

HelpAge India joins 'Swachh Bharat Abhiyan'



HelpAge India, Mumbai, and Western Railway, Mumbai Division, organizes a 'Swachh Bharat Abhiyan' at the Dadar railway station with students and teachers from Shardashram Vidyalyaya, senior citizens and HelpAge India staff members. The students carried placards mentioning the importance of cleanliness. The volunteers cleaned the railway platform and bridge, and took a pledge to keep the premises clean.



*Nani's Tips - Save Money,
Use the Elder Benefit Card*

- HelpAge India has a scheme for all senior citizens to help them save money every time they shop.
- Just a one-time fee of Rs. 50 gets you the AdvantAge Card. By enrolling in this program you can get access to discounts at chemists, pathology labs, hospitals, opticians, hotels and other travel options.
- Today there are 1,50,000 members across 320 cities in India with more than 5500 discount giving Associates.
- Just log on to www.helpageadvantage.org and enroll for membership. You can also contact your nearest HelpAge India office and enroll.
- To find out the list of discount giving Associates in your city, log on to www.helpageadvantage.org or get the Associate List from the HelpAge India office in your city.
- For any further queries, please contact:
Shekar Nambiar/ Ishanti Ghose at 011-42030463.
Or Email Shekar.Nambiar@helpageindia.org / Ishanti.Ghose@helpageindia.org



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. Anandita Bhardwaj

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: Technology comes in aid of the disabled

HelpAge

N E W S



Vol.13 No.3

October - December 2014



HelpAge India | Fighting isolation,
poverty, neglect

EDITOR *Speaks*

Dear Reader,

Wishing you a very Happy New Year! We begin this year with a review of the last quarter of 2014.

Out of over 21 million disabled people in India today, a large number are over the age of sixty and therefore, it is important to give way to science and technology with an aim to make their lives and day-to-day living easier.

In wake of this, HelpAge India marked 'International Day of Persons with Disabilities (IDPD)' on December 3rd in collaboration with the Department of Science and Technology (DST), Government of India. An exhibition cum exposition was organized in the national capital called 'Technology Intervention for Disabled and Elderly (TIDE) 2014'. It was a platform for scientists and researchers to showcase the various products designed to improve the lives of the disabled and elderly. The event was attended by scores of senior citizens.

This quarter also was one of festivities, with HelpAge family members and elders coming together to celebrate Diwali and Christmas in many old age homes across the country. Days of fun filled memories.

A special thanks goes out to the alumnus of Westcott Schools in Jharkhand who came forward and supported those elders in need of wheelchairs and hearing aids.

With every passing year our SAVE (Student Action For Value Education) program is reaching out to numerous cities and even smaller towns of India, sensitizing children to treat elders with love and respect and at the same time motivating them to raise substantial donations for the cause.

Once again, I thank the corporates such as SJNV Foundation, Asian Paints, ONGC, BHEL and others for their resolute support through the year. We wish all our readers a happy, healthy and successful 2015!

Manjira Khurana
Country Head - Advocacy & Communications



International Day of Persons with Disabilities celebrated with TIDE 2014



(From left): Mr. Mathew Cherian, CEO, HelpAge India, Mr. Rajiv Chandran, National Information Officer, UN Information Center for India and Bhutan, Dr. Arbind Prasad, Director General, Federation of Indian Chamber of Commerce and Industry (FICCI) and Dr. K. Gopikrishna, Scientist 'D', SEED Division, DST at the 'TIDE 2014', an exhibition cum exposition on technology to assist the disabled.

HelpAge India in collaboration with Department of Science and Technology (DST), Government of India, organized an exhibition cum exposition 'TIDE 2014' in New Delhi on the occasion of **International day of Persons with Disabilities (IDPD)** which is marked on 3rd December. Technology Intervention for Disabled and Elderly (TIDE) is a program of DST which provides grants to scientists and researchers to develop designs or products to improve the quality of life of the disabled and senior citizens with disabilities.

The exhibition displayed prototypes of assistive devices, recreational devices, IT applications and conducive clothing for the disabled and elderly.

On display were: Wearable Transmission Pulse Oximeter, Carrom Board, Voice Activated Solar Powered Wheel Chair, Assistive Device for Public Bus Access, TOBY Play Pad, Multimodal Interface for the Physically Challenged, IR Heating Clothing for the Elderly, Independent Stair Climbing Wheel Chair and Hip Protective Device for the Elderly. The experts who developed these products and designs also participated in the exposition to explain the concept and refining process of the designs to the participants as well as the possibility of the products being launched for public benefit.

The event was attended by about 300 people including senior citizens, representatives of the organizations dealing with disabled people, school children and representatives of the corporate sector. Dr. Arbind Prasad, Director General, Federation of Indian Chamber of Commerce and Industry (FICCI), was the Chief Guest. Mr. Rajiv Chandran, National Information Officer, UN Information Center for India and Bhutan, spoke on the occasion and also read out a message from the UN Secretary General Ban Ki-moon.



(From left): Mr. Bijay Mishra, Director, DMA and Mr. Mathew Cherian, CEO, HelpAge India, look on as Dr. Arbind Prasad, Director General, Federation of Indian Chamber of Commerce and Industry (FICCI), inaugurates 'TIDE 2014' at the India Habitat Center, New Delhi.



Seniors share a light moment with a game of carrom at 'TIDE 2014'.

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

Celebrations & festivities with elders!



HelpAge India beneficiaries are felicitated during the Diwali function organized by Legal & General and India First Life Insurance at Hotel Sahara Star, Mumbai, Maharashtra.



The students of Department of Education, Patna Women's College, celebrate Christmas with HelpAge family members and dementia patients in the Bihar State Office, Patliputra Colony, Patna, Bihar.



Elder residents cut a cake at 'The Home for The Aged', the first old age home to be associated with HelpAge India in Delhi, during Christmas celebrations organized by the staff members of HelpAge India.



Students and teachers from Delhi Public School, Joka, Kolkata, WB, pay a visit to Kalyan Ashram, HelpAge India's first old age home in Kolkata, before Christmas to spend a fun filled day with the elder residents with a small cultural event.



Santa Claus distributes gifts to elder residents of Daya Bhavan, Home for the Aged at Pala, Kerala, as part of Christmas celebrations organized by the HelpAge India team.



Visitors take a look at wares on display made by the elder residents of Kalyan Ashram, Kolkata, WB, during Open Day in Loreto College. These included products like paper bags, cushion covers, greeting cards and canvas paintings.



Organized by Tata Steel, 'Kolkata Marathon 25K' brings together seniors once again, to push ahead the message of 'Get Active, Stay Active' in December 2014. Seen in the picture are residents of Kalyan Ashram and Nabanir Old Age Home along with senior citizens, elder beneficiaries and HelpAge India staff members.

From darkness to light

Madhu Saha, 75, started to lose his eyesight and it put a huge strain on him and his family.

The loss of vision made him unhappy as he was unable to carry on his livelihood of cooking food and delivering it to customers. He started to feel like a burden to his family members, who were now doing his share of work.

Therefore, when he heard about an eye screening camp run by Bharati Sangha in association with HelpAge India and Acclaris, he visited the camp. At the screening center, Madhu was diagnosed with cataract in both eyes. He was brought to Susrut Eye Foundation & Research Centre at Salt Lake Base Hospital for operation in his right eye.

Madhu was overwhelmed when his bandage was removed and he could see everyone clearly again. "This wouldn't have been possible without HelpAge," he said. He is now back to work and is cooking and delivering food to his customers happily.



Student Action for Value Education (SAVE)

HelpAge India's SAVE- Student Action for Value Education programme encourages school children to treat their elderly with love and care, and understand their issues in-depth. The programme is gaining strength everyday as more and more schools and students are joining hands with HelpAge India to support the cause of the elderly.



Sister Annie Joseph (left), Principal, Holy Child School, Guwahati, Assam, receives a memento from Ms. Urmi Manna (center), Manager (RM), SAVE, Kolkata & North East, HelpAge India, along with students and a teacher during the SAVE prize distribution held at the school campus. Students from Holy Child School collected Rs.3,18,510 as donations under the SAVE program.



Ms. Anuradha Mishra (right), Sr. Executive, Resource Mobilization, Bhopal, MP, HelpAge India, receives a cheque of Rs. 66,600 collected by the students of Hema Higher Secondary School, Bhopal, MP, under the SAVE program from Mr. Deepak Joshi (center), Hon'ble Education Minister, Govt. of Madhya Pradesh, in the presence of Mr. Sojan Joseph (third from left), Principal, Hema Higher Secondary School.



(From left): Dr. Usha Sinha, Principal, Braj Kishore Kindergarten School, Chhapra, Bihar, hands over a cheque of Rs. 2,33,620 collected by school students under the SAVE program to Mr. Alok Kumar Verma, Sr. Manager, SAVE, Bihar, HelpAge India, along with Mrs. Vandana Mishra, School Coordinator.



(From left): Mr. Arindam Mukherjee, Sr. Executive, SAVE, Kolkata & North East, HelpAge India, receives a cheque of Rs.4,26,588 collected by the students of Shri Sikshayatan School, Kolkata, WB, from Ms. Poushali Mukherjee, Principal of the school.

Ex-Westcottains and HelpAge India come together to support elders with wheelchairs and hearing aids

Ex-Westcottains Alumni (EWA) is the combined alumnus of Bishop Westcott Boys School and Bishop Westcott Girls School from Namkom and Daranda in Ranchi, Jharkhand. The Delhi Chapter of EWA was founded on 8th February 2014. EWA takes care of neglected and destitute senior citizens in old age homes.

EWA Delhi Chapter donated 10 wheelchairs and 10 hearing aids to beneficiaries at a function organized by HelpAge India. The aim was to bring comfort and relief to our disadvantaged senior citizens. The beneficiaries came from various old age homes like Bindapur Old Age Home, Gharaunda, Earth Saviours Foundation and Chetanalya.

Ms. Madhu Madan, Country Head, Resource Mobilization, HelpAge India, spoke about HelpAge India's various programs and thanked EWA for its generous contribution.



(From left): Mr. R.I. Thornton, Principal, Bishop Westcott Boys School, Namkom, Ranchi, Jharkhand and Mrs. Jacqueline Edwin, Principal, Bishop Westcott Girls School, Doranda, Ranchi, Jharkhand, interact with one of the beneficiaries.

First Arunachal Pradesh Senior Citizens Association initiated



Mr. Nilondra Tanya, Senior Manager, Programs, Guwahati, Assam, HelpAge India, addresses attendees at the consultative meet on formation of the first Senior Citizens Association held at Itanagar, Arunachal Pradesh. The meeting was also attended by Ms. Indra Mallo, IAS, Secretary, Department of Health, Govt. of Arunachal Pradesh, Dr. Ligu Tacho, Chairman, Arunachal Pradesh Public Service Commission and Mr. Yumlam Kaha, Deputy Director, Social Welfare Department, Govt. of Arunachal Pradesh.

State level workshop on State Policy for Senior Citizens



(From left): Mr. A.K. Singh, Head, SAVE, HelpAge India, and Mr. Subhankar Biswas, State Head, Chhattisgarh, HelpAge India, felicitates Ms. Ramshela Sahu, Minister of Social Welfare, Govt. of Chhattisgarh, during a state level workshop on the State Policy for Senior Citizens held at Raipur, Chhattisgarh. The workshop was attended by 80 delegates and representatives from all 27 districts in the state.

CORPORATE SOCIAL RESPONSIBILITY

In its endeavour to protect the rights of India's elderly and provide relief to them through various interventions, HelpAge receives constant support from corporates under their various Corporate Social Responsibility (CSR) initiatives.

MMU Baddi takes off!



Mr. Anand Singh, Unit Head, CIPLA flags off MMU Baddi from CIPLA campus, Baddi, Himachal Pradesh, in the presence of Mr. K.L. Prasher, founder member of HP Senior Citizen Forum, Prof. T.R. Bhardwaj, Dean, Pharmacy, Baddi University and Mr. Rajesh Kumar, State Head, HP & Ladakh, HelpAge India.

RECL extends support to 50 old age homes



(From left): Ms. Madhu Madan, Country Head, Resource Mobilization, HelpAge India, Mr. P.J. Thakkar, Director, Technical, RECL and Ms. Taruna Gupta, AGM, CP/CSR, RECL, formalize the MoU for support of the Multi Facility Health Package Kit to 50 old age homes.

CONCOR Ltd. & Engineers India Ltd. support HelpAge India health camps



(From left): Ms. Madhu Madan, Country Head, Resource Mobilization, HelpAge India, receives the MoU documents for 42 health camps to be organized in 14 locations from Anurag Mathur, Executive Director, MIS & CSR, CONCOR Ltd. Also present in the picture are Ashima Saini, Director, Resource Development, Mr. Ganesh Dubey, Joint Director, CFR, from HelpAge India team and Mr. K. Narayan, GGM (SP), Mr. Vinod Rai, Sr. Manager (OL&CSR) and Mr. Harish Chandra, GGM, Finance & CS from CONCOR Ltd.



(From left): Mr. Adil Firoze, GM, Corporate Affairs, EIL, Mr. Mathew Cherian, CEO, HelpAge India and Mr. Sandip Samajdar, DGM (CSR), EIL, display the MoU for 5 health camps to be organized in the states of Tamil Nadu, Madhya Pradesh, Gujarat, Kerala and Assam.



YOU CAN CONTRIBUTE WHATEVER YOU WISH TO :

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

For online donation please visit our website www.helpageindia.org

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.
