

Nani congratulates the HelpAge family



Mr. Biju Mathew, State Head, Kerala, on behalf of HelpAge India, receives the 'NGO Leadership Award' at a function held in Kochi, Kerala. The award recognizes the exemplary work done by an NGO towards bringing about social change in society.



Mr. Shyam P Kumar, Advocacy Officer, AP & Telangana, HelpAge India, receives the award for 'Best Elder Services in Youth Category' from the Govt. of Telangana. Looking on are (from left): Shri. Naini Narasimha Reddy, Hon'ble Home Minister, Shri. Tummala Nageswararao, Hon'ble Minister – Dept. of Women, Children, Disabled and Senior Citizens, Mr. Mohd. Raza Mohammed, State Head, AP & Telangana, HelpAge India, and other dignitaries, along with Senior Citizens State Federation leaders at the IDOP celebrations marked by the state Government in Ravindra Bharati, Hyderabad.



On the occasion of Goa's 56th Day of Liberation at Panjim, Mr. Dattaprasad Pawaskar, (right) Manager, Resource Mobilization, Goa, HelpAge India was honored and awarded the 'Best Social Worker Award' in the state by Shri. Manohar Parrikar Hon'ble Chief Minister of Goa.

★ **CRISIL Voluntary Organization (VO) Grading** ★
CRISIL has assigned a grading of 'VO 1A' to HelpAge India. This grading indicates that an organization has a 'Very Strong Delivery Capability and High Financial Proficiency' and is adjusted in relation to other Voluntary Organizations (VOs). The organization's grading is based on its relative capability to achieve its stated objectives in a sustained manner.

Toll Free Elder Helpline **1800-180-1253**

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COVER STORY: HelpAge India marks International Day of Older Persons

HelpAge

NEWS



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EDITOR Speaks

Dear Readers,

We begin this year with a review of the last quarter of 2017. We also, look at how the Union Budget 2018 impacted senior citizens by providing them tax benefits in healthcare and giving higher income from interest. The Budget empowered the country's senior citizens with more power to invest. Though there are some beneficial sops for the middle class elder, there is still much left desired vis a vis the poor elder, particularly in the area of old age pension.

HelpAge India also marked the 'International Day of Older Persons' across the country, through signature campaigns, walkathons theatre performances and forums addressing the issue of Ageism, which is discrimination based on age. We strengthened our fight against it through campaigns throughout the country.

We are very happy to share that HelpAge was assigned a CRISIL rating of 'VO 1A', indicating we have a 'Very Strong Delivery Capability and High Financial Proficiency' as a voluntary organization.

A special thanks goes out to our corporate supporters such as - REC Foundation, Hewlett Packard Enterprise, Deutsche Bank, State Bank of India Capital Markets Limited, Oracle, Hi-Tech Arai Pvt. Ltd. and many others, for their incredible support to our work throughout the year.

We are deeply thankful to all our individual donors, volunteers from schools, colleges, and corporates across the country who stand with us shoulder to shoulder, keeping faith in our work and helping us provide dignity and a life of quality, to thousands of elderly each day.

On behalf of the HelpAge family, wish you a very happy & prosperous 2018!

Sonali Sharma
Director
Communications

HelpAge India marks International Day of Older Persons across the country

HelpAge India marked 'International day of Older Persons' (IDOP) nationwide by strengthening its fight against Ageism which many elders face today, discrimination based on their age. It carried forth its campaign to 'Stop Ageism' through events across the country. In the national capital chief guest, Mr. Sunil Arora, Election Commissioner of India, graced the function at the India Habitat Centre. Besides felicitating centenarians and honouring donors, dance and theatre performances were held to highlight the prevalence of Ageism in society and stress on the importance of inter-generational bonding.



Mr. Sunil Arora, Election Commissioner of India, talks about the importance of treating elders right, marking International Day of Older Persons at the national capital. Looking on are (on the dias from left): Ms. Manjira Khurana, Former Country Head, Advocacy & Communications, Mr. Mathew Cherian, CEO, HelpAge India and Mr. Rajiv Chandran, UN Secretary General, National Information Officer, UNIC.

The day was marked across the country with inter-generational walkathons, marches, street plays, dance performances, signature campaigns etc. stressing on the importance of inter-generational bonding.

Here are some snapshots below from across the county.

KULLU – Himachal Pradesh



Senior citizens along with students of La Montessori School, Kullu, march together to show their support and create awareness on the issue of Ageism in India.

HONORS – 2017 AWARDEES

- **Samson Daniel Award** to **Thakur Public School, Mumbai**, for the educational institution that made the highest contribution towards the cause of the elderly.
- **P L Roy Award** to **Asian Paints**, for its outstanding contribution to Corporate Social Responsibility towards elders and their community.
- **Gold Plate Award** to **HSBC** for the corporate which made the highest contribution towards the cause of the elderly.
- **Silver Plate Award** to **SJVN and Deutsche Bank** – for corporates which made the second highest contribution towards the cause of the elderly.
- **Bronze Plate Award** to **Adani Foundation and GE India** – for corporates which made the third highest contribution towards the cause of the elderly.
- **Plaque of Recognition** to **Hi Tech Arai** – for its strong and steady support towards HelpAge programs.
- **Social Responsibility Awards** were conferred upon **EFE, Cuddalore, Telangana Senior Citizens Confederation and Confederation of Senior Citizens, Delhi.**

BHOPAL – Madhya Pradesh



A young college student shares a special moment with an elder in Bhopal, during a ramp walk to promote inter-generational bonding.

RAIPUR – Chhattisgarh



School students do a musical enactment involving elders from the audience, displaying a beautiful coming together of the young and old in Raipur, bridging the gap between generations.

CHANDIGARH – Punjab



A young man signs on his support in the fight to 'Stop Ageism' during a signature campaign held at Sukhna Lake, Chandigarh. Over 1000 people including school children and senior citizens participated.

SRINAGAR – Jammu & Kashmir



An elder looks on, as his friend signs on his support during a signature campaign held at Alama Iqbal School, Srinagar. More than 200 elders and students signed on their support in the fight to 'Stop Ageism'.

PUDUCHERRY



Students from Achariya School, Puducherry, perform a Bharathanatyam dance for nearly 500 elders from various old age homes and members of Senior Citizen Associations.

Creating an impact at the grassroot level

Marking World Physiotherapy Day



An elderly woman gets screened and treated for her back problems at the Kalai Selvi Karunalya Old Age Home, in Chennai (TN). Marking **World Physiotherapy Day**, besides screening elders in need for Physiotherapy, a talk on 'Prevention of Falls and Osteoporosis' was

given by Ms. S. Anitha Priyadarshini, Consultant Physiotherapist. She taught the residents, exercises, how to look after themselves better and be self-reliant. Dr. S. M. Vasanth, Geriatrician, also addressed the gathering about the importance of nutrition & a balanced diet for elderly.

Helping Cyclone victims rebuild their lives

HelpAge India Kerala team organized a special volunteer training program on **Post-Traumatic Stress Disorder (PTSD)** counseling required for the survivors of the **Ockhi cyclone** which hit the coastal districts of Trivandrum, Kerala. Mr. K. P. Prakashan, from Kerala Mental Health Authority addressed the gathering of professionals and volunteers on how to help victims who lost their homes and livelihood, and how to overcome the trauma that was caused by the devastating natural disaster. Trainings like these, help build empathy within volunteers and makes them equipped with life skills needed during times of emergencies in disaster hit communities.



Thirupuram reunited with her Family



Ms. Thirupuram, 65 years, was found wandering on the streets of M.G.R. Nagar area in Chennai (TN). Suffering from Dementia, she was unable to speak or recollect anything about her life or where she came from. Noticing her condition, the local residents alerted the Police Station and the Sub-Inspector, who contacted the HelpAge Elder Helpline. The Helpline team rushed to her aid and found her very under-nourished

and weak. She was then admitted in **Vuyiroli Old Age Home** in Red Hills. But destiny had other plans, on the same day the Helpline received a call from the Sub-Inspector informing that someone lodged a Missing Person's complaint regarding his mother, who had been missing since the last 15 days. The details furnished, matched with that of Ms. Thirupuram. The Helpline team immediately took Ms. Thirupuram to the Police Station where her son was waiting. On seeing Thirupuram, her son and daughter-in-law got emotional and thanked HelpAge India and L&T Construction (who support the Helpline project) for acting swiftly and bringing back joy into their lives again. Today, Thirupuram is back home surrounded by her loved ones.

Empowering Elder Voices

Agecare initiatives get a boost



Mr. Mathew Cherian, CEO, HelpAge India, inaugurates an Active Ageing Centre at Fort Kochi, Kerala, supported by the Kochi Municipal Corporation which has provided a fully furnished building with running cost for three years. The Centre now regularly organizes various activities such as awareness camps on legal & financial awareness, digital literacy workshops, yoga classes and other recreational activities for elders. The elders also have access to a fully stacked Library, assistive devices like wheelchairs, walking sticks and a full time Counselor. This is a major step forward by the govt. and a boost to HelpAge Agecare initiatives in Kerala.



Ms. Nishu Saini, Helpline Counselor, HelpAge India, Chandigarh, assists an elder in getting his details corrected in his Aadhar card and fill his Pension form, during an awareness camp organized in collaboration with the Dept. of Social Welfare.



HelpAge staff members help assist disadvantaged & destitute elders in filling up forms at a Pension camp organized at Trilokpuri, Delhi. The aim was to help elders access their much needed pension.

Priority healthcare for elders



In a first-of-its-kind initiative, a Health Card was launched for Senior Citizens, which gives them access to priority treatment at AIIMS, Patna (Bihar). In the picture, officials from AIIMS hold up the card along with Mr. Girish (second from left), State Head, Bihar & Jharkhand, HelpAge India.

A platform for elder Voices - Jan Sunvai

Jan Sunvai is a public platform provided to people & their community, to put forth issues related to them and raise their concerns, so their voices can be heard and needs be addressed. Two such Jan Sunvai's were held in Maharashtra & West Bengal for elders.



Destitute elders from more than 40 villages in Ghatanji, Maharashtra, voice their need for livelihood support, healthcare and social security, to government officials and public representatives during a Jan Sunvai.

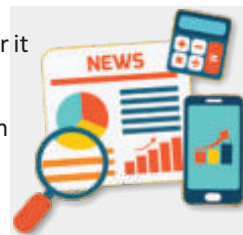


In Kolkata, nearly 1000 elder representatives from 300 Elder-Self-Help-Groups (ESHGs) participate in a dialogue on livelihood through ESHGs, discussing the positives, areas of concern and measures to rectify them. The elderly also gave feedback on Gram Chikitsa Centres, usage for seed money for livelihood projects, and a future plan of action on how to make their respective ESHGs self-reliant.

Highlights of the Union Budget (2018-19) for Seniors

Here is a quick recap of what this years Budget has in store for our Seniors:

- Interest of up to ₹50,000 earned on fixed deposits by senior citizens will be exempted from taxation as against ₹10,000 earlier. TDS will not be required to be deducted under section 194A and it has been extended to all fixed deposit schemes and recurring deposit schemes.
- Income tax deduction limit on health insurance premium and medical expenditures incurred by senior citizens and senior citizens aged 80 and above, has been increased to ₹50,000 under Section 80D.
- Expenses incurred on critical illness by senior citizens will be exempted up to ₹1 lakh. Earlier it was ₹60,000 for senior citizens and ₹80,000 for the Oldest Old.
- Extension of the **Pradhan Mantri Vaya Vandana Yojana** up to March 2020 under which an assured return of 8 per cent is given by Life Insurance Corporation of India. The existing limit on investment of Rs. 7.5 lakh per senior citizen under this scheme is also being doubled to Rs. 15 lakh.



STUDENT ACTION FOR VALUE EDUCATION (SAVE)

HelpAge continuously strives to inculcate empathy in young children in schools towards the elderly through various advocacy initiatives. Children, teachers and principals across schools in India are working with us hand-in-hand to develop sensitivity towards elders. Here are some institutions that have shown their support towards the elder cause.



Kids Planet School, Akhnoor, Jammu collected Rs 1.2 Lakh. Looking on (from right) are Mr. Rohit Gupta, Chairman, Ms. Neeru Sharma, Sr. Executive, HelpAge India, Mrs. Mona Gupta, Principal, stand alongside few students who contributed to the cause.



Mr. Nilesh Nalvaya (centre), State Head, Rajasthan, along with Ms. Vaishali Sharma, Sr. Executive - Resource Mobilization, from HelpAge India, receive a donation of Rs.72,000 towards the elder cause, from the teachers of **DPS World School, Nimbahera, Chittaurgarh, Rajasthan**. Looking on is Mr. Micheal D'Souza (left), Principal of the school.



Ms. Tanishtha (left), School Co-ordinator, **Techno India Group Public School, Chinshura, Hooghly (WB)**, hands over the School trophy to Ms. Mahua for the highest fundraising class teacher, while Ms. Pradipta Chatterjee, Principal, receives the Recognition Certificate for the highest fund collecting school from Ms. Indrani Sen (second from left), Joint Director, Resource Mobilization (WB), HelpAge India. Looking on are Ms. Sutanuka Roy from HelpAge India and a student from the school who proudly holds his trophy for his contribution. The school has donated Rs. 3.4 Lakh as contribution towards the elder cause.



Mrs. Sharmila Nandi, Director, **Dr. Virendra Swarup Education Centre, Kanpur (UP)**, hands over a cheque of Rs. 7 Lakh towards the welfare of senior citizens to Mr. Pankaj Sinha, Deputy Director, Resource Mobilization, Lucknow, HelpAge India.



Mrs. Nilu Sarin, Vice Principal (left), **Vivek High School, Mohali (Punjab)**, along with Mrs. Meena Sehgal, Class Teacher, receive the Trophy of Appreciation for the schools contribution towards the elder cause, from Ms. Arti Tikoo, Deputy Director Resource Mobilization, Chandigarh, HelpAge India. Students and teachers of Vivek High School, Mohali, collected Rs. 98,000 as donation towards the cause.

Elder for Elders



Mr. K.L. Prashar (centre), donates Rs. 1 Lakh to HelpAge India. He is a founding member of one of the Senior Citizens Associations in Himachal Pradesh.

CORPORATE SOCIAL RESPONSIBILITY

HelpAge India has been fortunate that many corporates across the years, have shown their sensitivity towards the cause of elderly, especially in the area of healthcare for elders. We thank them for their generosity and support in helping provide much needed healthcare to our destitute elders and their community.

LEH-LADAKH – Jammu & Kashmir



Mr. Mathew Cherian (left), CEO, HelpAge India, and Mr. PV Ramesh, CMD, **REC Foundation** sign the Memorandum of Association, which extends the Foundation's support of Rs. 3.50 crore to HelpAge India, for the construction and operation of a shelter home with wellness facilities for elders at Shey village in Leh-Ladakh, Jammu & Kashmir.



Deutsche Bank has once again partnered with HelpAge India to provide extensive and invaluable support to HelpAge's vision to eradicate preventable blindness in India, by supporting 20,000 cataract surgeries with intra-ocular lens implants in 12 Indian states.

BIJNOR – Uttar Pradesh



HelpAge India and **Hewlett Packard Enterprise (HPE)** launched a new e-Health Centre in Vishokanand Vridhashram Society in Bijnor, Uttar Pradesh. This Centre will give elders access to extensive healthcare services supported by electronic processes. All medical data will be recorded into Electronic Health Records and stored in the computers at these Centres.

JAIPUR – Rajasthan



SBI Capital Markets Ltd. officials - Mr. R.K. Dhingra (left) and Mrs. Neera Vig (centre) hand over the keys of the Mobile Healthcare Unit for Udaipur, to Mr. Nilesh Nalvaya (right), State Head, Rajasthan, HelpAge India, along with the HelpAge team. SBI Capital Markets Ltd. has donated Rs. 11.4 Lakh as capex for the Udaipur Mobile Healthcare Unit.

CHENNAI – Tamil Nadu



Mr. Shunmuga Sundaram (left), Public Relations Officer, **Hi-Tech Arai Pvt. Ltd.**, receives the CSR award from Hon'ble Dr. Justice A. R. Lakshmanan (centre), Former Judge, Supreme Court of India, in the presence of Mr. R. Ganesan (right), Head Corporate Centre, L&T Construction, Chennai (TN) and Mrs. Ambika, Cine Artist and Mr. Sivakumar (second from left), State Head, Tamil Nadu.



Oracle continues to partner with HelpAge India to support two Mobile Health care Units, at Delhi NCR and Coimbatore (TN), providing over 20,000 treatments annually to disadvantaged elders and the communities they live in.