


HelpAge receives the Leadership & Excellence Award 2014




Special guests Mr. Saugata Mitra (left), Chief People Officer & Group Head HR, Mother Dairy Fruit & Vegetable Pvt. Ltd. hands over the Global CSR Award plaque to Mr. Prakash Borgaonkar, Territory Head (Maharashtra, Gujarat & Goa), HelpAge India and Dr. Sanjay Muthal (second from right), Executive Director, RGF Management Search, presents Ms. Madhu Madan, Country Head - Resource Mobilization, HelpAge India, with the trophy for the same, at an award function of ABP News & World CSR Congress commemorating World CSR Day.



Nani's tips
to Stay Healthy
& Happy

To stay healthy & happy, the most important mantra is - Don't stop having fun! Never give up on recreational activities, go ahead fulfil your dreams, visit places you always wanted to, but never found the time. Travel with likeminded friends and the world is your playground!



HelpAge tried to fulfil one such dream for 40 elders of Patna (Bihar) and organized a Heritage Tour to historical & religious places such as the *Buddha Stupa*, *Sonebhandar*, *Jarasandha ka Akhara*, *Brahma Kund* and *Nalanda University*. Many of these elders were financially poor and lacked confidence in their own mobility. The trip was a memory of a lifetime for them.

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COVER STORY: Uttarakhand - Working towards Sustainability & Stability

HelpAge
NEWS



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HelpAge India | Fighting isolation, poverty, neglect

EDITOR *Speaks*

Dear Readers,

It's been good start to Year 2014, with hope for stability in Uttarakhand post the flash-floods disaster last year. HelpAge is working towards providing sustainability opportunities to families of elders, so that life returns to normalcy and the people of the state are rehabilitated.

On the other hand, HelpAge is training Police personnel on how to deal effectively with Elder cases in Kerala and Kolkata through focused workshops. The idea is to sensitize and educate Police on how to best handle elder cases whether of abuse, neglect, crime etc.

Our Elder Helpline teams are meanwhile working hard at their own end, actively empowering and supporting senior citizens who often face abuse and neglect at the hands of their loved ones, like that of 82 year old Chand Kaur of Delhi or bringing together an abandoned elder with his family in Lucknow.

We are extremely thankful to corporates who have time and again shown their support, and are now increasingly supporting our healthcare programme through Mutli-speciality health camps, such as those sponsored by FIMI and Asian Paints.

We are humbled by those who recognize the work of our team and organization and thank ABP News & World CSR Congress for awarding us with the 'Leadership & Excellence Award 2014', commemorating World CSR Day.

This year we will be especially focusing on encouraging Volunteerism, there are so many people out there who want to contribute to make a positive difference in society, help senior citizens but don't know how. The basis of any volunteer act is self-motivation, a need to make a difference and do something good for society. I therefore urge you readers to come forward and join our Volunteer programme and encourage young adults to contribute their time and help bring a smile on an elder face.

Hope this year once again you will continue to keep the faith.

Manjira Khurana

Country Head - Advocacy & Communications



UTTARAKHAND: Working towards Sustainability & Stability



Uttarakhand faced its worst nightmare last year when flash-floods raged through its core and brought life to a standstill. Months down the line, the ravaged state is now coming to terms with life post the disaster.

The HelpAge Uttarakhand team has been working relentlessly finding ways and means to ensure life returns to normalcy. Post its relief phase HelpAge is now concentrating on working out sustainable options of livelihood for families with elderly, as one of its focus areas is rehabilitation. Given the terrain and climatic conditions of the region, 70% of people in the villages have been engaged only in sheep and goat rearing. Developing skills of the locals especially women in woolcraft, is one of the initiatives of HelpAge, as traditionally they are not skilled in

HelpAge Relief Outreach

- Covered 209 villages in 4 districts
- Provided 200 tonnes of relief material to 6550 households
- Conducted 800 village health camps

woolcraft, but raw material is available locally in most of the households in abundance. This will help them become independent and self-reliant.

Kedar Ghati, which is regarded as a divine place situated at the banks of the river Mandakini in Rudraprayag district was one of the worst affected areas during the disaster. HelpAge is helping the community form Self-Help-Groups which would help further tourism in the area and in turn provide sustainable livelihood options to the locals of the region, and become their main source of income. A unique model of Community-Private Partnership is being followed that aims to achieve two major targets: growth and development of the region and promote tourism.

HDFC Bank supported HelpAge in establishing a first-of-its-kind, Health and Diagnostic Centre. Services such as medical consultation (both general and specialist), pharmacy, physiotherapy, diagnostic tests and ultrasound are being rendered from this Centre. Establishment of such a centre has not only made the services available to the community, but has also given people access to affordable treatment unlike earlier, when they had to travel upto 150 Km on foot and spend a minimum Rs. 400 only on travel for medical advice.

HelpAge, with the support of NDTV is also constructing a model village for the homeless and the destitute, keeping especially women and children in mind who have suffered losses of both family and resources. The village will house a Training Centre, Day Care Centre, a Village Tourism Enterprise, in addition to residential facilities.



A patient receives Physiocare therapy treatment at the Health and Diagnostic Centre in Rudraprayag district.

A struggle for Justice



Time and again we hear about violence, neglect and financial exploitation of elders at the hands of loved ones and care takers.

Mrs. Chand Kaur, 82 years, mother of three, was tortured and thrown out of her own house by her elder son, Harcharan Singh. Her two other children, Ranjeet Kaur and Surinder Singh, supported their mother by reaching out to HelpAge India for guidance.

The HelpAge team alongwith Advocate Mita Choudhury guided them and helped in filing a complaint with the Senior Citizen Tribunal for seeking relief under The Maintenance and Welfare of Parents and Senior Citizens Act, 2007, which aims to protect elders from such abuse, neglect and harassment.

Post all the necessary submissions and hearings, the court ruled in favor of Chand Kaur. As a result, Harcharan has now been ordered to immediately vacate the ground floor of the property under dispute, cause no inconvenience and take care of his mother with respect to food and medical facilities. Both sons will have to make payments of Rs.5000 per month as maintenance cost. The S.H.O, P.S. Karol Bagh (Delhi), has been given the responsibility to ensure compliance, safety and protection of Chand Kaur. Fortnightly visits by constables are to be made and action reports to be submitted to the Tribunal.

Chand Kaur is highly grateful to the HelpAge team for their support in her struggle to seek justice.

Student Action for Value Education (SAVE)

The student community and schools have come together with HelpAge India in a big way to strengthen efforts in providing aid to our elders. Here below are some glimpses:

Students come to the rescue of elderly residents at a home in Kerala



Students of Bhavans Vidya Mandir, Chithali, Palakkad (Kerala) interact with the residents of Dharmam Charitable Trust, an old age home with 12 residents. The home is solely dependent on the local community for its survival and is in dire need of support. Bhavans Vidya Mandir came to the rescue and asked HelpAge India to take up their cause, with their support. The students also distributed daily use items and medicines to the residents.

Student Action for Value Education in Kolkata



Ms. Meena Kak (center), Principal, Ms. Krishna Nandi (second from left), Vice Principal, Lakshmi Pat Singhania Academy, accepts the school certificate for Lakshmi Pat Singhania Academy for its outstanding work towards the elder cause from Ms. Indrani Sen (right), Deputy Director - Resource Mobilisation, HelpAge India (Kolkata). Looking on is Ms. Urmil Manna (left), Manager SAVE, HelpAge India. The school has raised a sum of Rs. 4.64 lakh to support the cause.

A special Valentine's Day for 72 year old Madhukar

Valentine's Day this year turned into a memorable Birthday for 72 year old Madhukar Gadgil (second from left) as popular Marathi Film Actress, Ms. Manisha Kelkar (left), gives him a warm hug and shares this special day with him at the event organized for the elderly at 'Aaji - Aajoba Udyan' (a park especially for senior citizens) in Dadar, Mumbai (Maharashtra), to mark this day of love and sharing. Looking on is Mr. Prakash Borgaonkar (right), Territory Head (Maharashtra, Goa & Gujarat), HelpAge India and Mr. Yadav (second from right), Editor of Entertainment Trade magazine.



1 million needy elders reached. 100 million still need to be!

You can help! Volunteer Now!

The need for dedicated Volunteers keeps growing by the day as the elder population increases along with the need for quality care. We urge both the young and old, to come forward & volunteer to help reach out to more and more needy elderly. An example of volunteer help can be seen in times of natural disasters. They become the virtual backbones that keep the relief going. Professionals or students, the retired or the serving, all can help by chipping in their bit.

Here are some ways you can help on a regular basis:

Keep your eyes & ears open to Stop injustice to elders: if you see cases where helpless elders are being abused, either verbally or physically, by family members or others, call up the HelpAge India Elder Helpline (1800-180-1253) or report it to the Police.

HUG an elder, become an elder friend: sometimes, all that is needed is a tight Hug, a gentle word, a ready smile and good company to make life worthwhile. HelpAge India's HUG (Help Unite Generations) initiative encourages everyone, especially the youth, to volunteer their time for a rewarding experience. Make an elder friend, spend quality time with them enrich their life, as well as yours.

Help find shelter for abandoned elders: if you spot a helpless elder on the streets, please determine if the person is homeless or lost, and call the HelpAge India Elder Helpline or the Police.

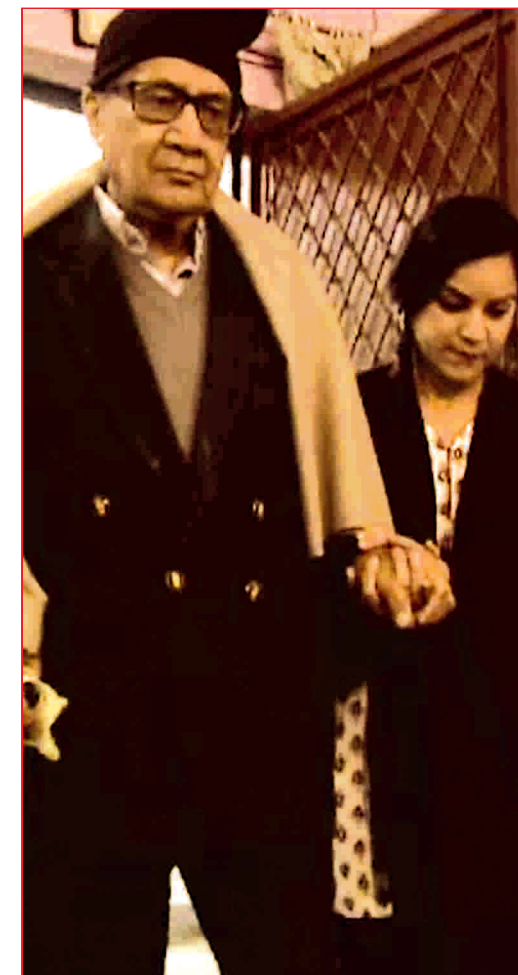
Encourage school children to sign up with HelpAge India's SAVE (Student Action for Value Education) programme: which inculcates the values of elder care and respect from an early age. If the school is yet to enlist in this programme, please request the school authorities to get in touch with the local HelpAge India office.

Help raise donations: from family, friends as well as work colleagues, as each Rupee serves a needy elder.

Help elders live healthy, active lives: encourage elders whether within your family or your neighborhood who seem to be living isolated lives to form AdvantAge Groups (groups of like-minded elders, that encourage physical and mental activity and provide emotional support



along with promoting Active Ageing) and AdvantAge Centres (focal point where AdvantAge Groups meet), restoring dignity and self-worth.



“

I started out as a Volunteer for HelpAge India, not realising what a fulfilling journey it would be for me as a person. Interacting with senior citizens is a revelation in itself, as there is so much to learn. I found my own elder friends and realised that by simply spending time with them was not only taking away their loneliness but also enriching my own life immensely.

- **Sonia Apte**, Former Volunteer, now a dedicated member of the HelpAge family.

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Help Unite Generations (HUG) campaign launch in Ahmedabad



Students pledge to care and support the elderly during the HUG campaign launch in Ahmedabad (Gujarat).

Training Police Personnel on how to deal with Elder Cases



Police personnel have a group discussion on elder abuse cases and how to deal with them effectively at the Awareness Drive Workshop for Police Officers under the 'Senior Citizens Protection Scheme' in Kerala.

Focusing on sensitizing Police Officers while dealing with cases of the elderly, the HelpAge India Kerala team organized an Awareness Drive Workshop for 446 Police officers covering all Police Stations under the jurisdiction of Kochi City Police and Ernakulam Rural Police District at four locations, with the aim to train and sensitize police personnel when dealing with elder cases. This was in association with District Crime Records Bureau (DCRB) based at Aluva & Edappally.

The Senior Citizen Protection Scheme or CARE (Care and Relief or Elderly) is an initiative of Kerala Police to sensitize Kerala police personnel on issues facing senior citizens and how to deal with the same in a more humane manner. Officers were given focused training on 'The Maintenance & Welfare of Parents and Senior Citizens Act, 2007'.

Kochi City Police has 20 Police Stations, while Ernakulam Rural Police District has 15 Circle stations, 31 Police Stations and one Women Cell under its jurisdiction. It covers 118 Panchayats & 6 Municipalities (Aluva, North Paravur, Angamaly, Perumbavoor, Muvattupuzha and Kothamangalam), 10 Legislative Assembly Constituencies and 4 Parliamentary constituencies (Chalaky, Ernakulam, Idukki and Kottayam).

Ram Dular reunites with family



Ram Dular Singh (centre) reunites with his family after losing all hope. Standing alongside him is his 18 year old grandson Amit Singh (left), and Ms. Rashmi Mishra (right), HelpAge Elder Helpline Counselor (Lucknow).

Ram Dular Singh, 80 plus, was found lying on the streets of LDA Colony, Lucknow (UP), looking lost and malnourished. A call from good samaritan Namrata Jain to our Elder Helpline in Lucknow, got the HelpAge team into quick action and they rushed to the location and shifted him immediately to an old age home. With no idea of who he was, what was his name or where he came from, the task ahead for the team seemed difficult, but they didn't give up.

One thing became clear though, that he hailed from a village in Azamgarh dist. (UP).

After many attempts it was found that an elderly man was missing from a village in the district. The Helpline team immediately traced his family and spoke to them and discovered that Ram Dular had set out with his 18 year old grandson Amit Singh to Delhi via a night train for treatment for an ailment he had, but the next morning at Kanpur station Amit found his grandfather missing. Since then the family had been trying to frantically find Ram Dular, but all their attempts seemed in vain.

The minute they got the call from the HelpAge team, Ram's family set out for the 300 km travel from their village in Azamgarh to Lucknow, to get their Grandpa back home. It was a heart-warming reunion as grandfather and grandchild met, along with the rest of the family.

Health support for Elders from Corporates

With increasing age, health of senior citizens need closer monitoring and checks. To tackle this very problem, HelpAge India organized two Multi-specialty health camps for senior citizens sponsored by Federation of Indian Mineral Industries (FIMI) and Asian Paints. A special thanks goes to all those doctors and physicians, who helped make both these health camps a success.

At the Multi-specialty health camp at Sidhpeeth Hanuman Mandir, Faridabad (Haryana), sponsored by Federation of Indian Mineral Industries (FIMI), free medical examinations were conducted and health concerns of senior citizens were identified, such as blood pressure problems, eye related ailments and blood sugar checks. 400 senior citizens were screened. In addition, free medicines and spectacles were also distributed. HelpAge is thankful to Ms. Geeta Sundriyal, General Manager, FIMI, New Delhi, for supporting the camp.

An elderly man gets his legs examined by a doctor, due to which he has been having difficulty in walking, at the Multi-specialty health camp at Sidhpeeth Hanuman Mandir, Faridabad (Haryana), sponsored by Federation of Indian Mineral Industries (FIMI).



Elderly line up for registration at the Multi-specialty health camp sponsored by Asian Paints.

Asian Paints has always come forward and helped support elder health concerns. Once again they supported a Multi-specialty health camp for the elders of Baliyana village, Rohtak (Haryana), organized by HelpAge India. The aim was to identify health problems of the elderly and provide appropriate health interventions for the community with a strong referral backup support. Most of the cases were of Osteoarthritis, Hypertension, skin & eye related problems. 500 patients were treated and free spectacles were given to those who required them.



Fighting isolation,
poverty, neglect

NL/MARCH/14

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All contribution to HelpAge India are 100% Tax Exempt under Section 35AC and 80GGA of Income Tax Act, 1961 for the projects covering medical care to old persons, leprosy and cancer patients, provision of home to old persons, rehabilitation of old women and conducting eye camps.

REFERENCES