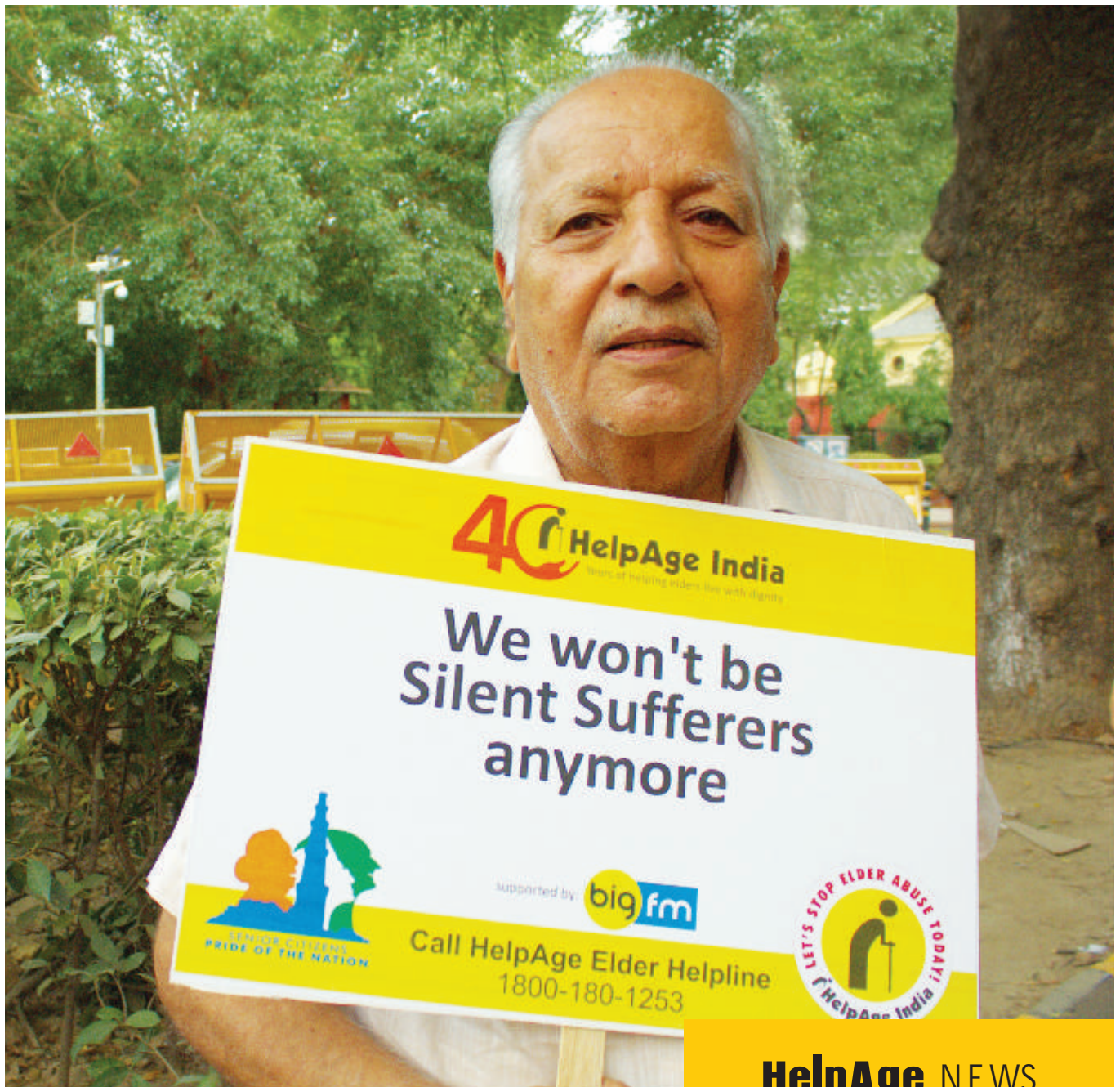


COVER STORY: HelpAge releases report on Elder Abuse in India 2018 nationwide



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HelpAge NEWS

EDITOR Speaks



Dear Readers,

This April 2018, HelpAge turned 40, a major milestone in our journey towards building a better life for our disadvantaged elders. There has been much learning for us along the way and there are still miles to go.

We also marked 'World Elder Abuse Awareness Day' nationwide, bringing the issue of Elder Abuse to the forefront. We launched a report which took stock of the extent of this heinous crime towards elders. With so many elders facing neglect & disrespect at the hands of their own children, it was time to reach out to the children and sensitize them. We therefore ran a campaign titled 'Disconnect2Connect' targeting the young working adult, urging them to disconnect from their gadgets for a little while and connect with the elder living in their own home, encouraging them to spend quality time with their parents & grandparents.

On the other hand, we worked towards empowering elders through our Digital Literacy Training program, teaching them how to keep up with changing technology & using smart phones & the internet, so they become independent & aware.

Meanwhile, we kept working steadily in the area of healthcare for elders and also focused on care-giving training of young potential care givers, so elders can get the much needed care & support.

We are happy to announce the launch of a first-of-its-kind Multi-Service Day Care Centre for elders in Kerala. This will go a long way in providing elders of the state, a good quality of life in their later years.

None of this would have been possible without our donors - individuals, schools, corporates, partners and state support. We thank them deeply for their generosity & support.

Sonali Sharma
Director - Communications

HelpAge India releases report on 'Elder Abuse in India 2018 - Changing Cultural Ethos & Impact of Technology'



(From left): National report on 'Elder Abuse in India (2018) - Changing Cultural Ethos & Impact of Technology' released in the national capital by Mr. Mathew Cherian, CEO, HelpAge India, along with Mr. J. R. Gupta, Chairperson, Confederation of Senior Citizens Associations of Delhi, Mr. Bishwajit Bhattacharyya, Former Additional Solicitor General of India & Senior Advocate, Dr. Mala Kapur Shankardass – Associate Prof. of Sociology, University of Delhi & Asia Representative of International Network for Prevention of Elder Abuse (INPEA), Mr. G. V. L. Narasimha Rao, Member of Parliament & BJP Spokesperson and RJ Chris – Radio One, 94.3 FM.

HelpAge India marked 'World Elder Abuse Awareness Day' nationwide with the release of its report on 'Elder Abuse in India 2018 - *Changing Cultural Ethos & Impact of Technology*'. The 23 city report by HelpAge, aimed at understanding the extent, depth, form, frequency and reasons behind Elder Abuse. The highlight of the report was the role of technology, as many elders feel socially isolated with the onset of new technology and younger members of their families spending more time on their gadgets such as mobile phones, laptops etc. and lesser time interacting with them in their house. HelpAge therefore ran a sensitization campaign called #Disconnect2Connect, urging the youth to disconnect from their gadgets for a short while during the day, and spend quality time with the elders in their homes.

Parliament Street – Delhi



Various events were organized throughout the country such as - signature campaigns, candle light marches, street theatre, auto-rickshaw campaigns, walkathons, awareness campaigns at Public spaces like metros and bus stations etc.

Over 300 senior citizens of Delhi participate in a candlelight march at Parliament Street, urging the younger generation to treat them with respect & dignity.

PATIALA – Punjab



An elderly lady signs on her support during the signature campaign organized at Omaxe Mall premises. More than 300 elders and others participated in the campaign, supporting the fight against Elder Abuse.

JAMMU – Jammu & Kashmir



Volunteers participate in an awareness campaign at a Jammu Railway Station. The campaign used volunteers and HelpAge India staff to sensitize hundreds of people on the issue of Elder Abuse in the country.

MUMBAI – Maharashtra



Ms. Shamita Shetty, film actress, joins elder voices against Abuse at the Mumbai Marathi Patrakar Sangh in Azad Maidan.

BHOPAL – Madhya Pradesh



Young theatre artists perform a street play at DB Mall, Bhopal, to raise awareness about Elder Abuse on the eve of World Elder Abuse Awareness Day.

REPORT HIGHLIGHTS

- Nearly one-fourth (25%) elders experienced abuse.
- Nationally, the main abusers were Son (52%) and Daughter-in-law (34%).
- The median age of Abuser - 42 years.
- More than 50% of the abusers were Skilled Workers & Working Professionals.
- The most common form of abuse experienced was Disrespect (56%), Verbal Abuse (49%) and Neglect (33%). Economic Exploitation was 22% and Beating & Slapping was a disturbing 12%.
- They had been facing this since the past 5 years.
- 82% of those abused, did not report the matter.
- 65% elderly stated that extreme attention given to phones/ computers is disrespectful.
- 73% elders felt that 'their adult children are too busy on the phone even when at home with them.'
- The key reasons for Not Reporting - were to "maintain confidentiality (52%) of family matter" or "did not know how to deal with problem (34%)" suggesting lack of awareness.
- Top 3 most effective ways to deal with Elder Abuse was – 'Sensitize children & strengthen inter-generational bonding' (38%), 'Increase Economic Independence of the abused' (37%) and 'Sensitize Young Adults' (35%).

LUCKNOW - Uttar Pradesh



Young volunteers raise awareness about Elder Abuse through a street play at the Sahara Ganj Mall, Lucknow.

KOLKATA – West Bengal



A Tram is flagged off by Dr. Shashi Panja, Minister of State (Independent Charge), Dept. of Women and Child Development & Social Welfare, Govt. of West Bengal, with banners & stickers raising awareness about Elder Abuse.

JAIPUR – Rajasthan



Volunteers paste HelpAge Elder Helpline stickers on Auto-rickshaws across the city, so elders in need, know where to call if they require any help in the State or in case of emergencies.

SHIMLA – Himachal Pradesh



Young supporters sign on their support during a signature campaign organized in a mall in Shimla to raise awareness on Elder Abuse.

Idukki – Kerala



Students of Mount Fort Public School, Idukki, raise awareness about Elder Abuse through an umbrella campaign. HelpAge India reached thousands of people through this unique campaign, organized with 6 schools in different districts of Kerala.

Launch of a Multi - Service Day Care Centre in Kerala



Ms. K. K. Shylaja, Hon'ble Minister Health & Social Justice (right) unveils the plaque at the launch of the Multi-Service Day Care Centre in Neyyattinkara, Kerala. Looking on are (from left): Mr. K. K Shibu, Vice Chairman, Neyyattinkara Municipality, Kerala, Mr. Biju Prabhakar, IAS, Special Secretary, Social Justice Dept, Kerala, Mr. Jafar Malik, IAS, Director Social Justice Dept, Ms. W. R. Heebam, Chairperson, Neyyattinkara Municipality, Kerala and Mr. K. Ansalan, MLA, Neyyattinkara constituency, Kerala.

Ms. K. K. Shylaja, Hon'ble Minister for Health and Social Justice officiated the launch of the pilot Multi-Service Day Care Centre at Neyyattinkara. A unique first-of-its-kind Multi-functional Centre for elders, it's funded by the Department of Social Justice, Govt. of Kerala. The building and infrastructure provided by Neyyattinkara Municipality, includes facilities like physiotherapy, counseling/medical consultation, rest facilities for men & women, a reading room, recreation area, digital literacy bay, kitchen & dining areas.

"The elderly constitutes nearly 13 % of the State's population and their concerns deserve special care. Day care homes for the elderly should provide a good, homely and family environment for senior citizens. There should be places where the elderly feel happy, cared for and at home", said Ms. K. K. Shylaja. Model multi-care homes will be scaled-up in all 14 districts under the Sayamprabha scheme, a welfare scheme launched by the Social Justice Department, for the welfare of elders, most of whom are socially isolated, unsafe and not cared for, even within their own families.



HelpAge turns 40

On April 28, 2018, HelpAge India completed 40 years in service of the disadvantaged elderly. To mark this milestone, HelpAge offices across the country organized various activities and functions involving senior citizens, commemorating the day.

Here below are some snapshots from across India.

MUMBAI – Maharashtra



Elders from 'Anand Vrudh Ashram' in Palghar, Maharashtra, shake a leg during a cultural program organized for the residents, proving that age is just a number, especially when it comes to having fun.

CHOUTUPPAL – Telangana



An elderly couple mark their 40th anniversary along with HelpAge, as they garland each other during HelpAge's 40th Year celebration at Choutuppal, Telangana, organized by the HelpAge Hyderabad team.

CUDDALORE – Tamil Nadu



Elder residents of Tamaraikulam Elders Village, Cuddalore, along with the HelpAge Cuddalore & Puducherry team, plant 40 Herbal plants as a symbol of growth and prosperity, marking 40 years of HelpAge India.

PUNE – Maharashtra



The HelpAge Pune team marks the 40th year anniversary with senior citizens, in association with Spandan Care Center, Pune. The HelpAge team headed by Mr. Rajeev Kulkarni along with Dr. Prasad Sonis, Doctor at Spandan Care Center and Ms. Sapna, Marketing Head, WS Bakers and Mrs. Jayashree Sonis, cut a cake along with residents.

Care begins at Home



Ajudhaya Devi from village Syari District, Shimla (Himachal Pradesh) had a medical history of paralysis. Initially, she was bed ridden and immobile. She had difficulty in walking and in completing her daily activities. HelpAge's Homecare volunteer young Tanuja Rathore after linking her with our Home Care project began visiting her and helping her in becoming stronger through exercise and guidance. Today, Ajudhaya can walk on her own and manage basic day-to-day activities. Her daughter has also learnt the various exercises needed for paralytic patients and is now the main family caregiver.

Knowing your Legal Rights



Mr. Atul N. Umatia, Advocate, District Legal Services Authority (centre on the dias) gives Legal guidance to senior citizens and talks about Safety of Elders during a meeting organized at Senior Citizens Association, Naroda, Gujarat. Also on the dias are: Mr. Pankaj Dodiya, President, Senior Citizen Association (left) along with Mr. Chandrakant (right), Helpline Counsellor, HelpAge India, Ahmedabad. The senior citizen members were also made aware of 'Maa Amrutam Yojna' health scheme for elders.

STUDENT ACTION FOR VALUE EDUCATION (SAVE)



Ms. Ratna Mallick (centre), Principal, Army Public School, Jammu Cant, hands over a donation of Rs. 3.6 lakh to Ms. Neeru Sharma, Senior Executive – SAVE, HelpAge India, Jammu, as a donation towards the elder cause. Looking on are other school staff members.



Dr. Charles Jebakumar (left), Chairman, Sacred Heart School in Moga, Punjab, receives a trophy from Ms. Arti Tikoo, Deputy Director, Resource Mobilization, HelpAge India, Jammu, for the school's contribution of Rs. 2.76 lakh to the elder cause. Looking on are Ms. Amarjit Kaur Gill, Personal Relations Officer and Mr. Pradeep Kumar, Teacher, from Sacred Heart School.

Empowering Elders through Digital Literacy

One of the findings from the HelpAge Elder Abuse report this year, was that only 4% of elders in India use the internet. Most elders are unable to cope up with the changing technology with advent of Smart Phones, Tabs etc. HelpAge conducts Digital Literacy Training workshops for such elders so they remain abreast with technology, are independent and are not socially isolated.

Here are glimpses some of the workshops:

CHENNAI – Tamil Nadu



Mr. R. Muthukrishnan, Senior Manager, Helpline, HelpAge India, conducts a Digital Literacy session titled 'Introduction to Smartphone Usage' at R. A. Puram, Chennai, Tamil Nadu.

East Godavari – Andhra Pradesh



Mr. Buddaraju Satyanarayana Raju, President, Senior Citizens Welfare Association, Kakinada, Andhra Pradesh, speaks at the Digital Literacy Training workshop with members of the Association. Elders learn how to use ATM cards, book cabs through OLA and UBER Apps, book train & bus tickets and book Hotels online.

New Delhi



Young volunteer and HelpAge intern Ankita Arora, shows an elderly lady 'How to use a Smart Phone', during the Digital Literacy Training Workshop organized for more than 40 senior citizens of Shalimar Bagh Senior Citizens Association, New Delhi.

Dehradun - Uttarakhand



Residents of Prem Dham Old Age Home, Dehradun, receive training during the Digital Literacy workshop organized in the home.

CORPORATE SOCIAL RESPONSIBILITY

Healthcare is a major need of the disadvantaged elder today. HelpAge India has therefore been working hard to provide basic quality healthcare to these elders, so they can live dignified lives. This has been made possible thanks to the support received from various corporates, who have shown their sensitivity towards the elder cause. We thank them for their generosity and support in helping us provide the much needed care to our elders and their community.

FARIDABAD – Haryana



An elder gets his blood pressure checked during a Special Health Check-up Camp in Faridabad, organized by HelpAge India in association with Voith Paper Fabrics India Limited. The camp focused on identifying health problems faced by the elder community, provided them with appropriate health interventions with a strong referral backup and provided free medicines and spectacles, along with tips on how to deal with chronic ailments for their long term betterment.

PATALGANA – Maharashtra



HelpAge India's Mobile Healthcare Unit team in Patalgana, Maharashtra, facilitated provisions under the 'Pradhan Mantri Ujjwala Yojana' to 23 destitute families in Mohpada village. Thanks to the continued support of Cipla and BPCL Limited the elders and their families in the village today, lead healthier & smoke-free lives using LPG connections.

VIZAG – Andhra Pradesh



An elder gets a sugar test done during a Special Health Camp supported by NTPC Limited which was organized in Vizag, Andhra Pradesh. Free medicines were also delivered to beneficiaries at their doorsteps via HelpAge's Mobile Healthcare Units.

Coimbatore & Delhi NCR



Oracle Corporation, continued its support to HelpAge India for the third consecutive year, towards the operation of 2 Mobile Healthcare Units, at Coimbatore and Delhi NCR.

Rampur – Uttar Pradesh



Shri Mahendra Nath Pandey, Hon'ble Member of Parliament, inaugurates the new Mobile Healthcare Unit in Rampur district, Uttar Pradesh, sponsored by Isthmus industries Pvt. Ltd. Also present are Shri Baldev Singh Aulakh (right), MLA, Shri Ramveer Singh (second from left), BJP Member and Shri Ashwani Tyagi (left), BJP Regional President, Western UP. Looking on are HelpAge Uttar Pradesh & Isthmus Industries Pvt. Ltd, team members.

West Bengal & Puducherry



Elders gather at the 'Jansunwai' meetings in Kasigori village Kashinath Tila, West Bengal and Parikkalpet, Puducherry, part of HelpAge India's 'Gaman' project with HSBC - on elder rights, livelihoods & healthcare, helping elders live secure & dignified lives. These elders who are part of Elder-Self-Help-Groups under the project, are now accessing easy loans, better health services & have a say in village development agendas. Regular feedback is taken during these meetings & elder issues are addressed.



BHUBANESHWAR – Odisha



A Legal awareness meeting was organized with a Senior Citizen Association in Bhubaneswar, Odisha, where elders gathered to learn about their rights as senior citizens, and the steps they can take to keep themselves safe.

HYDERABAD – Telangana

HelpAge organized a workshop on sensitizing the Police on Elder Abuse at the Commissioner of Police Headquarters in Hyderabad, Telangana.



LEH – Ladakh



A volunteer shows an elderly woman how to craft hand towels which can be sold to generate income, in Leh Ladakh, as part of HelpAge India's initiative to help elders live a dignified life.

A safe Haven for Veeravalli



Veeravalli Nageswaramma, 88 years, of Vangayagudem, Eluru, Andhra Pradesh, has two sons and a daughter, yet no one to look after her. Living in abject poverty, her own children are unable to support her. With the meager pension she gets, she barely has anything left to sustain herself after paying her basic monthly rent of Rs. 300.

This led to further deterioration of her health and to make matters worse the owner demanded she vacate the premises. Left alone, with no one to reach out to, her good Samaritan neighbors called the HelpAge Elder Helpline. The Helpline team immediately got into action and found a home for Veeravalli, where she has now found a safe haven and lives life without fear.

Toll Free Elder Helpline 1800-180-1253

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