

Student Action for Value Education

Students of Chettinad Vidya Mandir (CBSE), Karur (Tamil Nadu), pledge to care for and support the elderly guided by Mr. C. Radhakrishnan, Senior Manager, Resource Mobilisation, HelpAge India, Madurai (Tamil Nadu).



Mr. Baljeet Singh Attra, Principal, Shiwalik Public School, Rupnagar (Punjab) is assisted by Ms. Arti Tikoo, Senior Manager, HelpAge India (Chandigarh), with the website registration of the school on the Student Action for Value Education (SAVE) site. The school donated Rs. 89,000 (approx.) for the cause and has formed a SAVE committee to serve the elderly.



Nani's Tips for Reverse Mortgage for senior citizens

Reverse Mortgage Loan (RML) enables a senior citizen i.e. above the age of 60 years to avail periodical payments from a lender against the mortgage of his/her house while remaining the owner and occupying the house. They are extended by Primary Lending Institutions (PLIs) viz. Scheduled Banks and Housing Finance Companies (HFCs) registered with National Housing Bank (NHB). HelpAge in collaboration with NHB setup 11 counselling centres across the country.

Here are some tips Nani wants to share with you to help you understand the scheme better:

- The Senior Citizen borrower is not required to service the loan during his/her lifetime and therefore does not make monthly repayments of principal and interest to the lender.
- The loan amount is dependent on the value of house property as assessed by the lender, age of the borrower(s) and prevalent interest rate.
- The loan can be provided through monthly/quarterly/half-yearly/annual disbursements or a lump-sum or as a committed line of credit or as a combination of the three.

For more information on Reverse Mortgage call (Mon. to Fri.): 011-42030452

BOOK POST

If undelivered, Please return to:
 HELPAGE INDIA
 C-14, Outab Institutional Area
 New Delhi- 110 016

Published & Printed by HelpAge India C-14, Outab Institutional Area, New Delhi - 110016
 Website: <http://www.helpageindia.org> Email: headoffice@helpageindia.org
 Editor: Ms. Manjira Khurana
 Associate Editor: Ms. Sonali Sharma

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: President of India supports the cause of the aged

HelpAge
 NEWS



Vol.11 No. 3

October - December 2012



EDITOR *Speaks*

Dear Readers,

First of all wishing you a very Happy New Year! As we embark on a new journey this year, here is a quick walk through the last few months of Year 2012, beginning with International Day of Older Persons (IDOP) which HelpAge marked with the President of India, Shri Pranab Mukherjee. It also joined hands with United Nations Population Fund (UNFPA) and handed over the first copy of UNFPA & HelpAge International report on "Ageing in the Twenty – First Century: A Celebration and A Challenge" which brought out some startling facts, to the President.

As per the report, by 2050, women in India over 60 years would exceed the number of elderly men by 18.4 million. The number of older persons is projected to reach 1 billion in less than ten years, world over. By 2050, nearly 80% of the world's older persons would be living in developing countries with India & China contributing to over one third.

The numbers are mind boggling and much work needs to be done to ensure our elderly live life with dignity and respect. The Advantage Card program targeting the urban elder, aims to do just that. Today it has 1,02,000 members, 990 associates and spread across 112 cities in the country.

HelpAge was once again recognized for transparency & excellence in financial reporting in the not-for-profit sector by 'The Institute of Chartered Accountants of India'.

Yet another step ahead in our services was the launch of our first Elder Helpline in Raipur (Chhattisgarh). Each step that we take forward, we realize the immense responsibility that comes with it. All your donations and support are the reason we have been able to travel this far. I thank you with deep gratitude, for your consistent support to a cause that is close to both our hearts.

Manjira Khurana
Country Head - Advocacy,
Communications &
Public Awareness



HelpAge India highlights Healthy Ageing on International Day of Older Persons

HelpAge India marked International Day of Older Persons on October 1, 2012 with the theme 'Healthy Ageing'. Various events such as signature campaigns, rallies, walkathons, cultural events, health camps etc. were held across India, emphasizing the need for quality elder

healthcare and security. In the national capital, HelpAge presented the President of India with the first India copy of the United Nations Population Fund (UNFPA) & HelpAge International report on "Ageing in the Twenty – First Century: A Celebration and A Challenge".

DELHI



Shri. Pranab Mukherjee, President of India, speaks on elder issues and HelpAge's positive role in working for the cause of senior citizens on the occasion of International Day of Older Persons (IDOP) in Delhi. Also present are: Mr. Amal Ganguli (seated second from left), Chairman and Mr. P. C. Sen (first from right), Vice Chairman, Governing Body, HelpAge India.

MUMBAI



Elders walk for their rights on IDOP at Mumbai (Maharashtra). 500 participants including school/college students, Senior Citizens Associations members, young volunteers along with Nana Nani school students and HelpAge staff participated in the event.

KOLKATA



Bengali film actors, father-daughter duo, Mr. Ranjit and Ms. Koel Mullick, release balloons symbolizing healthy ageing on IDOP in Kolkata (West Bengal). They flagged off the walkathon which started at Victoria Memorial and ended at Mohor Kunj, Kolkata and took an active part in the event, along with students, teachers from various schools, colleges and elderly from old age homes along with project partners, Mobile Medicare Unit (MMU) beneficiaries, Senior Citizens Associations (SCA) and Varishth Nagrik Manch (VNM) members.

CHENNAI



Elderly perform at a Group Dance Competition during the day long indoor programme on IDOP in Chennai (Tamil Nadu). Wheelchairs and walking sticks were distributed to the elderly by dignitaries on the occasion. Also, an intergenerational walkathon was organized wherein students from various educational institutions joined in, showing their support to elders.

BHUBANESHWAR



A street play in progress in Bhubaneswar (Odisha) by HelpAge India volunteers under the group name 'Bhagwati Pathagar' on IDOP. The play describes how senior citizens are neglected & how HelpAge intervenes by helping them form Elder Self Help Groups and providing various services for elderly such as physiotherapy, healthcare etc.

JODHPUR



Elders get themselves registered for the "Vridh-Jann Mela" at Shivbaadi Chandpole, Jodhpur (Rajasthan). The event was organized by HelpAge in collaboration with Soul Foundation and Bharat Seva Sansthan on IDOP. Nearly 600 senior citizens participated in the mela where in addition to information and service based stalls, free medical aid was also provided. Many elderly were honored on the occasion.

Cont. on page 4

AWARDS & RECOGNITION

HelpAge India in its endeavour to work for the cause and care of the elderly was recognized by various reputed organizations and institutions.

Healthcare Leadership Award

Mr. Georgy M. Varghese (right), Director Health Services, HelpAge India, receives the Healthcare Leadership Award 2012 from Padmashri Dr. K.K. Aggarwal, well-known cardiologist and senior physician. HelpAge received the award for outstanding contribution in promoting inclusive healthcare in the "NGO in Healthcare" category. This award was given by civil society group - Knowledge Resource Development and Welfare Group.



Recognized for Financial Excellence



Ms. Shanta Chatterji (second from left), Treasurer, Governing Body, HelpAge India, receives the ICAI Plaque on behalf of HelpAge, for transparency and excellence in financial reporting in the not-for-profit sector for 2011-2012, by the Institute of Chartered Accountants of India (ICAI). Looking on is Ms. Geeta Mathur (third from right), Chief Financial Officer, HelpAge India, CA. Ms. Bhavna Doshi (third from left), Chairperson, Research Committee, ICAI, CA Mr. Jaydeep Narendra Shah (fourth from left), former President ICAI, Mr. V. N. Kaul (second from right), Former C&AG of India & Jury Head for ICAI Awards, CA. Mr. Subodh Kumar Agrawal (first from right), President, ICAI, along with other ICAI representatives.

Best NGO Award from IPE



Ms. Shanta Chatterji (second from left), Treasurer, Governing Body, HelpAge India and Mr. Prakash Borgaonkar, Territory Head (Maharashtra, Goa & Gujarat), HelpAge India, receive the Best NGO Award by Institute of Public Enterprise (IPE) for HelpAge from Mr. Mahendra Dev, Chairman, Indira Gandhi National Open University (IGNOU). Looking on is Mr. R. K. Mishra, Director, Institute of Public Enterprise (IPE).

Cont. from page 3

HelpAge India honored the following for their exemplary service to society & the cause of the aged, on IDOP:

Excellence Award: Mrs. Grace Pinto, Managing Director of Ryan International Group of Institutions for her commitment, compassion & long standing support to the cause. A true role model.

Golden Award: Dr. M. Sarada Menon, 88 years, for being an inspiration of Active Ageing and her continuous contribution to society.

Samson Daniel Award: Sri Chaitanya Educational Institutions, for the educational institution which contributed the most to the cause.

PL Roy Award for consistent corporate support: Oil and Natural Gas Corporation Limited (ONGC).

Gold Plate Award for corporate social responsibility: RITES Limited.

Silver Plate Award for corporate social responsibility: National Small Industries Corporation Ltd.

Bronze Plate Award for corporate social responsibility: Engineers India Ltd.

ADVOCACY

In its ongoing efforts to speak up for the rights of the elderly, HelpAge is constantly engaging policy makers at both the state and national level. This includes inculcating agecare values in the younger generation. HelpAge is also taking forward the demand for Universal Pension for senior citizens, with its active participation at various public forums.

Integrating Value Education on Agecare in school curriculums

Dr. Harvinder Singh Bakshi (second from left), National Director-Advocacy, HelpAge India, makes an address emphasizing on the need for value education on agecare as part of school curriculum at the Convergence Meeting of Educational Experts from different wings of the Education Department of Uttar Pradesh (UP). Also present are (from right): Mr. Mahendra Singh, Director, State Council of Educational Research and Training (SCERT) (UP), Dr. Sneha Prabha Singh, Asst. Director, SCERT (UP), Dr. Ishtayak Ahmad, Deputy Director, SCERT (UP). UP is the third state after Uttarakhand and Andhra Pradesh which is working towards integration of value education on agecare content in school curriculums.



Advocating for the Right to Universal Pension for the elderly



Mr. Mathew Cherian, Chief Executive Officer, HelpAge India, speaks on the Right to Universal Pension during the 12th All India Senior Citizens Confederation (AISCCON) National Conference held at Thiruvananthapuram (Kerala), stressing on the urgent need for Universal Pension for the elderly. On the occasion, Mr. Oommen Chandy, Chief Minister of Kerala, released HelpAge India's booklet on 'Exercises for Elderly' by handing over a copy to Dr. M. K. Muneer, Minister for Social Justice & Panchayats, Government of Kerala.



Physiotherapy for Senior Citizen Works Wonders

Vinod Phadte, 59 years, resident of Porvorim (Goa), retired from service in 2008 due to a road accident. The accident fractured his cervical vertebra, causing weakness in his limbs. He could not walk without support and used the help of a walker to move around. He needed help for his basic daily activities. He soon went into deep depression, ridden with the guilt of being a burden to his family. Phadte then came to HelpAge's Agecare centre in July 2011 for help. With the exercises and proper physiotherapy treatment at the centre

he started to show signs of improvement. His interaction with the HelpAge India staff made him feel relaxed and instilled new vigor and zeal in him.

He now uses just a cane to move around and doesn't require much support and he does all his daily activities with little help.

He now even comes to the Agecare Centre by driving his car himself feeling happier, more confident and independent.

Mr. Phadte walking with the help of Dr. Joanne D'souza Physiotherapist, Goa, HelpAge Agecare Service Hub.

Healthcare Services for Senior Citizens

Mr. P. Chidambaram (centre), Finance Minister, Government of India and Ms. Nandini Tanksale, Chairperson, Cent-Sanskriti, a ladies CSR wing of Central Bank of India present a representative key for a Mobile Medicare Unit (MMU) to Ms. Madhu Madan (second from right), Country Head, Resource Mobilisation, HelpAge India. The MMU was donated by Central Bank of India to HelpAge on the occasion of the Bank's 102nd



Foundation Day. Looking on are (from left): Ms. Seema Dubey, wife of Mr. R. K. Dubey, Executive Director, Central Bank of India, Mr. Namo Narain Meena, Minister of State for Finance, Government of India, Mr. M. V. Tanksale, Chairman & Managing Director, Central Bank of India and Mr. Malay Mukherjee, Executive Director, Central Bank of India. The MMU is going to serve the elderly in Delhi (NCR).

Special Health Camp for Elders

An elderly gets his eyes checked by Dr. Raman Tuli (Ophthalmologist) during the special health camp at South Motibagh (Delhi). This camp was supported by NSIC Technical Services Centre (Delhi) and organised by HelpAge. 400 beneficiaries benefited from this specialised camp where spectacles were also distributed to 128 beneficiaries.



Legal Awareness Camp



Mr. D. Ramabratran, Member Secretary & Dist. Judge, Legal Services Authority, Govt. of Puducherry speaks during the Legal Awareness Camp at Villiyannur (Puducherry). Looking on are (from right): Mr. Venugopal Ramalingam, Deputy Director, HelpAge India, Cuddalore (Tamil Nadu) & Mr. Kuberakrishnan, President, Villiyannur

Senior Citizens Association. A mass legal awareness camp was organized for members of Villiyannur Senior Citizens Association by HelpAge Puducherry in association with Legal Services Authority, Govt. of Puducherry, in November 2012 at Villiyannur. 150 Senior Citizen Association members attended the camp.

Odisha elders set an example of Self Reliance



Elders of "Maa Jageshwari Elders Self Help Group" of Vill. Balipada in Block Nimapara, Dist. Puri (Odisha), hold their hands up in unison and achievement marking the success of their livelihood efforts under HelpAge's directly implemented Support a Gran community based programme.

After HelpAge gave the group seed capital, the elders made investments to build their money bank further. They rented 1.5 acres of land & entered into Paddy cultivation as a group business with expectant profit. Some of the group members even took a loan from the seed capital and utilized it

for various income generating activities, like vegetable marketing, coconut business, few have started business with their family members etc.

HelpAge is proud of its group of elders who have set a true example of self-reliance and Active Ageing.

HelpAge India launches its first Helpline in Chattisgarh

HelpAge India launched its first Elder Helpline in Chattisgarh, in capital city Raipur. The Elder Helpline (1800-180-1253) is toll free and will be available from Monday to Friday (10am to 5pm). HelpAge started its first Helpline in Chennai in 2004, and today has Helplines running all across the country.



Ms. Lata Usendi (second from left), Minister for Women & Child Development, Social Welfare, Government of Chattisgarh, is greeted with flowers by Dr. Pankaj Kumar Malik (right), National Coordinator Physiotherapy, HelpAge India during the inauguration of the Elder Helpline in Raipur (Chhattisgarh). Looking on are (from left): Mr. Prem Poddar, Deputy Director, Programmes, HelpAge India (Delhi), Mr. Rajesh Tiwari, Deputy Director, Panchayat & Social Welfare, Government of Chhattisgarh and Mr. Subhankar Biswas, Senior Manager (WB) Student Action for Value Education, HelpAge India, Kolkata.



NL/DEC-C/12

YOU CAN CONTRIBUTE WHATEVER YOU WISH TO HELPAGE INDIA CORPUS FUND:

☐ Rs. 1,000/- ☐ 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.*

All contribution to HelpAge India Corpus Fund are 100% Tax Exempt under Section 35AC and 80GGA of Income Tax Act 1961

REFERENCES

1.Name 4.Name

Address Address

2.Name 5.Name

Address Address

3.Name 6.Name

Address Address