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Mobile healthcare services in AP gain impetus

Andhra Pradesh (AP) healthcare services for senior citizens got a further uplift with corporates like Asian Paints and GMR Varalakshmi Foundation coming forward to support HelpAge's Mobile Medicare Unit programme by donating vehicles for Patancheru & Shamshabad respectively.



Mrs. Indrani Rajadurai, National Director (South & West), HelpAge India, inaugurates the Patancheru MMU in the presence of Mr. Navjot Singh Chadha, Manager, Asian Paints and Mr. S. Dass, Joint Director (AP), HelpAge India.



Mrs. Indrani Rajadurai, National Director (South & West), HelpAge India, and Dr. Avenish Kumar (right), Programme Coordinator, GMR Varalakshmi Foundation, honor Mr. Ram Reddy & Mrs. Radha Bhai, beneficiaries of MMU Shamshabad. Looking on is Dr. Shobh Ahmed (left), Medical Officer, MMU Shamshabad and Mr. S. Dass, Joint Director (AP), HelpAge India.

This quarter brought in a feeling of nostalgia and remembrance for the elderly through two theatrical musical productions in aid of HelpAge India presented by The Hungry Heart Festival, staged in Delhi & Gurgaon. Both productions - **"Mahim Junction"** directed by theatre veteran Sohaila Kapur & **"Rubaru: RK in Russia"** a film-theatre presentation directed by Rima Chibb & Smriti Bharti, came under the cover of nostalgia, with reflections of **Bollywood** from the 1950's to the 70's, a time when today's elderly were much younger, a time when they had their kind of entertainment and fun, adjectives rarely associated with them today. It was a salute to their spirit, to their life and their time.

Thank you

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Always ready to pitch in - INTAS

HelpAge and Intas Pharmaceuticals Ltd. have had a long association over the years. Intas has always fulfilled its "Social Responsibility" to society and in the process helped innumerable elderly and improved their quality of life. Recently it came on board and entered into a Cause Related Marketing tie up with HelpAge for their product HIFENAC-P, as per which Intas would donate Rs. 0.15 per strip of sale of HIFENAC-P, to HelpAge. We thank Intas deeply for their consistent support to the cause.



The HelpAge Ahmedabad team receives a cheque of Rs. 50,000 from Intas Pharmaceuticals Ltd. representatives. Seen are: Mr. R.S. Pathani (second from left), Sales Manager Mumbai, Mr. Shyamal Mitra (third from left), Sr. Sales Manager Kolkata, Mr. R. Shankar (fourth from left), Sales Manager Chennai, Mr. Pavan Rekhi (fifth from left), G.M. Sales, Mr. Rajnikant Patel (sixth from left), A.G.M. Marketing, from Intas Pharmaceutical Ltd. and from HelpAge (Ahmedabad) - Mr. Anil Kumar Massey (seventh from left), Sr. Manager (Resource Mobilization), Mr. Nilesh G. Nalvaya (third from right), Sr. Manager (Programme), Mr. Krishnanand Kuniyal (second from right), Sr. Executive (Resource Mobilization) and Mr. Ashish Macwan (right), Executive (MMU).



A scene from Rubaru: RK in Russia



A scene from Mahim Junction

EDITOR Speaks

Dimensions of elder abuse are many and vary from physical to financial, social to emotional and criminal. Perhaps, impossible to address only through legal or police interventions; assuming that such action was effective would barely touch (less than) the proverbial tip of the iceberg. The larger responsibility will continue to rest with civil society and interested advocacy groups. Creating awareness about the various forms of elder abuse and build public support and participation to prevent abuse in whatever form it exists, will be crucial to a long term solution. The seminars and workshops conducted nationwide by HelpAge India to mark the World Elder Abuse Awareness Day were largely attended and well reported in the media, triggering positive police action in Delhi.

Small interventions often make a big difference as I discovered on meeting Shri Pathi Ram, a beneficiary of our recently launched physio-therapy centre in Dehradun. Pathi Ram was suffering from pain, reduced muscle power and imbalance due to an untreated fracture, which caused mal-union of bones. The physio-therapy treatment has helped him regain balance and resume daily activities like cleaning and washing - the very basic dignities of life.

The senior citizen movement for rights and entitlements is gaining momentum, a number of independent associations have decided to confederate into district and state associations. This is happening across the country from Faridabad to Bhopal and Shimla to Hyderabad, sending out a message that it is time seniors are heard and their concerns addressed.

Kapil Kaul

Kapil Kaul
Country Head
Advocacy, Resource & Communications

HelpAge marks World Elder Abuse Awareness Day nationwide

65 year old R.S. Nandwani, a retired professor and a widower, stays in a three bedroom flat in Delhi's Janakpuri with only his servant to give him company. Awhile back he was staying with his only son, till it became unbearable. Today, Nandwani finds himself tangled in a court case with his son, being harassed for property.

In a country like India where familial relationships are held in high regard, crime & abuse against the elderly is rarely talked about. But more & more elderly like Nandwani are finding the courage to come out in the open and highlight what is an extremely closeted and complex phenomenon: Elder Abuse. To raise awareness about this very issue HelpAge India marked **"World Elder Abuse Awareness Day"** nationwide, garnering support for the cause, raising awareness about the issue through rallies, signature campaigns, and interactive discussions between senior citizens, policy makers, decision makers, police and media representatives. The day was marked in Delhi, Tamil Nadu, Andhra Pradesh, Karnataka, West Bengal, Goa, Maharashtra, Madhya Pradesh, Gujarat & Haryana.

HelpAge did a quick research on the vulnerability of senior citizens vis - a - vis crime in three major metros of India: Delhi, Bangalore & Mumbai. The national capital took the top slot with crime against senior citizens four times the number in Mumbai and double that of Bangalore.

The sensitization drive on the issue generated mass awareness in the capital and within a weeks time Mr. Y.S. Dadwal, Delhi Police Commissioner announced a **Security Drive for the Senior Citizens of Delhi**, which emphasized on the following:

- Full security Audit of senior citizens homes to be done.
- An inspector in each of the 130 stations in the city will be put in charge of this drive. He will be the nodal officer who will prepare the audit report and inform District DCP's.
- Drive will not be limited to a single visit.
- All police stations have been instructed to ensure seniors are not harassed by property dealers and land sharks.
- Help senior citizens to install basic security equipment like door chains, magic eye, iron grills etc. Liaison with the contractors for the equipment.
- Focus on servant verification: Aim is to verify 80% of domestic help by the end of the drive.



An elderly woman "Says NO to Elder Abuse" and signs her support at Vishrantwadi (Pune).



Elderly form a Human Chain in Cuddalore.



Sensitization of senior citizens on their Rights & Entitlements in Chetla, Kolkata, by Ms. Anuradha Sen (centre), Deputy Director - Programmes (Kolkata), HelpAge India.



Dr. Kiran Bedi (right), first and highest ranking woman officer of the IPS, Dr. Shyamla Pappu, Sr. Advocate of Supreme Court & Member of Law Commission of India and Mr. M.M. Sabharwal, President Emeritus, HelpAge India, stand in united support for the fight against Elder Abuse on World Elder Abuse Awareness Day at Delhi's India International Centre (Annexe) on June 15 to mark the day.

Capitals' Seniors Voice Their Needs **HelpAge India does a quick survey**

Just before election time, HelpAge India did a quick survey across the capital to understand the needs of senior citizens and their expectations from the new Govt. More than 300 senior citizens across the capital shared their views. The respondents were predominantly seniors from the middle income group. HelpAge thanks all those seniors who took out time to fill out a brief questionnaire sent to them giving a better insight into their lives and their needs. The survey brought out some startling facts:

41.4% seniors state that they have been unhappy with past Governments. 248 senior citizens were clear on their priority of demands from the new Government of which **57.41 % stated Security and Health as prime issues.** 30% of these respondents stated "Security from Crime & Abuse" as their main concern followed by a close second of 27.41% for "Better Healthcare for Elderly".

Says Mr. Mathew Cherian, HelpAge India, Chief Executive, "A lot has been focused on the youth, their need to vote, their contribution in forming the new Government, what they want. I hardly see any attention being given to senior citizens and their needs. It is sad considering they are the ones that make sure each election to put that vote in." As per the survey, **96.4% of senior citizens had decided to put in their vote this election.**



The maximum number of responses came from the age group of 61 to 70 forming more than half of the total responses which is 54.3%.

"The senior citizens of Delhi were clearly unhappy with the State Government and wanted the new Central Government to be more assertive in preventing crime & abuse against the elderly and provide affordable & better health care. I am certain that this is a grievance of not only Delhi seniors, but the entire country," says Mr. Kapil Kaul, Country Head (Advocacy, Resource & Communications), HelpAge India.

40% senior citizens felt the Maintenance and Welfare of Parents & Senior Citizens Act had made no visible difference since its inception.

The National Policy for Older Persons which was announced in 1999, states that health care needs of older persons will be given high priority. It would be strengthened and oriented to meet the healthcare needs of older persons as well public health services, preventive, curative, restorative and rehabilitative, will be considerably expanded and strengthened and geriatric care facilities provided at secondary and tertiary levels. The Policy also gives weight to security for the elderly. It addresses the fact that older people are soft targets for criminals. 15% seniors were aware of the National Policy for Older Persons, but a meagre 4.2% felt it made any difference at all.

FACTS:

Sample size: 309
Age spectrum: 51 – 90

Respondents:
82.2% -Male
17.7% - Female

“ 57.41 % state Security and Health as prime issues ”

Age brings with it, its own set of physical frailties with weakness in the muscles, bones and joints being very common, but there is lack of specialized care for the aged. As per the 2001 census, Dehradun has a population of nearly 95,000 elders. With the aim to provide better care for the aged, HelpAge is providing age care services in Dehradun with a physiotherapy centre in Prem Nagar, made possible with the help of the local community, a helpline catering to elders and home visits and physio services for select old age homes in the community. It has been little over six months since the running of the physio programme and already 624 elderly patients have registered themselves.

Age care services in Dehradun



80 year old Pathi Ram gets physiotherapy treatment from physiotherapist Madan Gopal Joshi, at the old age home in Smith Nagar.

Nursing herself back to health



70 year old Kaushalya, a silk sari weaver by profession, became virtually incapable of working due to pain in her knees & shoulders. Regular medical supervision by the doctor of the Mobile Medicare Unit (MMU) in Bangalore, has helped her immensely and today she is back to work in full swing.

School Value Education

HelpAge's Value Education on Age Care has been a successful programme and with sustained efforts by dedicated members of the HelpAge family, more and more schools have been sensitized to think about the elderly. Young students have shown their keenness in wanting to pitch in their bit for the elderly. We thank all these schools for their support.



(from left): Mr. Amit Rana, Pro-Vice Chairman, & Ms. Seema Bhatnagar, Principal, Delhi Public School, Panipat City, receive a memento of appreciation from HelpAge representative Ms. Rojibala Devi. The school gave a donation of Rs. 1.55 lakh towards the cause.



Students of Chinmaya Vidyalaya, Vasant Vihar, New Delhi, interact with an elderly resident of Gharounda old age home in Delhi, during a visit. The school donated Rs. 1.25 lakh in the last financial year.



(second from right) Kumari C.H. Revathi, Kumari P. Deepthi & Kumari G. Manisha, the highest contributing students of St. Mary's Girls High School, Kothagudem, Kamam District (AP) proudly display their prizes and certificates at the prize distribution function organized in the school. The school contributed Rs. 1.08 lakh (approx.) towards the cause. Looking on are (from left): Sr. Benedicta D.Souza, Headmistress, Rev. Sr. Tresa, Superior, Sr. K. Nirmala, Best Motivation Teacher, Rev. Fr. Antony L, Paris Priest and Mohd. Raza Mohammed, Deputy Director - Resource Mobilization (Hyderabad) HelpAge India.

Hospitality and Charity



Mr. Mathew Cherian (centre), Chief Executive, HelpAge India, inaugurates the Banquet Hall of WelcomHeritage Pragati Herbal Garden Resort, R.R.District, Hyderabad (AP) during HelpAge India's National Conference in May.

Healthcare gets a Boost

HelpAge healthcare programme reaches elders across the country who cannot afford primary healthcare or go to a hospital. Over the years it has indirectly impacted their livelihood by helping them back on their feet with renewed vigor. Corporates and individuals especially have been extremely supportive of this programme. We thank them for their sensitivity and contribution.

The Power of One



Mr. Mathew Cherian (centre), Chief Executive, along with Dr. H.S. Bakshi (second from right), National Director (Advocacy), HelpAge India, gifts a bouquet of flowers to Mrs. Chuttani for supporting HelpAge's healthcare programme by taking care of the running cost of both Delhi Mobile Medicare Units. She donated Rs.32 lakh (approx.) for their maintenance for two years. Looking on are Mr. Kapil Kaul (second from left), Country Head (Advocacy, Resource & Communications), HelpAge India, along with HelpAge staff members (from left) Mr. Naved Jamal, Dr. Mishra and Dr. Bobby Poulouse and Mr. Ashok Arora (right).

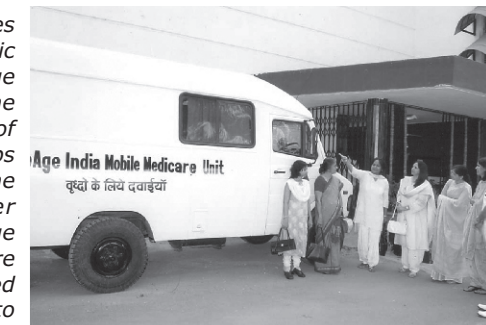
HPCL support



Mr. K. Murali, Director (Refineries) HPCL, inaugurates MMU Mathura while Mr. A. K. Singh, Joint Director-Resource Mobilization (Lucknow), HelpAge India and Mr. Onkar Nath (first from right), Chief Regional Manager, HPCL, along with other HPCL staff look on. This healthcare vehicle has been donated by HPCL.

The Navy comes on board for Geriatric Care

The Indian Navy and Naval Wives Welfare Association celebrated Geriatric Care Week in Mumbai with HelpAge India, where they reached out to the families of sailors and lower cadre of navy staff. General health check ups were carried out for the parents of the employees. Surgeon Commander Sundeep Bhandari, Officer - in - Charge and President of Naval Wives Welfare Association, Mrs. Kanwal Bedi, invited HelpAge along with its MMU team, to share expertise in Geriatric care.



Alkem comes on board!!

HelpAge India has entered into a Cause Related Marketing tie-up with Alkem Laboratories Limited, a pharmaceutical company, which has launched for the first time in India, its product "Donep Syrup" aimed at providing relief to patients suffering from dementia. Alkem will be donating a portion of its revenue from the sale of 'Donep' to HelpAge India amounting to Rs. 5 lakh (approx.).

Bankable Support

Special thanks to SBI Life Insurance, Mumbai, which donated Rs. 19 lakh in the FY 2008-09 for 1900 cataract surgeries to be conducted in Bhopal, Hyderabad, Kolkata and Northern India.

HelpAge India

Fighting isolation,
poverty, neglect

NL/JUNE/09

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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.

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