



### Student Action for Value Education (SAVE)

Each year schools across the country come forward in support of the elder cause, this year once again schools showed their sensitivity by contributing their bit. This quarter schools from Chandigarh & Mohali made generous contributions to the elder cause. We are deeply thankful to them for their sensitivity.



(From left): Ms. Srividya, Sr. Wing Co-ordinator, Mrs. Nilu Sarin, Vice-Principal and Ms. Anuradha Dua, Principal of Vivek High School, Mohali (Punjab) receive the HelpAge trophy for the school's contribution of Rs. 1.13 lakh towards the elder cause from Ms. Arti Tikoo, Deputy Director - Resource Mobilization, HelpAge India (Chandigarh).



Mrs. Vijay Jebakumar (left), Principal, Sacred Heart School, Moga (Punjab), hands over a cheque donation of Rs. 2.68 lakh towards the elder cause to Ms. Arti Tikoo, Deputy Director - Resource Mobilization, HelpAge India (Chandigarh). Looking on are school staff members, Mr. Pardeep Kumar and Ms. Amarjeet Kaur Gill.



(From left): Maj. Gen. (Retd.) Sanjeev Verma, Director, Yadvindra Public School, (Patiala) and Mrs. Amrit Rawel, Head Junior Wing, hand over a cheque donation of Rs. 1.30 lakh to Ms. Arti Tikoo, from HelpAge India, Chandigarh. The school has been supporting the elder cause for the past 20 years.

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

BOOK POST

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### COVER STORY: HelpAge India focuses on 'Digital Empowerment of Elderly'

# HelpAge

NEWS



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

## EDITOR Speaks

Dear Reader,  
Wishing you a very Happy New Year!

As we step into year 2017, we move a step closer towards our goal of providing more and more elders a life of dignity and security. But before we move forward, let's take a look at the year gone by. Year 2016 has been a year where we have helped our elders move a step closer towards Digital Empowerment. The aim is to bring them closer to their loved ones and make them independent by teaching them how to use a Smart phone, WhatsApp, Facebook, how to Email & Skype. This was done through various workshops held for elders across the nation and it has helped bridge the gap between generations bringing the family unit closer together.

Most senior citizens are having a tough time combating the current atmosphere of demonetization with the constant stress on cash resources and the growing pressure on making cashless transactions. HelpAge has been conducting awareness meetings on the use of mobile wallets, debit & credit cards and various other modes of cashless transactions to make daily-living easier for our elders.

The last quarter has been particularly eventful, with the marking of 'International Day of Older Persons' raising concerns of senior citizens on a national scale. Across the country various events were held where thousands of senior citizens participated along with young volunteers who came forward in their support.

Our strength in our endeavors comes from our donors – individuals, corporates, institutions, trusts and foundations. This quarter a special mention must be made of BHEL, HONDA, SJVN, who have given a major thrust to Corporate Social Responsibility for the elder cause. We are deeply thankful to them for their sensitivity and generosity.

With the New Year ahead of us, we hope to give a much more stronger 'Voice' to elder needs and this is only possible with your constant support. Thank you for being with us through our journey till now and we hope you will continue to stand beside us in our future endeavors.

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

## HelpAge India marks nationwide International Day of Older Persons

Each year on October 1, HelpAge marks 'International Day of Older Persons' (IDOP) with the aim to highlight the concerns of senior citizens, this year too the day was marked across the country through various events such as inter-generational walkathons, marches, fun-activities for elders, seminars etc. Top corporate donors were awarded for their exemplary contributions in supporting HelpAge services for disadvantaged elders and centenarians were honoured. Here below are snapshots of events held across the country.

### DELHI



Dr. Jitendra Singh, Hon'ble Minister of State (Independent Charge) and MoS in Prime Minister's Office, makes an address during the IDOP function in the national capital. At the dais are (from left): Mr. Mathew Cherian, CEO, HelpAge India, Mrs. Grace Pinto, Managing Director, Ryan International Group of Institutions, Mr. Amal Ganguli, Chairman, HelpAge India and Mr. Rajiv Chandran, UN representative.

### NAGPUR (Maharashtra)



Senior citizens participate in a Race cum Walkathon titled 'Walk to spice your life' organized by the West Nagpur Nagarik Sangha in association with HelpAge India.

### MUMBAI (Maharashtra)



Ryan International school students take part in the inter-generational Walkathon which was flagged off by Shri. Rajkumar S. Badole, Hon'ble Minister of Social Justice and Special Assistance, Government of Maharashtra, along with Dr. S. P. Kinjawadekar, President Emeritus All India Senior Citizens' Confederation (AISCON) and Mr. Vijay Aundhe, President, Federation of Senior Citizens' of Maharashtra (FESCOM).

### CHENNAI (Tamil Nadu)



Shri. M.M. Rajendran, Former Governor of Odisha, presents the HelpAge India 'Golden Award – 2016' to Padmashri Dr. (Smt.) Y.G. Rajalakshmi Parthasarathy, Dean & Director – PSBB Group of Schools, Chennai.

### KHANDWA (Madhya Pradesh)



Members of Elder-Self-Help-Groups participate in a rally to generate awareness about Rights and Entitlements of Elderly in Punasa block, Khandwa District.

## HONORS - 2016 AWARDEES

- **Golden Award** to Dr. (Mrs.) Y. G. Rajalakshmi Parthasarathy, 90 years, from Chennai - for her exceptional contribution to the welfare of society both during both her pre & post retirement period.
- **Samson Daniel Award** to Dr. Virendra Swarup Education Centre, Kanpur (UP), for the educational institution which made the highest contribution towards the cause of the elderly.
- **P L Roy Award** to SJVN Foundation, for its Outstanding Contribution to Corporate Social Responsibility towards elders and their community.
- **Excellence Award** to Mrs. Grace Pinto, MD, Ryan International Group of Institutions – for an individual who has excelled in Social responsibility towards his/ her community.
- **Gold Plate Award** to HSBC - for the corporate which made the highest contribution towards the cause of the elderly.
- **Silver Plate Award** to Asian Paints Ltd. - for the corporate which made the second highest contribution towards the cause of the elderly.
- **Bronze Plate Award** to Honda Motorcycle and Scooter India Pvt. Ltd. and Cairn India Ltd. - for the corporates which made the third highest contribution towards the cause of the elderly.
- **Plaques of Recognition** to Rural Electrification Corporation Limited, Bharat Heavy Electricals Limited and Oil and Natural Gas Corporation Limited – for their strong and steady support towards HelpAge programs.

### WAYANAD (Kerala)



Thousands of elderly men and women participate in the inter-generational Walkathon in Wayanad District, Kerala, raising awareness on elder concerns through slogans and placards.

### CHANDIGARH (Punjab)



An elderly resident of the old age home in Sector-15, Chandigarh, gives young school students a glimpse of her indomitable spirit, as she breaks into an impromptu dance, celebrating the spirit of ageing.

### A step towards self-sustainability for rural elders



Women participants from Jharkhand interact with ESHG members of 'Abhinav Elder-Self-Help-Group' of Tarha Bhawanipur village in Supaul (Bihar).

HelpAge has been supporting various livelihood initiatives through Elder-Self-Help-Groups (ESHGs) with the aim of making rural elders independent and self-sufficient. One such support was provided to the women of Jharkhand in association with the Jharkhand Livelihood Promotion Society (JSLPS) for elderly inclusion under the National Rural Livelihoods Mission (NRLM) framework. 20 active women members from Women-Self-Help-Groups formed by the Government of Jharkhand, in JSLPS project areas - Ranchi, West Singhbhum and Pakur districts, were identified as Internal Community Resource Persons and sent to districts in Bihar - Supaul, Darbhanga and Madhubani, for a 10-day training and exposure program to learn the workings of a successful Elder-Self-Help-Group by interacting with their members. They then returned to their villages along with their elder friends, representatives from these ESHGs in Bihar, who worked as external resource persons helping them set-up ESHGs in their own villages in Jharkhand. This exchange of information and methods will go long way in expanding the NRLM reach, helping more and more needy elders in becoming self-reliant.

### Strengthening grass-root advocacy initiatives in Maharashtra



Mr. Pradip Kadam, Social Worker at the Patalganga MHU (Mobile Healthcare Unit), educates elders and their community about the symptoms and preventive measures of water-borne diseases such as Cholera, Diarrhea, Typhoid, Malaria and Dengue, during an awareness session at Jambhivali, a MHU site.



Elders interact with HelpAge staff members during an awareness session on Pension schemes for Senior Citizens organized by the HelpAge team for various Senior Citizen Associations and elder beneficiaries in the State, as part of its advocacy initiatives.



### Bringing colour back into their lives

In an effort to make elders independent and self-reliant, HelpAge has been working hard towards training them in unique skill-sets, giving them the means to earn their own livelihood. One such skill workshop was organized for elder women in Kochi through a 2-day training workshop on Fabric Painting.

Elderly women master the method of Fabric Painting during the 2-day training workshop organized for them at Vayojana Sevana Kendram at Chullickal, Kochi (Kerala).



### Nationwide focus on 'Digital Empowerment of Elderly'

In today's day and age of moving towards a cashless society, elders often get left behind. Unable to cope with the fast pace of growing digital technology, often their daily existence gets hampered, it also alienates them from the younger generation who are largely digitally dependent. With new models of smart phones flooding the markets every day, new mobile applications, usage of debit/credit cards and mobile wallets becoming a norm, it is virtually impossible to ignore their use. Applications like Skype, Facebook, WhatsApp, can help connect them with their friends and loved ones, but are still unknown to many. HelpAge has therefore been conducting training workshops across the country to digitally empower our elders. Here are some snapshots.

#### DELHI



Mr. Gopal Garg, 67 years, from Senior Citizens Association (Sec-6, Dwarka) leads a digital training workshop for elders. Garg learnt how to do cashless transactions from trainers at Digital Empowerment Foundation during a session and then volunteered to help other elders like himself on how to operate mobile wallets safely and effectively.

#### GUJARAT



Elders receive training on Mobile & Internet Technology at a workshop organized by HelpAge and co-sponsored 'Telenor' for the elderly at the Blind People Association, Vastrapur, Ahmedabad. The major focus of the workshop was on mobile smart phone usage & the benefits of internet specially on social media platforms.

#### TELANGANA



Mr. Shyam P. Kumar, HelpAge Advocacy Officer, Hyderabad (TS & AP), teaches elderly women how to make payments using Paytm, BHIM (Bharat Interface for Money) and SBI Buddy, and stresses on the importance of being independent using these cashless mediums. The women learnt how to link their bank accounts and mobile number with these mobile wallets.



Senior citizens of Bengaluru bring out their competitive spirit during a friendly game of carrom.

### The spirit of Active Ageing

The HelpAge India Bengaluru team organized a special event to promote the concept of 'Active Ageing' amongst elders, encouraging elders to participate in various games and activities. Over 12 Senior Citizens Associations (SCAs) participated enthusiastically and the first AdvantAge Group and a unique Working Committee with the most active members from each SCA across Bengaluru were formed. SCA members were made aware about HelpAge India's services and programs such as - the Elder Helpline, HelpAge SOS app, AdvantAge Card program, Physiotherapy, Mobile Healthcare Units, Cataract surgeries etc.

### Helpline launches interstate rescue mission reuniting Mother & Son



Ms. Sampat Bai, 70 years, was found in a bedraggled condition, living on the road outside a petty shop in Dehradun (Uttarakhand). She had lost her way and traveled to Dehradun in search of visiting a temple. A good Samaritan referred her case to the HelpAge Dehradun Elder Helpline. The language she spoke was local Malvi, which helped in identifying her as a native of Madhya Pradesh. Her documents were subsequently recovered with her co-operation and a huge rescue operation was launched by different HelpAge State Offices and the State Police machinery. Finally she was reunited with

family, but soon went missing again after a few months, HelpAge intervened yet again. Today, she is reunited with her son and family, and is extremely thankful to the team for not giving up on her.

### HelpAge India CEO stresses on the need to end age - discrimination at a global platform



Mr. Mathew Cherian, CEO, HelpAge India, stresses on the need for an inclusive and equitable growth in society and putting an end to age discrimination, during the 'HelpAge Asia-Pacific Regional Conference 2016: The Economic Implications of Ageing' held in Hanoi (Vietnam). Over 300 people from 35 different countries in the Asia-Pacific region, representing 131 organizations attended the conference.

### LEADERS SPEAKOUT CSR

#### Message from Shri. Atul Sobti, CMD, Bharat Heavy Electricals Ltd.



Corporate Social Responsibility (CSR) has been an integral part of BHEL's ethos right from the inception. As a responsible corporate citizen, BHEL supports various social initiatives across the country by undertaking CSR initiatives in diversified areas. It has always been BHEL's endeavor to work for welfare of the society and to contribute towards inclusive growth by undertaking activities aiming at empowerment of communities, environment protection, development of backward regions, and upliftment of the marginalized & under-privileged sections of the society. HelpAge has been rendering commendable service to society by providing healthcare to needy people in remote areas. BHEL has been proudly associated with HelpAge since 2013-14. BHEL has partnered with HelpAge India to deploy five Mobile Healthcare Units (MHUs) for providing medical reliefs mainly to aged people in rural areas located at Leh (J&K), Durgapur (W.B.), Angul (Odisha), Nagpur (Maharashtra) and Ferozepur (Punjab). These MHUs are fully equipped to treat, diagnose and provide medicines for common minor ailments which otherwise go untreated and may cause serious medical problems for the patients later. These MHUs were also immensely helpful in providing immediate medical aid to affected people during natural disasters like the floods in J&K, Chennai floods and the cyclone affected areas in and around Visakhapatnam. BHEL wishes HelpAge the very best in its noble endeavor of serving the elderly & needy people of our society.

#### Message from R. N. Misra, Chairman & Managing Director, SJVN Limited



At SJVN, Corporate Social Responsibility has been an integral part of our corporate business since the very inception of the company. The Companies Act, 2013, has further empowered us to pursue our CSR activities vigorously and systematically which ensures sustainability in the long run. In a small but effective way SJVN Foundation has been instrumental in improving the quality of life, extending healthcare services to the needy, creating job opportunities and opening up educational avenues for the local communities. These targeted initiatives do give rise to the hope of seeing the whole nation develop, of which our small contribution enables some from among the vast needy sections to see light at the end of the tunnel. I am glad to share that SJVN has been associated with HelpAge India from last four years through its Mobile Healthcare Unit (MHU) project named as *Satluj Sanjeevani Seva* (3S), which facilitates primary healthcare services to project area people and the communities they live in, in the states of Himachal Pradesh, Uttarakhand, Bihar and Maharashtra. The primary objective of project '3S', is to ensure health services to project area people who are deprived of quality medicare as they are living in far flung areas by providing them free medical check-ups and medicines at their doorsteps. SJVN has also been instrumental in supporting HelpAge India's flood relief and rehabilitation work at Uttarakhand by deputing two MHUs to the flood-ravaged areas and providing essential medical care to the affected population. In addition, during last three years SJVN in association with HelpAge India had conducted 110 health camps in its project areas. I am optimistic that HelpAge India will implement this project with more zeal and enthusiasm in future also and will bring a smile to the faces of many underprivileged citizens of our country.



NL/DEC/16

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

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.....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.....

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For online donation please visit:  
[www.helpageindia.org](http://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.**

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