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## HelpAge India

Working for the cause & care  
of disadvantaged older persons  
and to improve their quality of life.

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Annual Report  
2005-2006

 HelpAge India



Photo: Tashi Morup

Fighting Isolation, Poverty, Neglect.



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#### From the PRESIDENT's desk

I am pleased to present the Annual Report of the Society for the financial year ended March 31, 2006. It has been a year that marked the start of a new phase for HelpAge India, as we focused on expanding our services.

We carried out large projects in disaster-stricken areas, to safeguard the interests of the elderly, who often get sidelined in such situations. One such project caters to the Tsunami affected elders, and another to families in Kashmir, whose lives were devastated after a high-intensity earthquake, that rocked South Asia on Oct 8, 2005.

Our teams trekked into far-flung and mountainous areas, to ensure the aged and frail were looked after. Often, this was done under severely challenging conditions such as land-mined areas, harsh winter, and inaccessibility by transport of any kind. This has been appreciated by the people, who are our best motivators.

At the same, our regular work carried on with zeal and commitment.

We are now moving towards an enhanced structure, with a view to propelling future expansion. Among our forthcoming initiatives will be comprehensive HelpAge Habitats, incorporating high-quality residential and geriatric care, recreation and other facilities within a common complex. The needs of the elderly have grown and we realize that much more needs to be done

HelpAge India is dedicated to keeping in touch with you, our donors, and listening to your views, as we strive to produce services that meet the emerging needs and expectations of the elderly.

I look forward to your continued support and success.

AMAL GANGULI

{ यज्ञार्थिकर्मणोऽन्यत्र लोकोऽयं कर्मबन्धनः।  
तदर्थं कर्म कौन्तेय मुक्तसङ्ग समाचर। }

There are many thousands of individuals, who are the reason for HelpAge India's existence, and who give meaning to our work.

They also bring meaning to the words of the great sages who describe giving and charity as fulfilling God's work on earth. The Bhagwad Gita declares that work done for the good of mankind liberates. Any other work causes bondage.

We at HelpAge acknowledge and applaud the support of our donors.

#### Highlights of the year 2005-2006

- 53 MMUs (Mobile Medicare Units) provided health care at the doorstep of the needy aged. 9, 88,375 treatments were dispensed.
- 274 Old Age Homes, 72 Hospitals and 113 Day Care Centres have been supported so far.
- 15,985 destitute older people were supported under the Sponsor-A-Gran Programme. 230 new grans were included.
- 17,300 cataract operations were enabled through 48 projects.
- Helplines at Chennai (1253) and Delhi (1291) were run with the support of the Police.
- An extended response was provided to the Disaster Rehabilitation Programme on Tsunami, for over 10,000 families.
- Relief and shelters were provided to victims of the Kashmir Earthquake (Oct 8, 2005).
- A DFID supported program to help the elderly be aware of their rights was launched in Madhya Pradesh, Jharkhand and Uttar Pradesh.



Mrs. Meira Kumar, Union Minister for Social Justice & Empowerment, felicitates a senior citizen during HelpAge India's function to mark the International Day for Older Persons on October 1, 2005.



Dr. Montek Singh Ahluwalia (right), deputy chairman, Planning Commission, and Mr. Mark Runacres, deputy High Commissioner of Britain to India, release HelpAge India's Tsunami research report. R&D also organised a national health awareness week in association with NHRC.

# Care for neglected elders in disasters

OLDER people are in a position to make an important contribution to the survival of their community in a disaster. Experience of working in four recent major disasters viz. Orissa super cyclone, Gujarat earthquake, Tsunami tidal wave and Kashmir earthquake amply demonstrates that older people provide care for children orphaned; older women act as traditional birth attendants, and possess knowledge about alternative or complementary medicine and nutrition. They have a significant role in resolving local conflict and play an active part in their families' livelihood.

The needs and capacities of older people affected by emergencies warrant special attention in disaster response and disaster preparedness plans by governments and humanitarian organizations.

During 2005-06 HelpAge India was involved in implementing relief and rehabilitation work in direct response to three emergencies i.e. Kashmir earthquake, Tsunami tidal wave and completing the post Gujarat earthquake rehabilitation work.



*Fatima Beevi is one of the elders rehabilitated by HelpAge under the Tsunami response programme, with livelihood support.*

## “Working for TSUNAMI affected elders”

The tidal wave impact was on four states viz. Andhra Pradesh, Tamil Nadu, Kerala and the Union Territory of Pondicherry.

After rapid relief to 15,000 older persons in 04-05, a three year extended response programme on rehabilitation is currently in the second year of implementation. It will enable at least 10,000 older people to achieve economic independence & 6000 to organize themselves to achieve their rights and independence.

Other significant achievements will be one Elder's Village in Cuddalore for Tsunami affected destitute elders on 5.4 acres of land on the East Coast Road, 12 Village-based Old Age Homes and a Resource Centre for facilitating social security for elders.

# Bringing relief to the Valley

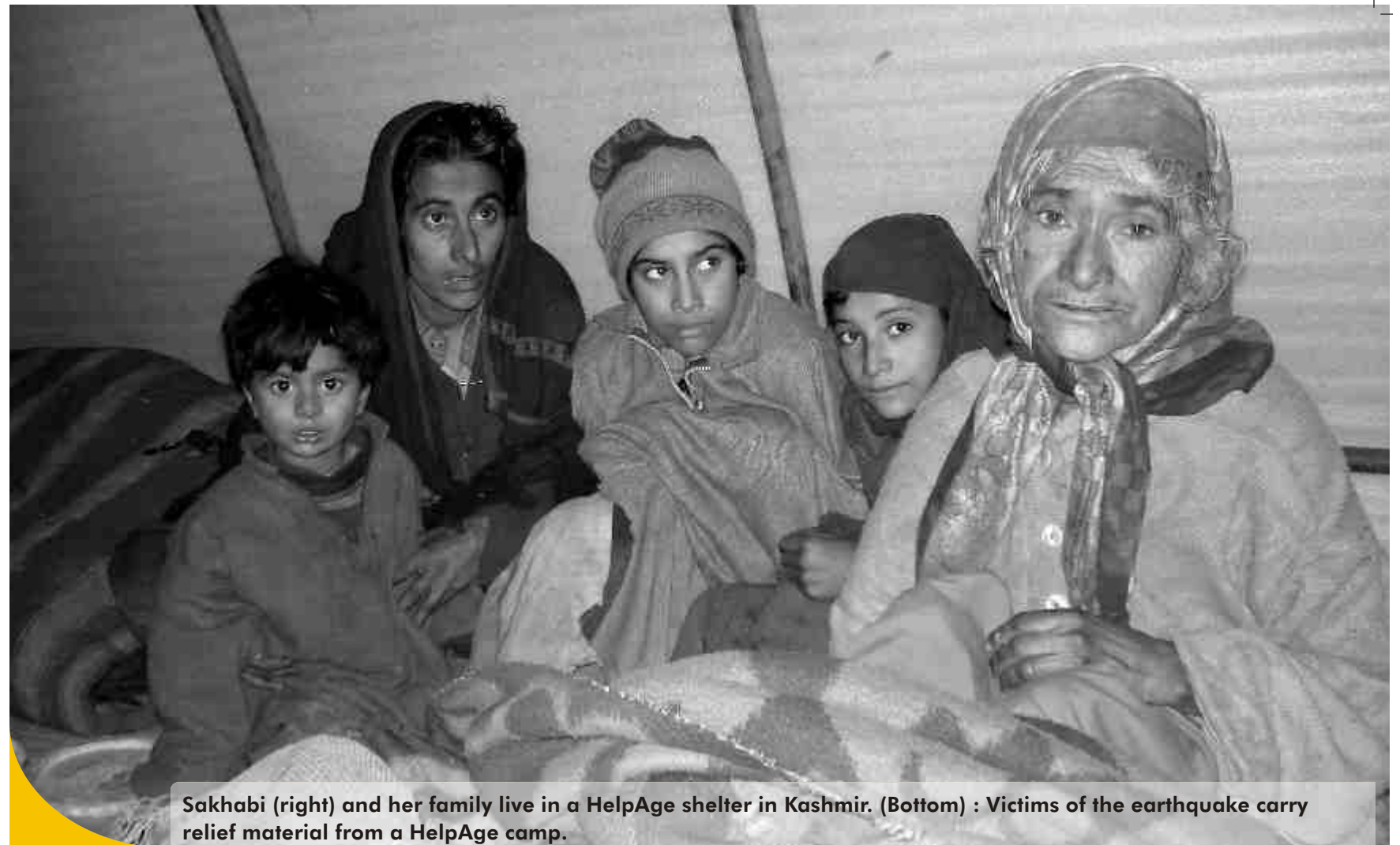
Jammu & Kashmir was badly affected by the high-intensity earthquake that rocked South Asia in October 2005, in particular the districts of Poonch, Baramulla, Jammu, Udhampur, Ramban Kathus, Srinagar, Budgam, Anantnag, Pulwama and Kupwara.

Many households were completely destroyed and substantial damage was sustained by public infrastructure (over 37,000 buildings in Srinagar and Jammu divisions). Many roads were destroyed and still more damaged or blocked. Livestock was killed, and many carcasses blocked streams, rendering water sources unsafe.

The Mobile Medical Team of HelpAge India from Jammu was deployed in relief work within 24 hours mainly in Uri, one of the worst affected areas with 100% houses damaged. Subsequent relief included winter-shelters, bukharis for heating, dry rations, bedding and warm clothes to almost 800 families. The delivery of relief materials during winter months was a major challenge for the relief teams.

It is a tribute to the team members that they worked through the worst of the winter to deliver relief to each family and provide erected shelters in seven identified villages close to the Line of Control at times walking up six hours from the nearest road head.

Livelihood restoration initiatives will cover nearly 700 persons and will include setting up a micro hydro power project at Nawarunda village for demonstrating productive application of power for local livelihoods, besides lighting. Livelihood applications include wool processing, mustard and walnut oil extraction, flour milling, etc.



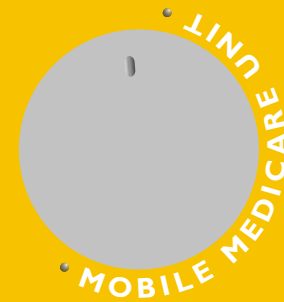
**Sakhabi (right) and her family live in a HelpAge shelter in Kashmir. (Bottom) : Victims of the earthquake carry relief material from a HelpAge camp.**



House reconstruction is a major concern of local communities but lack of skilled labour is a constraint. Skill-training for 100 local youth in masonry work, carpentry and metal work is planned to address this gap. Training in other livelihood skills will cover wool 'namdah' (rug) making, and value addition to agri-produce such as fruit processing, walnut shelling, milk pasteurization, etc.

Providing health care in 20 remote village areas is also an important activity. This was done through a Mobile Medical Team located at Baramulla (about 20 km from Uri). Health camps are expected to provide specialized health care for older persons in collaboration with medical teams from the Army and State Government health services.

HelpAge India is implementing a project titled **Community Mobilisation and Advocacy for the Elderly: Improving Access to Social Welfare Schemes, under the DFID-supported Poorest Areas Civil Society Programme (PACS).**



## Medical care for elderly

Over the years HelpAge India has reached out to poor elderly persons by providing medical care at their doorstep. After initial phasing out of some vans in 2004-05 which had no donor support, we have again expanded to 53 units. A major rationalisation of the medical programme was undertaken to ensure more sustainable resources for the programme, and also to extend the care to poorer districts.

The Hyderabad van was moved to Shamshadabad and is funded by the GMR group. The Chennai unit is funded by Asian Paints Ltd. and has been relocated to Sriperumbudur. New MMUs were introduced at Jagatsinghpur & Puri (Orissa), Kollam, Cuddalore & Nagapattinam (TN), and Uri (J&K).

*67-year-old Angammal lives with her only daughter. Hailing from an economically deprived section of society, Angammal suffered from poor vision, body pains and lack of strength in her right leg.*

*She began visiting a HelpAge Mobile Medicare Unit (MMU) in Chennai regularly and was soon referred to the Andhra Mahila Hospital for cataract surgery. Angammal's right eye was operated upon and her eyesight restored, opening up a whole new world for her.*

*Post surgery, Angammal continued visiting the MMU for almost two years and took medicines for her other ailments as well.*

*Today, Angammal is an ever smiling picture of health and is a volunteer at the MMU which gave her a new lease of life. She collects patients' identity cards and assembles them at the MMU site. She also cleans the parking site of the vehicle.*

*Here is our salute to Angammal, a true symbol of hope and happy ageing.*

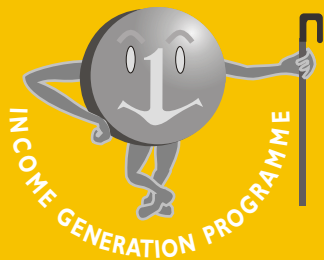


## Palabhai finds a renewed sense of purpose

LIVELIHOOD SUPPORT



On the highway past village Kakarava in Kutch, Gujarat, 70-year-old Palabhai Amra sits in his small tin cabin, polishing and mending shoes. Hard of hearing, he acknowledges greetings, but is hardly able to participate in a conversation. And yet, his cabin is a meeting ground for many people from his village, especially the elders. Palabhai is a beneficiary of the HelpAge-EU post-earthquake work in Gujarat that wound to a close in 2006. He was provided with a cobbler's cabin, polish and brushes, apart from a few pairs of slippers to sell, in order to make a beginning. "I have ceased being a liability for my son and I feel happy that he does not have to worry about me too apart from his own family," says Palabhai. He also says he has found a sense of purpose, and life no longer means waiting for the "inevitable" to happen. "That will happen when it will," he adds. "Meanwhile, I am too busy to think morbid thoughts."





For those older persons who fall through the family net and have no place to call their own, HelpAge-supported old age homes are safe havens, a home away from home, where the elderly can live with dignity. HelpAge India's Day Care Centres serve as a place for the elderly to share each other's concerns. They spend their day interacting with each other, and some take part in recreational and income generating activities. HelpAge supports 274 Old Age Homes and 113 Day Care Centres.

## SPONSOR A GRANDPARENT

In 2005-06, support was extended to 202 NGOs and through them to 15985 grans with receipt for this work of Rs. 1090 lakh from Help the Aged, UK through HelpAge International. We also supported 1006 grans through resources mobilised by HelpAge India and implemented the AAG programme through 28 partner NGO's.

## The Candy floss Man



Mr. Narayan Rao, President, NDTV, and Mr. Mathew Cherian, Chief Executive of HelpAge, participate in the breaking ceremony for construction of the HelpAge India-NDTV Viewers Elders Village near Pondicherry. 5.47 hectares of land has been bought on the Pondicherry-Chennai highway to build a Habitat for older people affected by the 2004 Tsunami disaster. Funded by NDTV Viewers, once complete this Elders village will house 100 elders and provide them with the facilities needed to lead a comfortable life. The village will also incorporate income generation activities suitable for the residents. Some of the activities being considered are agricultural, handicraft and coconut tree products, small enterprises like teashop, looms for making durries and cloth, drying and pickling of fish, etc.



When Swaraj's bell jingles, urchins on the streets of rural Meerut rush to surround him. The 92-year-old candy floss man is a much-awaited figure in their villages, 10 kilometres within the radius of his own village Jitholi.

But life for Swaraj was not always so merry. A few years ago, when his son abandoned him, he and his wife were virtually on the road. He did not want to stoop to begging and at his age, had to once

again do menial labour to earn a few rupees. His case was brought to HelpAge's notice by a grass-root partner organisation called Grameen Vikas Sansthan and he was enrolled under the SAG programme.

The ration took care of him and his wife's needs. From the small cash component given he started buying candy floss and vending it on foot. Today Swaraj is independent again. His toothless smile is evidence of his contentment.



# RESOURCE MOBILISATION

For the first time HelpAge India raised more than Rs 17 crore as local income. The foreign income also rose to 22.9 crore.



## Corporate Fundraising:

The cause of the elderly was supported by many social responsibility programmes of companies. A total of 109 companies supported HelpAge India for its programmes in 2005-06. We are grateful to these pillars of corporate social philanthropy for thinking of the disadvantaged elderly of India.

Corporate Fundraising raised Rs 214.56 lakh this financial year.

- We received support from Indian Oil, GAIL, GMR group, Asian Paints, Unichem, Systopic Laboratories, Orissa Cements limited (OCL) and from Pfizer, and Reddy's Labs for medicines.
- OCL supported HelpAge India for a Tsunami income generation project, making and marketing of coir mats by older women whose livelihoods were severely impacted by the Tsunami, and also provided a new MMU based at Jagatsinghpur, Orissa. The support given by OCL amounted in total to Rs. 25.98 lakh.
- The GMR Group supported HelpAge India to the extent of Rs. 27.93 lakh for three MMUs in Andhra Pradesh - Rajam, Vemigiri and Shamshadabad.
- Asian Paints Ltd. supported HelpAge India to the extent of Rs. 32.58 lakh for three MMUs -- Greater Noida near Delhi, Medak in Andhra Pradesh and Sriperumubuder in Tamil Nadu.
- Gail provided support of Rs. 22 lakh to HelpAge India for 1500 cataract surgeries and for covering 100 older people by the Adopt a Gran programme.
- Johnson & Johnson Ltd. supported HelpAge India by replacing the Puri MMU and also contributing to Kashmir earthquake relief. Their help amounted to Rs. 12.12 Lakh.



Actor Shabana Azmi hugs Basant Kaur, 103 at the launch of HelpAge India's greeting cards for 05-06. Kaur and her family of 5 generations were special invitees to the function. This partnership is 18 years old now and HelpAge India Greeting Cards have become the market leader in the country. The proceeds from the sale of cards are used for the age-care projects of the organisation.

## HelpAge India Shop

To augment its resources HelpAge India decided to set up shops. The objective is to buy products from NGOs and other suppliers, and through their sale in HelpAge designated shops generate a surplus that will be ploughed back into programmes for the disadvantaged elderly. The first shop was set up at HelpAge India's premises at Qutab Institutional Area. HelpAge India generated a modest sale in the first year of operations.

## WE ACKNOWLEDGE THE SUPPORT OF:

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## Corporate Community Service Award

HelpAge India instituted Corporate philanthropy awards to honour companies who associated with various social causes during 2004-05. The awards were in two categories, the Community Services Award for excellence in community services and the Silver Plate for age-care support. More than 200 companies were invited to participate and evaluation criteria were designed in conjunction with International Accountants & Business Consultants, Grant Thornton, who also audited the results.

Tata Steel Ltd. and Canara Bank Ltd. were the joint winners of the HelpAge India Corporate Community Services Award, and Asian Paints Ltd. was the winner of the HelpAge India Silver Plate Award. It was also decided to present a Social Responsibility citation to Mrs. Grace Pinto, Chairperson of Ryan International and St. Xavier's group of schools for the tremendous support given to HelpAge India. The judges also awarded a special Social Responsibility Citation to VLCC for their innovative work in the field of community services.



Mr. Mathew Cherian (left), Chief Executive, HelpAge India, interacts with Ms. Sonia Gandhi at function hosted at her residence, by VLCC on the occasion of Anti - Obesity Day. Looking on is Ms. Vandana Luthra (second from left), Chairperson, VLCC & Anti- Obesity Foundation. HelpAge has entered into a year-long tie-up with VLCC on their slimmer's range of products.

Mrs. M. Chandrashekhkar, Principal of Bombay Scottish School, Powai (Mumbai), receives the Samson Daniel trophy for best contribution to the cause by a school, for the year 2005-06



Popular film actors Kunal Kapoor and Tania Zaetta made an appearance at a special Valentine's Day promotional event in Delhi, in aid of HelpAge. The event was supported by Pacific Mall, represented here by director Abhishek Bansal.



GAIL DGM Ms. Alka Kumar (right) presents a cheque for HelpAge to Mrs. Shalu Jindal, who accepts it on behalf of the organisation.



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## Message from the CHIEF EXECUTIVE

As we enter our 28th year, there is much to reflect on the year gone by, 2005 - 06. A year which saw our teams hard at work towards restoring semblance in the lives of those affected by the disasters which had struck northern and southern India. The focus has now shifted to the restoration phase post disaster in both Tsunami and Earthquake affected regions of India. Our teams have been hard at work despite the odds.

We now look towards creating future habitats for elderly where they will not suffer from isolation and neglect and we look forward to continuously care for them.

In a unique effort to recognize corporate contribution to the community, especially the aged, HelpAge conferred the first Corporate Community Service Awards to those Corporates who have shown their sensitivity towards issues that affect our world.

I am extremely grateful to individuals, corporates and other institutions who have supported us in the past and have gone beyond their normal capacity in order to make this world a better place for the aged.

HelpAge salutes their spirit and seeks their continuous support. I urge everyone to come forward and make a difference in the lives of our elderly.

Mathew Cherian