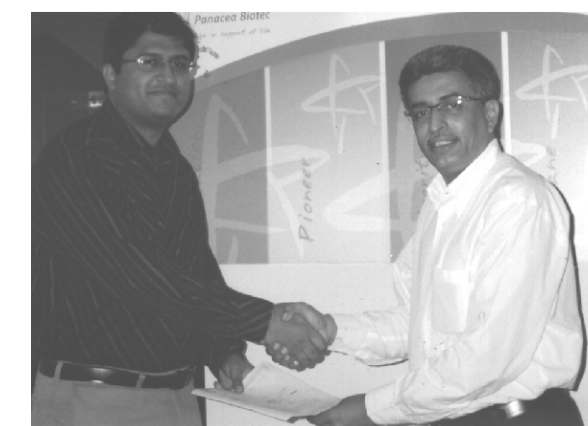
### In her memory



In memory of Late Mrs. Meena Singh, former principal of Bishop Johnson School & College, Allahabad, the students of the school donated. 1.20 lakh for the cause, a program initiated by her during her lifetime. The current Principal, Mr. N.L. Singh and school authorities encouraged the children to be a part of this tribute and noble initiative of hers, resulting in the school contributing the highest ever to the cause in Allahabad city.

## Healthcare gets a boost from corporates

As always, corporates have been strong supporters to the cause. In a recent initiative Panacea Biotech Ltd. entered into a Cause Related Marketing (CRM) tie-up with HelpAge for a year, for all its Lower Family Drugs. It will donate 1% of the sales to HelpAge or alternatively give a minimum donation of Rs.3 lakh to the cause, depending on what is more beneficial to the cause. The Mobile Medicare Unit (MMU) program also has received strong support with corporates like HPCL, Asian Paints and ARR Charitable Trust coming forward to support this healthcare program. Adding on to the fleet, two more MMUs besides MMU Patna were inaugurated at Ramanathapuram (Tamil Nadu) and Jhanjharpur (Bihar). The success of the MMU programme reached new heights as it was chosen for **Limca Book of Records** for being the largest mobile medical service in the country.



Mr. Anuj Reddy (left), Strategic Business Unit Head, DIACAR, Panacea Biotech Ltd. hands over the Memorandum of Understanding to Mr. John Thattil, former Regional Director (West), HelpAge, as per Panacea's CRM tie-up with HelpAge.



Mr. Pranay Kumar, Senior Regional Manager, HPCL, cuts the ribbon of the new vehicle donated by HPCL to HelpAge, to function as MMU Patna. Looking on is Mr. Mathew Cherian (right), Chief Executive, HelpAge.



Local women of Manchanapura Village, Karnataka, test the newly installed hand pump. Under the LDSC Drinking Water Project implemented through St. Thomas Mission Society, in Mandya District, Karnataka, bore wells in 15 villages, and hand pumps in 8 target villages have been installed. Construction of overhead water tanks and installation of water pipes are in the pipeline.

### Abbott Aid

HelpAge has entered into a CRM tie-up with Abbott India Ltd. for nearly 6 months, as per which Abbott will donate Rs.1.50 lakh to HelpAge, through their tie-up for their product Hytrin 2 mg.



HelpAge India

Fighting isolation,  
poverty, neglect

NL/SEP/08

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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.

REFERENCES

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