

cont. from page 9.....

HFCL supports Specialized MHU



Mr. Dinesh Upadhyay (right), Sr. Manager – HFCL and Mr. Manoj Baid (fourth from right), Associate Vice President & Company Secretary-HFCL, at the inauguration of the Specialized MHU at Sardarshahar, District Churu (Rajasthan). Looking on is Mr. Nilesh Nalvaya (second from right), Joint Director-Rajasthan, HelpAge India, along with other HelpAge staff members.

A MHU with a special lab kit was inaugurated at Sardarshahar, District Churu in Rajasthan recently, which will provide proper diagnostic facilities besides primary medical care to its beneficiaries. This has been possible through the generous donation of HFCL amounting to Rs. 1.06 crore which includes the capex & running costs of the vehicle for 3 years. HelpAge is deeply grateful to HFCL for providing this specialized care to destitute elder beneficiaries and their community.

A model Agecare facility for the elders of Leh



His Holiness the 14th Dalai Lama Tenzin Gyatso, picks a chocolate of his choice during his visit to Leh, Ladakh to lay down the Foundation Stone for Gantsos Khang 'Aashraya', a model old age home to be set-up in Shey village in Leh.

Temperatures in Ladakh are known to plummet to -30 degrees celsius despite no snow. Adding to it, lack of regular connectivity and an economy largely dependent on import of goods & tourism make life hard for the locals. While the younger ones travel to cities or nearby towns during the extreme winters in search of livelihood, it is the elders who are left behind with their prayer wheels, as 78% of the population are Buddhist. Nearly 70% of the elder population require support.

HelpAge is therefore setting up an integrated model facility for elder care in Shey village. The aim is to build a cluster of 10

block homes initially and then increase as per demand & availability of resources. Each unit will house 4-5 elders and provide facilities of recreation, boarding, lodging and a prayer room. Activities like cattle rearing, kitchen gardening are planned along with visits of the local 'Aamchi' (the Tibetan Medicine man) and a volunteer physician to look after their medical needs.

Toll Free Elder Helpline 1800-180-1253

BOOK POST

If undelivered, Please return to:
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. Manjira Khurana
Associate Editors: Ms. Sonali Sharma / 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/-

COVER STORY: HelpAge India runs campaign to 'Stop Ageism'

HelpAge

NEWS



Vol. 16 No.1

July – September 2017



HelpAge India | Fighting isolation, poverty, neglect

EDITOR Speaks

Dear Readers,

It was a period filled with many challenges for the HelpAge family. This year to mark 'World Elder Abuse Awareness Day' we took up a campaign to 'Stop Ageism'. To support our fight against it, we conducted a research across 19 cities in India to understand the mindsets of people and society and their treatment of elders in public places like, banks, hospitals, shops etc. 44% elders said that they have been abused in the public space at some time or the other. Our campaign aimed at changing these disturbing mindsets.

It was also a time of disasters, with major flooding taking place in the states of Assam, Bihar, Gujarat and Rajasthan destroying homes, lives and livelihood. The HelpAge team got into action to provide medical relief and ration to those affected on ground.

On the other hand, it was heartening to see success in the fight for justice, as in the case of Mr. & Mrs. Patil, who fought for their right, after facing much harassment from their own sons and won the case.

In keeping with our aim to reach elders in the far reaches of the country, HelpAge is setting up an integrated model facility for elder care in Shey village in Leh. We were blessed with the presence of His Holiness the 14th Dalai Lama Tenzin Gyatso, who lay down the Foundation Stone for the home.

In the West, a much needed Physiotherapy Centre was opened for the elders of Goa. Across the country, our healthcare program got a further boost, with many corporates coming forward to support our Mobile Healthcare Unit program for the elderly.

We are deeply thankful to our donors for their support and sensitivity to the elder cause. We thank you for your generosity and constant endeavour to make this world a better place for our elderly.

Manjira Khurana
Country Head - Advocacy & Communications

HelpAge runs campaign to 'Stop Ageism' - releases report on 'How India Treats its Elderly'

This year HelpAge India took on the fight to 'Stop Ageism'. Last year, the World Health Assembly adopted the first global strategy and plan of action on ageing and health, and called for a global campaign to combat Ageism, which means discrimination based on age. Marking 'World Elder Abuse Awareness Day' in 2017, HelpAge took forward this campaign and gave India's elderly a platform to raise their voice against Ageism.

HelpAge released a 19-city nationwide report on 'How India treats its elderly'. The report gave the campaign a further boost by providing some important insights on how Indian society perceives and treats its elders.



Launch of report on 'How India Treats its Elderly' in Delhi, by (from left): Ms. Radharani Mitra, National Creative Director & Executive Director in India, BBC Media Action, Dr. Mala Kapur Shankardass, eminent Sociologist & Gerontologist, Mr. J.R Gupta, Chairperson, Confederation of Senior Citizens Associations of Delhi, Mr. Santosh Desai, Social Commentator & renowned Journalist and Mr. Mathew Cherian, CEO, HelpAge India.

HelpAge's campaign to 'Stop Ageism' is therefore aimed at sensitizing people and making them aware of their own treatment towards elders - whether it be at an ATM queue, bank queue, while an elder is buying vegetables from a vendor in their local market, riding in public transport, even in places such as post offices, hospitals.

The campaign was run across the country through the report release, walkathons, marches, street plays, candlelight marches, signature campaigns etc. It was a coming together of all ages as many young students and volunteers came forward and participated in the campaign giving their support to the cause of elders.

Here are some snapshots below:

CHANDIGARH – Punjab



Young HelpAge volunteers campaign at the Chandigarh Railway Station.

MUMBAI – Maharashtra



Campaigning at the Dadar local train station.

CHENNAI – Tamil Nadu



Nurses of Rajiv Gandhi Government General Hospital, pledge their support to the elder cause.

Report highlights

- 44% elders have been abused in the Public Space at some time or the other, that is nearly 1 out of 2 elders.
- 53% elders feel, Indian society discriminates against them.
- 64% elders say it's easy to get away, despite being rude to elders.
- 61% elders say people get impatient with slowness of elders.
- 52% elders say, if elders are not dressed well, it invites more rudeness.
- 54% elders say younger people get priority in a shop over an older person.
- 13% of elders have said that they have been treated rudely by bank staff.
- 17% of Mall Staff behave badly with elders, the worst in all of the service delivery points.
- Of those that travel by Public Bus, 16% mentioned sometimes bus conductors and drivers behave rudely.
- 19% of the elders have been treated rudely by Post Office staff.
- Compared to Government hospitals, in Private hospitals elders get relatively better treatment due to their age.
- When trying to pay Utility Bills on ground - 12% of the elders have said that they have been treated rudely by others in a queue.

KOLKATA – West Bengal



Members of 'Varishtha Nagarik Mancha', a Federation of Senior Citizens Associations, campaign on the streets of Kolkata.

SHIMLA – Himachal Pradesh



An elderly man signs on his support during the Signature campaign at the Mall in Shimla.

cont. on page 4.....

cont. from page 3....

BHOPAL - Madhya Pradesh

Students from Madhu Institute of Film & Television (MIFT) campaign on the streets of Bhopal.

BHUBANESWAR - Odisha

Mr. Prafulla Samala, Minister for Social Security & Empowerment of Persons with Disabilities (SSEPD) and Women & Child Development (Govt. of Odisha), gives his support to the campaign against ageism, by declaring new measures to be taken by the Dept. of SSEPD, for the benefit of elder such as - separate queues for senior citizens in banks and other public utility places, proactive geriatric centres in PHCs with separate queues for senior citizens, concessions in the public and private road transport and establishment of old age homes and counseling centres.

Justice at last for elderly parents

The Patils' sprawling two-storey home

One morning in April 2015, Mr. Surendra Patil, 79 years, and Mrs. Sunanda Patil, 74 years, of Nigadi-Pradhikaran, Pune (Maharashtra), walked into the HelpAge Pune office and approached staff member Mr. Rajeev Kulkarni for help. They said, this was their last resort - "We came to you as our last option for survival, otherwise we will commit suicide." The Patils, didn't want to go back home for fear had taken residence, they had been harassed, tortured and beaten by their own sons.

Rajeev sat with them for a long time, heard them and convinced them not to take such a drastic step and instead gave them a tool to fight back. He informed them about the Maintenance and Welfare of Parents and Senior Citizens Act (2007). The Act mandates that children ought to take care of and provide for their ageing parents. He told them they can file a case against their sons. A suit was filed in the tribunal & followed up by the District Collector.

Going back, the Patils had dreamt of an ideal retired life, so with all their hard-earned savings they bought a plot of land in Nigdi and built their home, a sprawling two floor bungalow. The couple was sure that their retired life would be comfortable, supported by their combined savings and Sunanda's pension. But, that wasn't to be. The couple have two sons — aged 48 and 43 and a daughter.

The struggle began in 2004, when Surendra became extremely unwell and was hospitalised. The elder son drew up a Memorandum of Understanding (MoU) on a stamp paper and forced his parents to sign it. The MoU stated that he would get a share in the bungalow and never be thrown out. The agreement

also stated that he would give a certain amount every month to his parents, he never honoured his commitment. Over a period of time, he managed to occupy the entire ground floor of the bungalow, while the younger son took over the three rooms on the first floor, confining the couple to only two rooms. Then the harassment, abuse and beatings began.

Tired of constant torture and neglect, the parents approached HelpAge and with the help of Rajeev and Advocate Mr. Balwant T. Nisal of FESCOM, they approached the District Collector under the Maintenance and Welfare of Parents and Senior Citizens Act, 2007. In February 2016, the Sub Divisional Officer ruled in favour of parents, asking the sons to vacate the bungalow. The sons challenged the order and did not move out. In March 2017, the couple told the court that their sons had encroached on an open space around the bungalow and made their life even more difficult. The sons had occupied the bungalow's garage as well and moved all their belongings out in the open.

The Bombay High Court (HC) asked the Nigdi police to visit the property. When HC questioned the sons, the elder son stated that he had no source of income and hence had moved into the garage. The younger son told the court that his parents had been instigated by their divorced sister and he feared that they would give away all their assets to her. Adding to their woes, the elder son's wife filed a case of domestic violence against the couple. The court came down heavily on the sons and daughter-in-law.

On June 23, 2017, Justice Sadhana S Jadhav ordered that the sons pay up Rs. 2,000 each to the parents. The court also asked the sons to pay Rs. 25,000 as litigation cost to their parents. They were ordered to vacate the house within two weeks. In case the sons resist, the Patils were at liberty to seek police aid to execute the present order.

Today, the sons have vacated the house and the Patils have their home back. Justice has been served.

Credits: Mr. Rajeev Kulkarni from HelpAge & Article from Pune Mirror.

Disaster strikes again - HelpAge team starts rescue & relief operations

Monsoons have led to widespread flooding in the states of Assam, Bihar, Gujarat and Rajasthan with enormous destruction of homes, livelihood, livestock and lives.

In Assam, nearly 33 lakh people have been affected by floods in 25 of the 32 districts, including Dhemaji, Lakhimpur, Biswanath, Sonitpur, Darrang, Baksa, Nalbari, Barpeta and Bongaigaon. In Bihar, 158 lakh people living in 7310 villages of 23 districts are similarly affected. In Gujarat, nearly 224 people died in the floods with 5 districts badly affected, the worst being Banaskantha district. In Rajasthan, the 5 districts of Jalore, Pali, Sirohi, Jodhpur and Barmer are at risk of water-borne disease outbreaks.

The HelpAge team immediately got into action and is providing emergency medical care in Araria, Madhubani and Darbhanga districts in Bihar, Chandrapur Development Block in Kamrup and Morigaon districts of Assam, 22 villages of Banaskantha & Patan districts in Gujarat and in 4 blocks of Barmer district & 3 blocks in Jalore district in Rajasthan.

HelpAge is providing Emergency Relief Packages of food and basic necessities to at least 3000 Households in Assam, Bihar and Rajasthan. To avoid plague & disease, 3700 mosquito repellents and 3700 coils are being distributed in Gujarat.



Assam: Relief team with medical supplies in Kamrup district.



Rajasthan: A free medical camp set up for those affected in Dhanta village, Sanchole Tehsil, Jalore District.



Bihar: A special health camp for flood victims at Mahiya Village, Tardih Block, Darbhanga district.



Gujarat: HelpAge MHU team providing medical relief in Nanapura village, Radhanpur Taluka, Patan district.

Physiotherapy for the elders of Goa

A Physiotherapy Centre was opened for the elders of Goa to provide much needed relief to those suffering from muscular, joint pains and similar inflammatory conditions. The Centre is fully equipped to provide Electrotherapy, therapeutic exercises and a qualified physiotherapist for treatment. It is also equipped with Class IV Laser Unit, which has proven to reduce pain and treat various conditions such as - Arthritis, Achilles Tendonitis, cervical & lumbar spine disorders, Rheumatoid Arthritis etc.



Mr. Pandurang Madkaikar, Minister for Social Welfare (Govt. of Goa) inaugurates the new HelpAge Physiotherapy Centre for senior citizens at Morjim, Goa, supported by Blue Cross Laboratories Ltd. Also seen are Mr. B. G. Barve, Jt. Managing Director, Blue Cross Laboratories and Mr. Prakash N. Borgaonkar, Territory Head - Maharashtra & Goa, HelpAge India.

Some Successes

- Uttar Pradesh - Social Welfare Dept. (UP)
 - Circular sent to all basic education schools to celebrate International Day of Older Persons as 'Dada- Dadi & Nana-Nani Diwas' on 1st October.
 - All Secondary Schools will add a chapter on Agecare in their school curriculums.
- Odisha - Sub-Collector (Sonepur District)
 - Old Age Home with 150 Beds to be set up & implemented through Dept. of Social Security & Empowerment of Persons with Disabilities.
 - Special queues for senior citizens at banks & hospitals.
 - 10 beds to be dedicated for geriatric care in the District Hospital for senior citizens.
- Odisha - Sub-Collector (Bhubaneswar)
 - Helpdesk to be set-up at the Bhubaneswar Sub-Collector's Court Office every Wednesday (first-half), for senior citizen related land issues.
 - Setting up of a Reconciliation Panel at the Sub-Collector's office, under the Maintenance and Welfare of Parents and Senior Citizens Act (2007) for handling cases filed by senior citizens, under the Act.
- West Bengal
 - The Department of Women and Child Development and Social Welfare, have adopted 'World Elder Abuse Awareness Day' in their calendar of Events and will observe it every 15th June.

Student Action for Value Education (SAVE)

Since HelpAge came into formation, institutions, schools, and students have always been sensitive to the cause of the elderly. They have campaigned for the elderly, helped bridge the gap between generations and given their support to the disadvantaged elder. HelpAge is grateful to them for their contribution to the cause.



Mrs. N. Saran, Principal of Springfield School, Morabad (UP), hands over a draft of Rs. 1.21 lakh as contribution towards the elder cause to Mr. Sachin Bedi, Sr. Executive - SAVE Lucknow (UP), HelpAge India.



Mrs. Suman Sneh (third from right), Principal, Common Public School, Udhampur (J&K), hands over cheque of Rs. 70,000 to Mrs. Sunita Santoshi, Sr. Manager - SAVE (J&K), HelpAge India, as contribution to the elder cause. Looking on are students and staff from the school & HelpAge India.



Mrs. Bharti Bhardwaj (left), Principal, Scientia International School, Bantalab (Jammu), hands over cheque of Rs. 52,000 to Mrs. Sunita Santoshi, Sr. Manager - SAVE (J&K), HelpAge India, as contribution to the elder cause. Looking on are staff & students from the school.

CORPORATE SOCIAL RESPONSIBILITY

Over the years many corporates and institutions have come forward in support of the elder cause. It is through their generous donations that HelpAge has been able to go to remote areas and reach out to destitute elders who don't have any form of support. Their support to our programs for the elderly has come a long way in making a difference in the lives of lakhs of disadvantaged elders. HelpAge thanks them for their generosity and sensitivity.



Elder patients get their Blood sugar tested at the Specialized Health Camp sponsored by Cipla Foundation and organized by HelpAge India at Sagore village, District Dhar (Madhya Pradesh). It was also a day of celebrations marking the treatment of 75000 patients by the Mobile Healthcare Unit (MHU) in Indore, supported by Cipla since 2014.



Beneficiaries gather around to get their check-ups done at the Special Health Check-up camp sponsored by Voith Paper Fabrics India Ltd. in partnership with HelpAge India, at Mujser village, Faridabad (Haryana). Two such one-day camps were organized in Faridabad supported by Voith. The aim was to identify health problems in the community and provide appropriate health interventions in the community.



Elder women collect their free medication after the launch of the new Paddapai MHU, supported by GE T&D India Ltd, in Karasangal village, Paddapai (TN). Mr. Unnadhya Raj, Unit Managing Director - GIS, formally launched the Unit, followed by the flagging off by Mr. Balasubramaniam, Unit Managing Director - AIS, from GE T&D India Ltd.



Mr. Pinarayi Vijayan, Chief Minister of Kerala, flags off the Vizhinjam MHU donated by Adani Vizhinjam Port Pvt. Ltd. (AVPPL). Looking on are HelpAge staff members and other dignitaries.



Doctors attend to elderly patients at a cataract screening camp at Dadri (UP), sponsored by AT&T Global Business Services India Pvt. Ltd. who are supporting 1000 cataract surgeries during the Financial Year 2016-2017.



Mr. Yash Vardhan, Sr. Manager, Personnel of Asian Paints, hands over a cheque for Rs. 3 lakh as seed capital, to the elder beneficiaries of the Patancheru MHU in Hyderabad (AP), who have now formed Elder-Self-Help-Groups (ESHGs) to start their own small livelihood enterprise. 20 such Elder-Self-Help-Groups are being awarded Rs. 15,000 per group, as seed capital, to grow their enterprise by Asian Paints. Looking on is Mohd. Raza Mohammed (right), State Head - (AP & TS) HelpAge India. Asian Paints has given a total of Rs. 5 lakh for the formation & nurturing of these ESHGs.

cont. on page 10....



NL/SEP/17

YOU CAN CONTRIBUTE WHATEVER YOU WISH TO :

☐ Rs. 2,000/- ☐ Rs. 3,000/- ☐ Rs. 5,000/- ☐ Rs. 7,000/- ☐ Any Other Rs.....

Cheque/DD No..... Date.....in favour of *HelpAge India*.

Title.....Name.....Address.....

.....Nationality-Indian/Others Tel.....

PAN No..... (Please note that tax exemption as per law is only available if PAN is quoted)

Occupation..... Date of Birth..... Email.....

For Payment by Credit Card* Credit Card No. | | | | | | | | | | | | | | | |

Name of the Card.....Valid upto.....Signature

**Master/Visa /American Express Cards only.*

For online donation please visit:
www.helpageindia.org

All donations to HelpAge India are 50% Tax Exempt under Section 80G of Income Tax Act, 1961

The following are the names and address of my friends who believe would like to involve.

REFERENCES

1.Name 4.Name

Address Address

2.Name 5.Name

Address Address

3.Name 6.Name

Address Address