

Citi volunteers spends time with the elderly



Citi volunteers help an older person cart away farmland waste.

In Coimbatore, marking Global Community Day on November 17, employees of Citi Financials (Citi Group), Coimbatore visited St. Joseph Home for the Aged, which houses 139 abandoned elders. The volunteers cleaned the farm & garden area, and served food to the elderly. Lunch and tea were organized by the visitors. The group mobilized thousands of employees across 100 countries to mark this special day.

A day with the residents of Gharaunda



RJ Anirudh urges a resident to sing for the others.



visit by the company. Says Ms. Rashmi Sokhi of EMR: "It is sad to see that children leave their parents to live alone at this juncture of their life when love and care is most needed."

A matter of Trust

Trusts and Foundations contribute significantly to the work of HelpAge. Their generous donations have over the years helped many older people get their lives back on track.

We thank Mr. Swapan Dasgupta of Kolkata for his donation each year towards the cause, in memory of his parents, through the Promode Ranjan Dasgupta - Kabitarani Benevolent Fund. Mr. Dasgupta has donated Rs.1.63 lakh till date.

Patiala Trust gifts land for old age home



trust has gifted 2000 sq. yards of land to HelpAge.

Bajoria Trust supports new elders home



(West Bengal) speaks at the inauguration of an old age home supported by the Trust.

Value Education

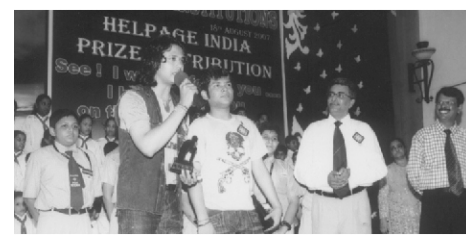
Each year HelpAge tries to bring more and more students across the nation closer to the elderly. It creates awareness among young people and works to bridge the widening gap between generations. As a result of this many schools have come forward and shown their support to the cause of the elderly.



Students of Bharat Mata Sr. Sec. School, Raipur, campaigned to collect the highest funds for the elderly under the guidance of their teachers Ms. Rajeswari (left), & Ms. Pratibha (second from left). Sr. Annese (right), Principal of the school, personally spearheaded the effort. The school contributed Rs. 1.25 lakh.



Mrs. Manveer Sandhu, Principal of Springdale Sr. Sec. School, Amritsar, presents a cheque of Rs. 1.90 lakh to HelpAge's Mr. Bhavneswar Sharma as the school's contribution to the cause. Looking on are (from left): school officials Mr. Ram Kumar, Accounts Officer, Mr. Rajiv Sharma, Vice Principal & Ms. Sukhraj Sandhu, Co-ordinator, and Ms. Arti Tikoo from HelpAge.



The finalist & winner respectively, of Sa Re Ga Ma Pa Challenge 2007 reality show fame, speak at the HelpAge Prize Distribution ceremony at Ryan International School, Malad (W), Mumbai. Looking on are HelpAge representatives Mr. John Thattil, Regional Director (West) and Mr. Prakash Borgaonkar, Deputy Director (West) and students.



Mrs. D. Shanmugha Priya, ACP, Coimbatore, hands over a contribution of Rs. 2.52 lakh made by CMS Mat. Hr Sec School to Mr. S. Raja of HelpAge at the school's sports day function.



Dr. Balram Jakhar, Governor of Madhya Pradesh, presents a certificate of appreciation to Master Harshit Singh Salooja of Delhi Public School, Indore, for his contribution, at the Governor's House in Bhopal during the Elders day function. Little Harshit was among the highest collecting students from the state.

HelpAge India is pleased to support a new magazine titled "Happy Old Age", brought out by Mr. Prem Sagar Relli, a senior citizen himself. The magazine is free-for-circulation. For subscription & enquiries, please contact Mr. Relli at (011) 25500509.

•Old Paulite Association •Australian High Commission •Divine Grace Public School, Bahraich Dist. (UP) •Manav Mangal School, Sector 21, Chandigarh •St Mary's Residential Public School Kollam •Veer Haqiqat Rai Model Sr. Sec. School, Patiala •Greets Public School, Kaloar, Ernakulam, Kerala •New Apostolic School, Nagpur.

thank you

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EDITOR Speaks

EAR TO THE GROUND

It was in the autumn of 2005 when we set about on an untrodden path that was to influence the future direction of HelpAge India. With aid from DFID, "Aged Rights" underlined our work in the remotest parts of Jharkhand, Madhya Pradesh & Uttar Pradesh. Bringing elderly into the fold of the Poorest Areas Civil Society programme, we began a movement to help the aged citizens of India realise their rights & entitlements.

In December 2007, as we exited the programme, 21,000 elders had got the benefit of government schemes covering food, income & habitat security. In many villages elders had begun playing lead roles in community development, and voicing their feelings at public forums. Women are at the forefront leading marches and demonstrations to press for their rights.

PACS opened many doors for elders. Many government orders have been passed - ensuring elders' interests are protected. Civil society is taking up cudgels on behalf of the aged. We are also leaving behind a more informed fourth estate, more inclined to focus on the concerns of the aged.

No institution, sector of society or nation can hope to succeed without a willingness to listen to those who offer a new way of looking at problems and of solving them.

Mr. D.R. Kohli, the first Indian director of HelpAge India, was one such visionary. In this issue of HelpAge News, we pay tribute to this exceptional individual who passed away at the age of 88.

Nidhi Raj Kapoor

HelpAge India - NDTV Viewers elders' village inaugurated



NDTV Chairman Dr. Prannoy Roy presents a symbolic key of "Tamaraiikulam" to a resident of the Elders Village in Cuddalore.

It has been nearly 4 years since the Tsunami hit the shores of southern India. The tidal wave destroyed habitats, lives and livelihoods, and rendered thousands of aged helpless and destitute. HelpAge teams worked tirelessly across the affected area to provide holistic support to them.

The first ever habitat for elderly Tsunami victims, "Tamaraiikulam", was inaugurated in December 2007. Built at a cost of Rs. 5 crore, it was made possible by contributions from viewers of New Delhi Television Ltd. (NDTV), and support from the Disasters Emergency Committee (UK). The complex was formally opened by NDTV chairperson Dr. Prannoy Roy and Group CEO Mr. K.V.L. Narayan Rao.

"Tamaraiikulam" which translates into "Lotus Pond" lies on the Cuddalore-Pondicherry road. This attractive red-tiled residential complex is built on traditional lines and can house 100 elders. The complex includes residential area, an infirmary, a dining hall, and a multi-purpose resource centre.

Who will live in the complex is decided by village bodies themselves. HelpAge has encouraged the formation of the Elders for Elders Foundation which feels responsible for the wellbeing of older persons.



Used to being first, he led with grace & authority

In November, 2007, Mr. D.R. Kohli, ICS (Retd.), former president of HelpAge India and Lt. Governor of Delhi and Manipur, passed away at the age of 88. HelpAge India's first Indian head, he was associated with the organisation for 25 years. The HelpAge family remembers him fondly.

Dalip Kohli, whom I had the privilege to know over the years as a personal friend had an outstanding career. His brilliance was evident from his school and college days. He always stood first in all the exams he took. Even in the exam for ICS when only three persons were to be selected from all over the country, he stood first.

Dalip Kohli rose to high positions in his service with Government of India. When he was about to retire he casually asked me for advice as to what he could do after retirement to keep himself usefully engaged.

He thought I might suggest a suitable position in a commercial organization. I mentioned that having held such a high position in the country, any other position would be a comedown. I said, "Why don't you work for a charity which will give you much satisfaction?" He promptly asked me to suggest a suitable charity. HelpAge India was suggested and he was delighted to join it from the day he retired as the Lt. Governor of Delhi.

He served HelpAge India with great dedication and commitment and played a big part in its development. It was always his earnest endeavor to work for the good of people of India and HelpAge India gave him the opportunity to carry on with his vision.

M. M. Sabharwal President Emeritus **Governing Body**

His years with HelpAge India saw its growth into a large charity imbuing values like selfless service, work ethic and concern for the poor.

Mr. Mathew Cherian Chief Executive

I have great memories of him especially when he took charge from Mr. Philip Jackson during the All India Conference in

Bangalore in 1983. We were proud to have him as our first Indian Director. Though he was a disciplinarian, he was vibrant, soft natured and affectionate to all.

Ms. Indrani Rajadurai Regional Director (South)

It is said that the only certainty about life is death.....But the other certainty is that, the ability to make a difference to those less privileged still lies in the hands of the fortunate few. Our erstwhile President, Mr. D.R. Kohli made the most of this ability and under his stewardship HelpAge India was able to make a major difference to numerous lives.

Mr. John Thattil Regional Director (West)

Mr. D. R Kohli was always a gentle and kind boss.

Ms. Susmita Ghose Regional Director (East)

My association with Mr. Kohli went back a long way and one incident is imprinted on my mind. In 1984, when he was Director of HelpAge, a colleague & I were to travel to Hissar on the morning of October 31. That was the day Mrs. Indira Gandhi was assassinated, which led to widespread violence targeting Sikhs. I was stopped at the Delhi border by Haryana Police (*I used to sport a turban in those days*) and asked to return home to avoid trouble. Telephones became non functional and the Delhi-Haryana border was sealed. In all the chaos, a worried Mr. Kohli sent my colleague to locate me. I managed to send a non-Sikh friend to him and informed him about my safety late in the evening. Mr. Kohli kept on enquiring about my safety till he was reassured.

Dr. Harvinder S Bakshi, Regional Director (North)

IN MEMORIAM

WORLD ELDERS DAY

Elders call on policy makers, press for social security

To mark International Day of Older Persons (October 1) in 2007, HelpAge India coordinated a national campaign titled "Age Demands Action". Delegations of older people and HelpAge representatives from across the country met governments to call for better ageing policies, specifically to demand social security.

Memorandums were submitted to senior policy makers in Coimbatore, Orissa, Mangalore, Guwahati, Chandigarh, Jagadhri & Amritsar in Punjab, Raipur, Bhopal and elsewhere. In various cities functions were organised to involve school children with elders' issues. Elsewhere, older people themselves were honoured and recognised for their contribution to society.



Signing up for her right

74-year-old Bharpai shuffled up to the office of HelpAge India's partner organisation in bustling Rohtak, 100 kilometres north-west of Delhi. To get there she had had to cross a busy road, which most residents prefer to avoid. Climbing the two steps to get in, she almost collapsed and the staff rushed to her aid. She had come all the way, alone, to put her thumb-print on a petition HelpAge India was to present to the government on October 1, on the occasion of International Day of Older Persons, as part of "Age Demands Action."

Across India, thousands of elders like Bharpai put their might behind this drive. "Older people deserve to be looked after," said Bharpai, talking of why the campaign was so important for her. "We don't want to be pushed around or become a liability on our families. The state must acknowledge its responsibility."



Dr. Vani Mohan, Additional Commissioner of Greater Hyderabad distributes ID cards to HelpAge beneficiaries. These cards will enable easier access to state pension.



A retired sex worker enjoys a rare day out at a picnic organized by HelpAge for its Sponsor-a-Grandparent beneficiaries from Kolkata's red light areas. The elderly women offered prayers at the famous Dakshineswar Kali Temple.



Union Finance Minister P. Chidambaram honours Director, St. Xavier's & Ryan International Group of Schools, Grace Pinto (right), and HelpAge golden awardee Inder Prakash Anand (90+) who held important offices in many Indian business organizations.



Chief Guest, Ms. Vasundhara Raje, Chief Minister Rajasthan, receives the "Age Friendly Cities" report from Mr. Mathew Cherian (left), HelpAge Chief Executive, at the closing ceremony of the 7th Annual Senior Citizens Conference organized in Jaipur in October. Looking on is Dr. H.S. Bakshi (left), Regional Director (North).



Union Minister for Social Justice & Empowerment Smt. Meira Kumar flags off an inter-generational walk at India Gate, New Delhi, in a symbolic representation of the bond between the young and the old.



Lt. Gov. of Delhi Tejendra Khanna meets with a representative of the "Age Demands Action" campaign. Khanna launched HelpAge's "Age-Friendly Cities" research report on urban India's preparedness and response towards the needs of the elderly.

HONORED ON ELDERS DAY

•Mr. Inder Prakash Anand (90+) with the **Golden Award**, for his continuing contribution to society. He held many important offices in business organizations and govt. advisory bodies. •Tyndale Biscoe & Mallison School, J&K, with **Samson Daniel Trophy**. Mr. Parvez. S. Kaul, Principal, accepted the award. •GAIL India with the **Silver Plate**, accepted by Mr. S.L. Raina, then Executive Director (HRD), & Ms. Alka R. Kumar, then General Manager (BIS) HR. •Mrs. Grace Pinto, Director, St. Xavier's & Ryan International Group of Schools with **HelpAge India Excellence Award**.

EMPOWERING THE ELDERLY: PACS draws to a close milestones

The Poorest Areas Civil Society programme began in October 2005. HelpAge contributed to it significantly by bringing elderly into the fold.

Early studies in 3 states revealed that very few elders were even aware of their basic rights, let alone being able to access them. This was the basis for the programme, which focussed on raising their awareness of their own rights.

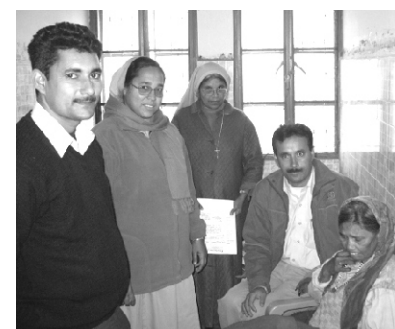
In December 2007, the DFID-supported programme drew to a close with many resounding successes. Capturing the spirit of the programme, HelpAge Chief Executive Mathew Cherian says: "Aimed at increasing the awareness level and direct access of poor older persons to social, food and habitat security, it opened many new avenues for them. Today a large segment of these elderly people have found within themselves the 'Power to Demand'."

The programme was carried out in 900 villages of Jharkhand, Madhya Pradesh & Uttar Pradesh, in 9 of the poorest districts. Inspired by the HelpAge model, demands are coming in from non HI-PACS intervention villages seeking replication of the concept of *Vridh Sanghs*. Among the accomplishments is an invitation by Jharkhand govt. to draft the State Policy for Older Persons.

Bringing an apt end to the project *Vridh Adhikar* rallies were organized in Bhopal, Ranchi & Lucknow, where nearly 2100 people participated and a Charter of Demands was submitted to govt. officials.

Mr. Wasim Akhtar, Secretary, Panchayat & Rural Development, Govt. of MP released the special PACS docket along with Mr. Mathew Cherian, at the National Convention in Bhopal.

Delhi Helpline comes to aid of destitute elder



Rajesh Devi (right) along with Helpline team members and sisters of Shantibhavan.

Rajesh Devi, 60, came to Delhi from Ludhiana, hoping for a better life than the one she left behind. Her husband and her four sons worked as manual labor to clean sewage systems. He remarried against her wishes leading to conflict within the family. As the situation became unbearable, Rajesh left home. Delhi was a strange city for her where she knew no one, having no choice she started to beg to keep herself alive and soon went into deep depression.

One day the HelpAge Senior Citizens Helpline in Delhi received a call from a good samaritan who informed the Helpline member of a destitute lady lying on the streets of Ghazipur.

Immediate action was taken as team members went out in search for her and to find a suitable place as shelter. Rajesh Devi was found in an unkept state and looked like she hadn't eaten in days. The Police was informed, and the Helpline team took her to Shantibhavan an old age home in Delhi to shelter her. The sisters from Shantibhavan took her under their wing. Today, Rajesh Devi is well cared for and leads a new and secured life.

DIAL: 4168956 (EXT.430) TO REACH THE HELPLINE

Today, they stand as a unified force



Elders put forth their demands at a rally in Chennai, supported by HelpAge and organized by Elders for Elders Foundation. The day was significant as it coincided with the first day of the Monsoon Session of the Tamil Nadu State Legislature and World Poverty Eradication Day.

Elders for Elders Foundation is a registered trust established by the elderly working towards productive & healthy ageing. It is an off-shoot of three years of our work with the Tsunami affected elderly. This is an apex federation of four federations of Elders Self Help Groups which are growing in number. It promotes community care for the elderly and improvement in livelihoods for the aged, it lobbies and advocates for Human Rights of the elderly among other things. The EFE covers 52 villages and comprises 7807 elders.

EASTERN INDIA FLOODS

Taking relief to neglected communities

HelpAge carried out flood relief work, funded by CORDAID, in 10 villages of Darbhanga and Madhubani districts of Bihar. Boats served as mobile medicare units, with doctors and medicines on board.



Building Social Capital

The journey from Corporate Philanthropy to Corporate Social Responsibility (CSR) in India has just begun. Indian business has been led by families for a long time. These families shared giving as a personal/family value which was manifested in charitable and community giving; the larger ones contributed by setting up institutions of excellence in health and education.

Such giving was a result of either the call of conscience or a response to community expectations. It was voluntary and barring a few exceptions never internalized as an organizational value.

Rapid growth which accompanied economic liberalization of the 90s, the capitalization of markets resulting in increasing public participation in business, emergence of a large and varied consumer base, the resurgence of civil society organizations as watch dogs for business enterprises, the enforcement of ethical governance codes and the environmental and ecological threats that face the planet have widened the debate on CSR. Today a good business must satisfy the triple bottom line People, Planet & Profit. This is a huge shift from the time when profit P was the only concern of the corporate.

The triple P concept has brought into focus the need for business and communities to work in collaborative patterns creating both economic & social capital. Social Capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

We have witnessed instances of disruption in social order, recently in some parts of India between business and communities leading to confrontation rather than collaboration. This is the new dimension that CSR has to address. Businesses that contribute to the development of Social Capital will find greater trust from the communities where they work and loyalty of their customers who they serve. An imperative today, a norm tomorrow.

Kapil Kaul Country Head, Resource Mobilization

Announcing "HelpAge Social"

HelpAge India announces the launch of "HelpAge Social", an advisory service to support companies & business houses in strategizing and implementing Corporate Social Responsibility objectives. The service will help create customized solutions and develop responsible business with a view to maximize social benefits.

We invite corporates to collaborate with us through HelpAge Social in the creation of Social Capital and foster an equitable and just society.

Elder welfare close to GAIL's heart



Mr. B. N. Gosain (second from right), General Manager, GAIL (India Ltd.) Vadodara, distributes food grains to elderly beneficiaries. Looking on are (from left) Mr. John Thattil, Regional Director (West), HelpAge, Mr. P. K. Singhal, Dy. General Manager (HR) & Mr. Nandanakumar, Dy. Manager (HR-OL), from GAIL (India) Ltd. Vadodara and Mr. Purushotambhai Panchal, Managing Director-Sevatirth Vadodara. GAIL, Vadodara, has adopted 100 older people cured of leprosy and will be taking care of them & their families basic needs for a year. It will also enable them to start income generating activities thus making them self reliant.

LDSC reaches potable water to rural elders



Mr. Melvin R. Nichols (fourth from left), President, Latter Day Saint Charities (LDSC), presents a cheque of Rs.15 lakh to HelpAge team members towards the Drinking Water Project in Tumkur District, Karnataka, as other LDSC volunteers look on. LDSC, Bangalore, is supporting this project which aims to provide adequate & clean drinking water throughout the year to the people of 8 villages of the District. 6500 (approx.) people will benefit from this project.

Hindustan Zinc gifts new mobile clinic



Mr. H.K Mehta, Vice President (HR), Hindustan Zinc Ltd. Udaipur, hands over key of the new MMU vehicle donated by Vedanta (the CSR wing of the company) to Ms. Aappa, Deputy Director (Rajasthan), HelpAge, at the company's premises.

Indore bank sponsors 200 eye surgeries



Mr. Narsimhan (fourth from the left), CMD, State Bank of Indore, presents a cheque of Rs. 1 lakh as first installment to HelpAge's Mr. Nitin Sharma. The Bank is supporting 200 IOL surgeries. Looking on are (from right): Mr. O.P. Batwal, Manager, Community Service Banking and Mr. Sanjay. K. Singh, GM, from the Bank. Ms. Sanskriti Khare from HelpAge and other Bank officials.

