

## Charity begins at Home



A special mention must be made of Dr. A.K. Saxena who after hearing about the Uttarakhand cloud-burst in 2013, volunteered to join HelpAge India to serve the disaster affected

community for whom accessing healthcare services post the disaster was difficult. He joined HelpAge on April 2014 and has been a catalyst in building the HDFC supported Health and Diagnostic Centre in the valley. He has now become the first individual donor to support HelpAge India's initiative with NDTV for the development of a rehabilitation village including an Old Age Home & Health Centre in Kedar Ghati village, Uttarakhand. He donated 250 LED bulbs for the same. Dr. Saxena, was a Chief Medical Officer in Lucknow, a MBBS from GSVM Medical College Kanpur and MD Psychiatrist from School of Psychiatrist, Liverpool. We thank him for his generosity and sensitivity.

## HelpAge CEO talks about challenges faced in the field of Ageing



Mr. Mathew Cherian, CEO, HelpAge India, speaks at the 'International Conference on Services to the Elderly – Current Challenges & Emerging Trends' in Hyderabad organized by Heritage Foundation, Hyderabad and supported by the Ministry of Social Justice and Empowerment, along with HelpAge India.

## Recognition in Service & Transparency



Guide Star India honored HelpAge India with its 'Platinum Award for Transparency and Public Accountability'. GuideStar India, is India's largest NGO information repository. More than 650 NGOs underwent varying levels of due diligence forming India's largest pool of certified NGOs. It is an initiative of Civil Society Information Services India (CSIS), a trust registered in India.

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

## BOOK POST

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## COVER STORY: When I'm 64 campaign brings generations together

# HelpAge

## NEWS



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**HelpAge India** | Fighting isolation, poverty, neglect



## EDITOR Speaks

Dear Readers,

It has been an eventful quarter, with new initiatives seeing fruition and some good news for our elders.

Our 'When I'm 64' contest was well received by students in schools across the country. It helped bring the two generations together due to increased interaction between students and elders while participating in the contest. We hope to repeat the contest once again this year and carry on with our quest to bridge the gap between generations.

Some of our advocacy initiatives moved a step forward in empowering elders. The Delhi High Court ruled that elders of the national capital can now evict their children from their homes if they turn 'greedy' or 'abusive', by simply complaining to the Deputy Commissioner/ District Magistrate. The court specified that the house need not be self-acquired or owned by the parents. As long as the elders are in legal possession of the property, abusive sons and daughters can be evicted.

It has also been a very inspiring quarter, with elders taking on Active Ageing initiatives not just to keep themselves engaged but to actively help those who needed it most. 'Aravindhar Active Ageing Enterprise Group' in Puducherry and the 'Kolkata Kinjal Active Ageing Group' are two such examples, respectively.

Meanwhile healthcare for elders got a major boost with Corporates coming forward and doing their bit. In fact digital healthcare is a new healthcare initiative HelpAge has forayed into.

What also keeps us going are stories of hope, such as that of 65 year old Saroja of Chennai, suffering from Dementia, who was reunited with her family by our helpline staff after she was found roaming around listlessly on the roads of the city.

We thank each one of you, our donors and supporters who have helped us come this far in serving the elderly. There are still many miles to go and we hope you will continue to walk with us.

**Manjira Khurana**  
Country Head - Advocacy & Communications

## WHEN I'M 64

What better way could there be then to help children imaginatively experience the life of elders in society, family or in their neighborhood? Keeping this objective in mind, HelpAge India had launched last year a unique pan India contest for school children from classes VIII, IX and X - titled 'When I am 64'.

The contest had three components Essay Writing (in English or in Vernacular), Film Making using mobile phones and conceptualizing a Science Project for evolving elder care products and services. The contest received a tremendous response from schools and young students. Nearly 8000 school children participated and came up with innovative ideas. The most popular response was in Essay Writing and Film Making using mobile phones.

In an interesting feedback session in the capital, the students shared their experiences and said that partaking in the competition increased their interaction with their grandparents and brought them closer to them.

Here below are some snapshots from the prize distribution ceremonies held in various States:

### WEST BENGAL



Winner of English Essay Writing, Pratyush Saraogi, Class – X, DPS Megacity, Kolkata (WB), receives his Winning Certificate. Looking on are Ms. Indrani Sanyal (left), Principal of the school and Ms. Sharmila Majumder, Territory Head (West Bengal & North East), HelpAge India.

### DELHI



Ms. Deepanshi, Student of Class VIII, Modern Public School, Shalimar Bagh (Delhi), receives her prize-winning certificate from Mr. Mathew Cherian, CEO, HelpAge India, for coming first in the Hindi Essay Writing competition.

## NEWS YOU CAN USE

### Empowering Elders

This February 2017, elders received a strong tool for self-defence with the the Parents Maintenance Act getting a major boost from Delhi's Social Welfare Department. Elders in the national capital can now evict their children from their homes if they turn 'greedy' or 'abusive' by simply complaining to the Deputy Commissioner/ District Magistrate. Adults who abuse their parents while living in their house can be evicted from the property, the Delhi high court held. The court specified that the house need not be self-acquired or owned by the parents. As long as they are in legal possession of the property, abusive sons and daughters can be evicted.

If the DC/ DM finds that the son, daughter or legal heir of senior citizens are not caring for them or is ill-treating them, a notice will be issued to the accused party. The heir will get a chance to explain which, if found unsatisfactory, will lead to an eviction notice. The Deputy Commissioner will forward a complaint to Sub-Divisional Magistrates (SDMs) for verification of the property's title deeds within a fortnight. The entire process, from receiving a complaint to execution of the order, must be completed within 21 days. This move is a major step forward in the fight for elder rights.

### HIMACHAL PRADESH

Mr. Sanchit Gupta, Student of Class-IX, Dayanand Public School, Shimla (HP), receives his Winning Certificate for English Essay Writing from Ms. Dhara Saraswati, Program Officer - Doordarshan Shimla. Looking on are Mr. Manmohan Sharma (second from left), Director Elementary Education, Himachal Pradesh and Dr. Rajesh Kumar (left), State Head (Himachal Pradesh), HelpAge India.



### TAMIL NADU

Ms. Jeevika, Student of Class VIII, Lakshmi Garden Mat. Hr. Sec. School, Vellore (TN), receives her prize-winning certificate from Chief Guest - Mrs. V.R. Jayalakshmi, District Social Welfare Officer - Chennai (TN), for coming first in the Mobile Film Making contest. Looking on is Mr. V. Siva Kumar, Acting State Head (Tamil Nadu), HelpAge India.



### A class 'Outside Syllabus'

73 year old K.P. Sarkar, a retired Professor of Physics, decided that even though he had retired from his job, he would not retire from teaching. He decided to dedicate his time to help those that need it most. Therefore, he became a member of the 'Kolkata Kinjal Active Ageing Group' of retired professionals and joined them in their endeavor to help underprivileged children. The decision not only helped the children who needed guidance but also kept Sarkar busy post retirement.

The class he takes has been named 'Outside Syllabus' and appropriately so, as the topics don't fall under the usual academic fold. Members of the Kinjal Group help these disadvantaged children cope with their school syllabus, as well educate them on daily – living issues such as: health and hygiene, duty towards the society and their elders, how to do time management in order to cope with the examination schedule, career counselling and overall building of self-confidence. It is a highly satisfying experience for both the elder members and the children alike and has brought both generations closer to one another.



Prof K.P.Sarkar, 73 years, a retired professor of Physics, member of Kolkata Kinjal Active Ageing Group, takes a class 'Outside Syllabus' of the students of Motijheel School, Dum Dum, Kolkata (WB).



## A story of Hope



Saroja reunites with her family and gives a warm and thankful smile to S. Murali (left), the Helpline worker who helped her during her worst times.

Murali walked into the Home with her son & daughter-in-law. Today, Saroja is reunited with her family once again. Saroja's family members are deeply thankful to the Helpline staff and the Sub-Inspector for helping not just them but also other elders in need like Saroja.

65 year old Saroja, was found roaming around listlessly on Chennai's Pullianthope Main Road for days. Suffering from Dementia, she was unable to recollect anything about herself or her past life clearly. Noticing her condition, local residents alerted the Police Station and the Sub-Inspector of Police contacted the Chennai HelpAge Elder Helpline.

Helpline staff member and driver S. Murali immediately rushed to the spot and located her. Weak, under-nourished and fragile she could barely utter a word. After giving her details to the Police, Murali took her to Anbagam Old Age Home in Red Hills, where she could be looked after. A day later the Helpline received a call from the Sub-Inspector of G5 Secretariat Police Station, about a compliant of a missing woman. Murali went to the Police Station for details and the photographs matched!

The missing person was Saroja and her family was immediately contacted. The next day Saroja was in for a beautiful surprise as

## Making roads Safer for Elders



Elders of Mumbai demand for safer roads

In keeping with our advocacy efforts to make cities safer for elders, HelpAge tied up with media house NDTV for a Road Safety campaign where elders raised their voice against societal attitude towards elders on the street in Mumbai & Bengaluru. They held placards and marched down the streets demanding safer roads for seniors and children alike.

## Enterprising Elders

65 year old Lakshmi (left) along with 72 year old Thiripurasundari, learn the art of Bangle-making during a jewellery-making workshop organized by HelpAge for elders in Puducherry. They have now formed the 'Aravindhar Active Aging Enterprise Group' along with other enterprising women. The members of the group now sell their products to potential customers. This unique activity has not only helped them use their time productively but also helped them gain their self-confidence.



## Elders talk about Depression in Old Age

Senior citizens of the Senior Citizens Association in Sector - 21, Chandigarh, find a unique way to highlight the issue of 'fighting depression in old age' through a skit performed by them, marking 'World Health Day'. The aim was to raise awareness about this silent killer disease and find ways to tackle it.



## HEALTHCARE & ELDERLY

One of the core needs of elders that needs attention is, basic & affordable healthcare which they can rely on in their later years. HelpAge India has been working towards this diligently and continues to reach out to more and more elders who cannot afford or access it. Here are some initiatives taken by HelpAge.

### Eye Camp in Jammu



An eye doctor examines the eyes of an elderly lady at the HelpAge free eye screening camp at Deoli Village, Jammu, in association with Modern Charitable Eye Centre, Jammu. Nearly 200 elders attended the camp and were screened by the eye specialist. Those identified with cataract, will further undergo a cataract surgery free of cost, helping restore their sight.

### Health camp in Pinjore



Dr. Rajinder K. Sharma (left), Orthopedic Surgeon (MBBS), examines an elder patient at the General Health Camp organized in village Rampur Khu Wala, Pinjore (Haryana) in association with Senior Citizens' Association, Pinjore. The camp was organized in the premises of Gurudwara Iknoor Sahib, main Pinjore-Baddi Road. Over 180 people mainly senior citizens from nearby villages visited the camp. They were examined, given consultation and free medicines.

### Health camp in Chennai



An elderly man gets his health check-up at a medical camp organized by HelpAge's Chennai Mobile Healthcare Unit commemorating 'World Health Day' jointly with North Chennai Senior Citizens Association.

### Building care-giving capacity for eldercare



Mr. V. Prasanth, Manager – CSR Team, L & T Construction, stresses on the emerging need for Caregivers, during his address at the 'Capacity building workshop for Managers / Care-takers of Old Age Homes in and around Chennai'.

There are far and few trained care-givers for elderly in a country which has a population of 104 million elders. HelpAge therefore organizes 'Care-giving' workshops so that quality care can be given to those that need it most. In the south as part of its initiative to provide 'Comprehensive Health Care for Deprived & Deserted Elderly in Chennai', HelpAge organized a one-day workshop where experts on Geriatric Health Care & Physiotherapy spoke about health problems of the elderly & the available geriatric treatments, physiotherapy and other relevant services the care-givers can use to take care of the elderly.





## Student Action for Value Education (SAVE)

The base of any core moral value starts at a very young age. HelpAge has been continuously working towards inculcating age-care values in children at an early age through its 'Student Action for Value Education' program, to bridge the gap between generations and help them grow into caring and sensitive individuals understanding elder needs. As imperative it is for society to take care of its elders, it is often difficult to garner support for the cause, but there some institutions and individuals who strongly believe in it and have helped us in achieving our endeavour by showing their support. Here below are some schools who have given their support.



Sister Jince (right), Principal, St. Francis Convent School, Kartarpur (Punjab), hands over the school's contribution of Rs. 1.32 lakh towards the elder cause to Mr. Bhaveshwar Sharma (centre), State Head (Punjab, Haryana, Chandigarh and J&K) HelpAge India. Also seen are Ms. Dazzy (third from right), School Co-ordinator, along with the school's head-boy and head-girl and staff member.



Students of Shri Shikshayatan School hand over a cheque of Rs.2.52 lakh to Mr. Arindam Mukherjee (right), Manager SAVE (Kolkata & North East), HelpAge India, as contribution towards the elder cause. Looking on are Ms. Sharmila Majumder (second from left), Territory Head (West Bengal & North East), HelpAge India, Ms. Poushali Mukherjee (left), Headmistress, Shri Shikshayatan School (Primary Section), Ms. Ruma Mitra, Assistant Teacher, Ms. Bratati Bhattacharya (third from right), Secretary General, Shikshayatan Foundation, along with the residents of Kalyan Ashram, an old age home supported by HelpAge in Kolkata (WB).



Ms. V. Chandralekha, Principal, Sankara Vidyalaya, Pammal (Tamil Nadu) receives a Trophy of Appreciation from Mr. V. Sivakumar, Acting State Head (Tamil Nadu), HelpAge India, for the school's support and the contribution made by its students of Rs.1.92 lakh. Looking on is Mrs. Rama Sankaran Narayanan (right), the Vice Principal of the school.

## CORPORATE SOCIAL RESPONSIBILITY

Over the years the elder cause has received increasing support from Corporates, especially in the area of elder healthcare. Corporates are becoming more and more aware of their role and the impact they can make in society by contributing their bit. HelpAge thanks them for their generosity & sensitivity in supporting the elder cause. Here are some initiatives taken by some of our supporters.



Ms. Madhu Madan (second from left), Country Head – Resource Mobilization, HelpAge India, holds up a copy of the MOU signed with GAIL India Limited along with Mr. C.S. Majithia, Chief Manager CSR, Gail India Limited. The MOU is for the extension of GAIL's services for Year 2016-17. GAIL is supporting the 'Integrated Healthcare Services for the flood-affected population of Uttarakhand in Rudrapur region' through 2 Mobile Healthcare Units donated by them in Year 2013-14 by supporting their running cost worth Rs. 48 lakh. Looking on are: Mr. Ganesh Dubey (left), Joint Director – Corporate Fundraising, HelpAge India and Ms. Anjali Sood, DM CSR from Gail India Limited.



Mr. Bhanwar Lal (fourth from left), MLA, Mr. Manoj Baid (second from left), Associate Vice President & Company Secretary – HFCL, Mr. Lalit Gupta (third from left), IAS (District Collector) and Mrs. Sushma Pincha, Nagpalika Head, jointly flag off the Specialized Mobile Healthcare Unit (MHU) at Sardarshahar, Churu District (Rajasthan) along with Mr. Nilesh Nalvaya (second from right), Joint Director (Rajasthan), HelpAge India. HFCL has supported this Specialized MHU (with a special lab kit) worth Rs. 1.06 lakh which includes the capex & running costs for 3 years.



Pharmacist Harendra Singh captures a patient vitals using the Digital Mobile Kit in Devsari, Chamoli district, Uttarakhand. The Mobile Kit is used to store important details/vitals of a patient and connects to the doctor in Dehradun via a Skype call.

Hewlett Packard Enterprise (HPE) is supporting 5 E-Health Centres and 14 Medical Mobile Kits valued at approximately Rs. 6 crores spread across major states in the country. This is part of HelpAge India's initiative to make healthcare accessible using digital technology using tele-medicine facilities.



Mr. T.G Jayabharath (third from left), Sr. Executive - Corporate Fund Raising (Tamil Nadu), HelpAge India, stands with some of the employees of Sundaram Fasteners, Gummidipoondi, Thiruvallur District (TN), who donated their bit towards the elder cause, through a Pay Roll Giving campaign conducted by HelpAge for the employees of Sundaram Fasteners Ltd, Gummidipundi, Thiruvallur District (TN). 216 employees of Sundaram Fasteners are together donating a monthly sum of Rs.12,155 towards the elder cause through their Pay Roll.

### Thank you

- Triente Global Services Pvt. Ltd. for a donation of Rs.1.75 lakh.
- Hindustan Lever Educational & Welfare Trust (Mumbai) for a donation Rs. 2 lakh.