

Recognizing efforts at the ground level



Mr. Prakash Borgaonkar, Territory Head (Maharashtra & Goa), HelpAge India receives the 'Certificate of Merit' awarded to HelpAge India by the World CSR Congress, from Mr. Sonal Ahuja, Regional Director of PTV Group, Dubai. The award was given to recognize the work HelpAge is doing in the field of agecare.

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



Nani's Tips - on how to beat the heat this summer!

It is predicted to be one of the hottest summers this year. Therefore, to beat the sweltering heat *Nani* has a few tips to share with you, to keep you cool and comfortable.

•**Protect your head:** Carry a hat/cap/scarf with you at all times. This will help protect your head from the harsh sunlight.

•**Make use of sunglasses:** With the UV rays being high during this season, making use of sunglasses can help you to a great extent.

•**Consume a lot of fluids:** Due to the brutal heat, you end up sweating a lot during this season, which could ultimately result in dehydration. Ensure that you consume at least 3-4 liters of water per day, ideally, mixed with electrolyte solutions (commonly available in all markets).

•**Refreshing drinks:** Drinks such as *Lassi* (Yoghurt shake), *Chaach* (Buttermilk), tender coconut water and lemon juice are great ways to rehydrate when it's blisteringly hot outside.

•**Eat fresh and light food:** In terms of fruit consumption, stick to seasonal fruits such as *mangoes*, *water melon*, *musk melon*, *bananas*, *lychees* (Chinese Hazelnut) and *jamun* (Black Plum).

•**Food:** It is also advisable to stick to vegetarian food, especially when eating at local eateries, as there is no way to know for how long the meat has been kept outside the freezer. Avoid fried food and junk food like pizzas, burgers, french fries and the like.

•**Mint:** It is extremely beneficial to beat the summer heat and can be used in salads, drinks and so on, owing to the fact that it has a natural cooling effect on the body.

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 Editor: Ms. Sonali Sharma

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: Elder healthcare gets a major boost

HelpAge

NEWS



Vol. 14 No.4

January – March 2016



HelpAge India | Fighting isolation, poverty, neglect

EDITOR *Speaks*

Dear Reader,

This quarter, saw corporates coming forward in fulfilling their social responsibility in a big way and generously donating towards elder healthcare by giving our Mobile Healthcare service a major boost especially for the destitute elders of Karnataka, Tamil Nadu, Uttar Pradesh, Himachal Pradesh, Andhra Pradesh and Gujarat.

On the other hand, the state of Jammu & Kashmir is slowly spreading its services for the elderly whether it be through the opening of 3 Physiotherapy Centres in Jammu, working with the J&K Police who have come on board to support our Elder Helpline or by getting the support of the State Minister of Social Welfare, Forest, Ecology & Environment for increase in old age pension.

The quarter has also seen a rising interest in elder learning with our teams across India conducting workshops on 'Learning Computers and Smart Phones' to help keep our elders abreast with the world at large and be connected to their loved ones at a click of a button.

Meanwhile our advocacy initiatives are in full swing, with some successes such as free bus travel for the elders of Chennai and enthusiastic participation by elders in the joint *Jawabdehi Yatra* organized by Pension Parishad where elders put forth their demands vis a vis Right to Pension, Ration among others.

Schools and educational institutions have walked with us and supported the cause since the beginning. This time around, special mention must be made of Dr. Virendra Swarup Education Centre (VSEC), Kanpur (UP), whose students donated generously towards the cause of the elderly.

HelpAge is touched by the generosity of its donors across spectrums. Thank you for your sensitivity and support. There is still so much more to be done, but we are confident with you by our side nothing is impossible.

Manjira Khurana
Country Head - Advocacy & Communications



Rudana finally gets her due



65 year old Rudana Dehury of Kadalimunda village, Angul district, Odisha, cannot enjoy a simple walk to the local market, as both her legs are incapacitated. She has no choice but to crawl.

Her sole source of sustenance is Rs.300, which she gets as monthly old age pension. But accessing that meagre amount, is also an uphill task for her, as she has to crawl over 2 kms every month to the Nunukapasi Panchayat Office in Athamallick sub-division. Despite hardships at home, she chooses to live with her son, daughter-in-law and two grandchildren. It was just another day for Rudana as she got ready to go to the Panchayat office to collect her pension, but an altercation with her son, ended up with him hitting her on her already fragile back. The pain was numbing, but her will power strong, she nevertheless made her way to the Panchayat office to get her due.

"I had appealed on several occasions that I cannot walk as my condition does not permit me and requested that my pension be delivered at home. My pleas went unheard and I had to drag myself the distance to get it," said Rudana.

HelpAge India staff members met up with the local Sarpanch Mrs. Amita Pradhan and Naib-Sarpanch Mr. Sunil Kumar Pradhan, to inquire about her case. While there is no provision to deliver pension at the doorstep of elders if there are legal heirs alive, in Rudana's case she had no faith in her heir to collect pension on her behalf. Therefore, the Panchayat has now given the responsibility to the Panchayat Executive Office (PEO) to deliver her pension at her home.

Today, Rudana does not have to crawl her way through dirt and dust to get her sole source of sustenance. Her pension is delivered to her doorstep.

CORPORATE SOCIAL RESPONSIBILITY

'Health on Wheels' for elders spreads its reach

One of the most vital needs of elders with increasing age, is basic quality healthcare, which many are unable to afford or physically able to access. To counter this growing need, HelpAge is slowly expanding its mobile medical reach through its Mobi-healthcare program. More and more destitute elders of Karnataka, Tamil Nadu, Uttar Pradesh, Himachal Pradesh, Andhra Pradesh and Gujarat, will now be provided quality healthcare, as more and more corporates fulfil their Corporate Social Responsibility and come forward in support of the elder cause.



Mr. Shankar Desai, Managing Director, IT Centres of Excellence of Caterpillar India Pvt. Ltd. flags off the two Mobile Healthcare Units donated by Caterpillar India Pvt. Ltd. under their CSR initiative in Bengaluru (Karnataka). The MMUs will provide regular, modern & free healthcare to the elders and underserved sections of society in the areas of Anekal & Whitefield and their surrounding villages & slums. Each MMU will provide 25,000-30,000 treatments annually.



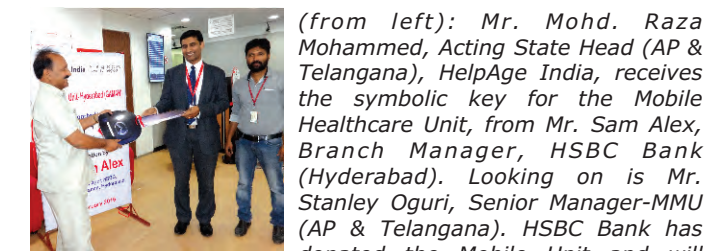
Mr. Kishore Sansi (left), MD and CEO, Vijaya Bank, receives a HelpAge Memento, by Mr. M. Prakashan, Senior Manager - Programs, HelpAge India, Bengaluru (Karnataka), for the Bank's contribution of a Force 4 rescue ambulance, at the RVM hospital. RVM Foundation in partnership with HelpAge India will use the vehicle to rescue the destitute elders from road sides and rehabilitate them. The calls received by the HelpAge Elder Helpline: 1800-180-1253 to help destitute elderly in Bengaluru will be passed onto RVM Foundation who will provide food, shelter and medical care free of cost through the RVM Hospital and provide the rescued elder a better quality of life at their home for all ages, called Humanitarian Hands.



Mr. Sukumar Srinivas (left) Managing Director, Shankara and Taurus, along with Mr. Raj Rajkumar (right) Director and Site Leader, TE Connectivity, launch the fourth HelpAge Mobile Healthcare Unit in Bengaluru, to provide healthcare for needy elders. Both TE Connectivity and Shankara & Taurus have extended support for the running cost of the Unit for 3 years. The Unit will cover north-east locations of the city.



Mr. Masahiko Inaba (third from left), Exec. Vice President and Dr. Manoj Kumar Handa (fourth from right), Chief Medical Officer, from Honda Motorcycle and Scooter Pvt. Ltd. flag off a Mobile Healthcare Unit in Vithalapur, Ahmedabad (Gujarat), donated by the company to HelpAge, to cater to the healthcare needs of destitute elders and their community. The company is supporting 2 more Mobile Healthcare Units at Narsapura (Karnataka) & Tapukara (Rajasthan), along with a Stationery Unit at Vithalapur, for 3 years (capital & running cost) included. It is also supporting 2,000 cataract surgeries (500 each in Karnataka, Haryana, Rajasthan and Gujarat).



(from left): Mr. Mohd. Raza Mohammed, Acting State Head (AP & Telangana), HelpAge India, receives the symbolic key for the Mobile Healthcare Unit, from Mr. Sam Alex, Branch Manager, HSBC Bank (Hyderabad). Looking on is Mr. Stanley Oguri, Senior Manager-MMU (AP & Telangana). HSBC Bank has donated the Mobile Unit and will support its running cost for 3 years, serving destitute elders in the old city area near Charminar and surrounding areas. This is part of the Project GAMAN tie-up with HSBC, which aims at providing much needed healthcare and livelihood support to disadvantaged and needy elders.



Mr. Bhattu Srinivas, DGM, Bharat Dynamics Limited, Hyderabad (Telangana), flags off the Mobile Healthcare Unit donated by Bharat Dynamics Limited (BDL) (Ministry of Defence), for a period of 3 years, at Sammagiri Village, Chintapally Mandal, Narsipatnam region, Visakhapatnam District (AP). The Unit will provide much needed healthcare services to the elders of Narsipatnam region, surrounded by tribal villages in Visakhapatnam District (AP). Looking on are Mr. D.S.N. Murthy (right) from BDL, Visakhapatnam Unit (AP) and Mr. Mohd. Raza Mohammed (left), Acting State Head (AP & Telangana), HelpAge India.



Mr. Mathew Cherian (left), CEO, HelpAge India, hands over the signed MOU between HelpAge and Daiichi Sankyo India Pharma Private Limited, a global pharmaceutical company, to Mr. Subhadeep Sarkar, Company Secretary of Daiichi Sankyo, for supporting specialized health camps for destitute elderly in the National Capital Region, at HelpAge India's Head office in Delhi. Ms. Madhu Madan, Country Head – Resource Mobilization, HelpAge India, stands alongside Mr. Sarkar, with the cheque donation made by Daiichi.

Elder healthcare gets a further boost

- To provide relief to destitute elders in dire need of healthcare, **Alstom India limited** entered into a partnership with HelpAge India to support two Mobile Healthcare Units in Durgapur (West Bengal) and Shahbad (Karnataka). **Alstom will also be supporting** 1,600 cataract surgeries in and around (Chennai) Tamil Nadu.
- Expanding the reach of HelpAge India's Mobi-health program in Agra (UP) & Shimla (HP), **Mumtaz Hotels Limited** and **Obero Hotel Private Limited** have donated a Mobile healthcare Unit each. The aim is to provide a comprehensive healthcare system by initiating community-based healthcare through Mobi-Health, Gram Chikitsa Units and Accredited Clinics, and build a model that allows for continued access to good quality healthcare, to reach the unreached.



Elders line-up at the free cataract eye screening camp at Bhagepalli, in the outskirts of Bengaluru (Karnataka), supported by Textron India Pvt. Ltd. Textron is supporting 600 cataract surgeries as part of their CSR initiative. Those detected with cataract will undergo cataract surgeries, for free, conducted by Globe Eye Foundation, Hoskote (Karnataka).

Learning & Earning



Elderly women learn how to make different kinds of ornaments at the 3-day training program held for Senior Citizen Association Members of Chullickal, Kochi (Kerala), at the Vayojana Sevana Kendram. The main focus of the program was to combat loneliness amongst the elderly, by engaging them in activities that also help generate income for their daily living.

Hope knocks of the doors of Jammu's elders

The state of Jammu & Kashmir, saw a fresh surge of services in support of its elders. In Jammu, HelpAge India launched three Physiotherapy Centres with the support of Rural Electrification Corporation Ltd. (RECL). All 3 centres will provide free physiotherapy service to needy elders functioning within established old age homes in the region namely - Home for the Aged & Infirm in Ambphalla, *Sewa Samiti* Old Age Home in Akhnoor and *Hari Prabhu Sanstha* in Gujroo Nagrota. On the other hand, the J & K Police came forward in support for the Elder Helpline in Jammu. Giving fresh impetus to social security for elders, Mr. Bali Bhagat, Member of the Legislative Assembly, State Minister of Social Welfare, Forest, Ecology & Environment (J&K) endorsed the increase in Old Age Pension for elders Below Poverty Line (BPL) by signing his support on the dotted line.

Boost in Elder healthcare



Dr. Ramanjeet Kaur (right), Volunteer at HelpAge India, explains the functioning of the physiotherapy equipment to Mr. Chaudhary Lal Singh, Health Minister of J&K, who inaugurated the Centre at the old age home in Ambphalla, Jammu (J & K).

J & K Police support Elder Helpline



Dr. Sunil Gupta, Sr. Superintendent of Police, Jammu, listens to the concerns of senior citizens at the HelpAge headquarters in Jammu. The J&K Police under their Civic Action Program has given a huge boost to the HelpAge Elder Helpline in Jammu, by donating Rs.3.10 lakh towards its running cost. This is not the first time they have come forward in support of the elder cause, in year 2012 they donated the much needed equipment for the HelpAge Physiotherapy Centre as well.

Reuniting with family once again

Last year, in June, HelpAge India's Chennai Helpline (1800-180-1253) received a call from good Samaritan, Mr. Krishnan, who spotted 82 year old Dhanabakyam lying on the street, in a decrepit state, surviving only on food provided by passerby's. She had spent five unbearable nights on the streets, amongst stray dogs and swarming mosquitoes. On receiving the call, the Helpline rescue team rushed to the spot and picked her up. But Dhanabakyam had lost part of her memory. The task ahead for the team was tough, as they had no clue of her origin or her family.

The team put her under the secure care of Little Drops Old Age Home, in Porur, a shelter for deprived and deserted people.

For Dhanabakyam, the adjustment was tough, she found coping up with a new environment difficult. Gradually with the help of the home's caretaker Ms. Mary, she started to adapt to her new environment. She engaged herself in the activities of the home, helping out wherever she could, keeping herself busy. Her memories would come in bit and pieces, she knew she had a family somewhere. She was optimistic that one day her relatives would find her. Her hope was not in vain, as back home, her entire family was frantically searching for her, six months passed, but they had not given up.

On 6th December, 2015, when Chennai was reeling in the aftermath of the floods, the world was glued to their television sets. Popular channel Sun News TV, aired the plight & distress of the residents of the Old Age Home in the midst of the disaster. As fate would have it, Dhanabakyam's family spotted her in the news footage and immediately set out to find her. It was 9th December when Dhanabakyam perseverance bore fruit and she was re-united with her family at the doorsteps of Little Drop's.



ADVOCACY

A campaign that imparts knowledge and empowers the elderly

Elders and youngsters came together to raise their voice and put forth their demands at the '*Jawabdehi Yatra*' organized by Pension Parishad and other local civil society organizations in Rajasthan. They demanded their Right to Pension, Ration amongst a host of other concerns for which they filed their complaints and signed on the campaign Memorandum. The '*Yatra*' covered 100 blocks in all 33 districts of Rajasthan, accompanied by a mobile RTI clinic. The mobile clinic imparted relevant information and raised awareness through seminars and workshops on Right to Information (RTI), Right to Education (RTE) and Right to Hearing Act (RTH). Besides this, it also touched upon social issues, government schemes and benefits.



Free Bus travels for elders in Chennai



Giving relief to the elders of Chennai city the Tamil Nadu government made travel free for those above the age of 60, in all Non A/C buses of the Metropolitan Transport Corporation (MTC) within Chennai city. HelpAge had been advocating for free public transport for elders and this move has given more impetus to its efforts in providing a better quality for life for our elders. To help elders avail this facility, HelpAge staff and volunteers helped fill forms for more than 1500 elders.

Learning Computers and Smart Phones



Elders of Shankara Nagar Senior Citizens Association in Pammal, Chennai (TN), learn how to keep abreast with technology and connect with their loved ones, during the 2-day workshop organized by HelpAge on 'Learn Computers & Smart Phone Usage'. Similar workshops were conducted across the country with the aim to make India's elders digitally empowered.

Student Action for Value Education (SAVE)

Schools have been associated with the elder cause since the inception of HelpAge India. Over the years both HelpAge and schools have worked hand-in-hand to sensitize school children towards the elder cause, bridging the gap between generations, and helping children understand elder needs. Schools have supported and donated generously as well. HelpAge is deeply thankful to them for their sensitivity and generosity.



Students of Dr. Virendra Swarup Education Centre (VSEC), Kanpur (UP), proudly hold their HelpAge 'Mementoes of Appreciation' for their contribution towards the elder cause. The school raised Rs. 21 lakh towards the cause, the highest contribution in the north from any school. Looking on are (from left) Mrs. Sharmila Nandi, Director & Principal, VSEC, Kanpur (UP), Mr. Ashutosh Pandey, IG, Kanpur, Mr. Gaurvendra Swarup, Jt. Secretary, VSEC, Kanpur, Mrs. Paromita Thomas, Country Head (HR & Admin), HelpAge India, Mr. Justice Narendra Kishore Mehrotra, Lokayukt (UP), Dr. Nagendra Swarup, Patron of VSEC, Kanpur and Mr. A.K. Singh and Mr. Pankaj Sinha, State Head and Deputy Director respectively, of HelpAge India (UP), during a function in Kanpur.



Mr. Alok Kumar Verma, Deputy Director – SAVE, HelpAge India (Bihar), receives a Demand Draft of Rs. 1.95 lakh from Dr. Usha Rani, Principal, Braj Kishore Kinder Garten School, Chapra (Bihar), as part of the school's generous contribution towards the cause of the elderly under HelpAge India's SAVE program.

Mrs. Meera Singh (centre), Administrator, Saint Soldier Divine Public School, Sector-16, Panchkula and Mrs. Reenu Diwan (left), Principal, receive a trophy of appreciation for the school's contribution towards the elder cause from Ms. Aarti Tikoo, Deputy Director, Resource Mobilization, HelpAge (Chandigarh).



The school collected Rs. 1 lakh under HelpAge's Student Action for Value Education (SAVE) program, which instills the values of love, care and respect for elders in children, in order to create an age-friendly society.



Mrs. Suwinder Kaur Bedi (right), Principal, Shivalik Public School, Nawanshahar (Punjab), hands over the school's donation of Rs. 2.21 lakh towards the elder cause under HelpAge's SAVE program to Ms. Aarti Tikoo, Deputy Director, Resource Mobilization, HelpAge (Chandigarh).



C-14, Qutab Institutional Area, New Delhi-110 016 Tel. 011-41688955-56, 42030400, Fax:011-26852916
E-mail : rm@helpageindia.org Website : www.helpageindia.org

YOU CAN CONTRIBUTE WHATEVER YOU WISH TO HELPAGE INDIA'S CORPUS FUND:

Please accept my contribution to HelpAge India's Corpus Fund

☐ Rs. 2,000/- ☐ Rs. 3,000/- ☐ Rs. 5,000/- ☐ Rs. 7,000/- ☐ Any Other Rs.....

Cheque/DD No..... Date.....in favour of **HelpAge India.**

Title.....Name.....Address.....

.....Nationality-**Indian/Others** Tel.....

PAN No..... **(Please note that tax exemption as per law is only available if PAN is quoted)**

Occupation..... Date of Birth..... Email.....

For Payment by Credit Card* Credit Card No. | | | | | | | | | | | | | | | |

Name of the Card.....Valid upto.....Signature

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

For online donation please visit:
www.helpageindia.org

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

Donations to HelpAge India's Corpus Fund are 100% Tax Exempt under Section 35AC and 80GGA of Income Tax Act, 1961

REFERENCES

1. Name 4. Name

Address Address

2.Name 5.Name

Address Address

3.Name 6.Name

Address Address