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IRCTC supports Mobile Health Care



Mr. M. P. Mall (Chairman And Managing Director) IRCTC, flags off the Mobile Medical Unit at Kushinagar (U.P) sponsored by IRCTC along with supporting its running cost for a year.



Nani's tips to Fight Elder Abuse

Nani's Tips to Fight Elder Abuse

- Strengthen inter-generational bonding within your family. Instill values of love & care at a young age amongst your children & grandchildren.
- If you are a senior citizen, make sure you are financially secure post retirement. Invest wisely.
- Do not give away your property during your lifetime.
- In case of abuse, call the HelpAge India Elder Helpline: 1800-180-1253.
- Every senior citizen is entitled to protection from abuse under the Maintenance and Welfare of Parents and Senior Citizens Act, 2007.
- You can also take help from your local Senior Citizens Association or RWA.
- Last but not the least, in case of abuse, Don't Ignore it, Report it!!

BOOK POST

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COVER STORY: HelpAge marks World Elder Abuse Awareness Day

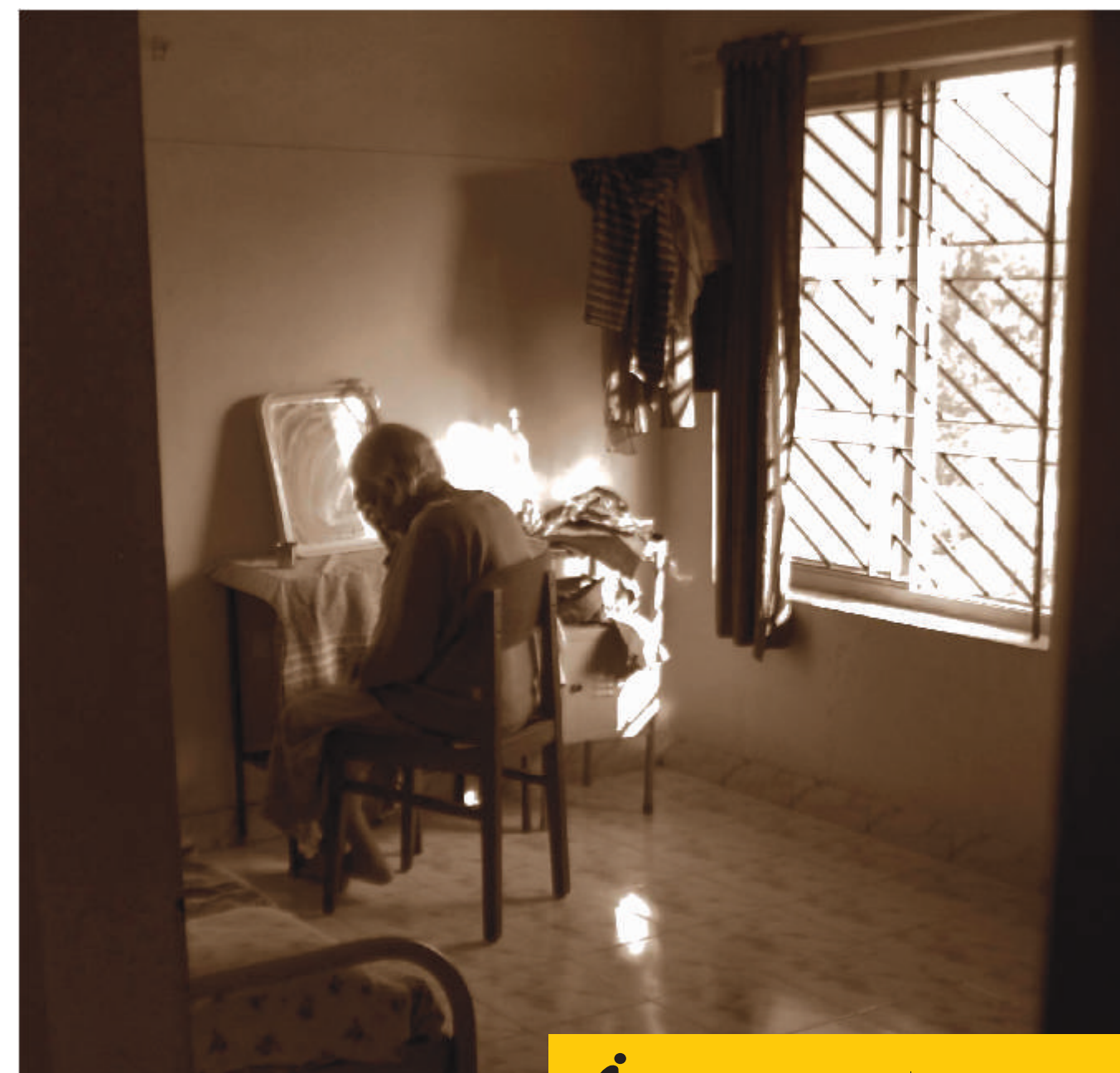
HelpAge

NEWS



Vol.13 No.1

April – June 2014



HelpAge India | Fighting isolation, poverty, neglect

EDITOR Speaks

Dear Readers,

It's been an interesting quarter this time as we pinned our focus to one of our major advocacy initiatives - our fight against Elder Abuse.

HelpAge marked World Elder Abuse Awareness Day with the launch of a disturbing survey on Elder Abuse in India (2014). We mark this day each year with the hope that more awareness is generated and the subject doesn't remain closeted.

Unfortunately the trend over the past few years of our survey continues to show that the maximum abuse comes from one's trusted source, one's own kin. Many elders don't report the matter despite being aware of redressal mechanisms due to 'fear of retaliation' or that it might affect 'family honour'.

It is therefore imperative, that the right values be instilled in children in their growing years, so that the question of mistreatment and abuse doesn't arise in later years. Our Help Unite Generations (HUG) and Student Action for Value Education (SAVE) programme aims to do just that.

HelpAge marked the day across the nation with signature campaigns, marches and pledges to support the fight against Elder Abuse along with sensitizing decision makers.

But what was heartening to see was force of Youth behind this campaign. For the first time we witnessed the power of social media for an elder cause, as youngsters across the nation posted on FaceBook, tweeted and retweeted on the subject showing their support. The awareness generated was phenomenal.

I truly believe one can make a difference in many ways - through words, action and deeds. This year we witnessed all three in support of our fight against Elder Abuse.

I would like to thank each one of you and corporates who have shown consistent support to the elder cause. I hope you continue to support us in our strive to make this world a better place for our elders.

Manjira Khurana
Country Head - Advocacy & Communications



50% of India's elderly face abuse reveals HelpAge report

The pain in the voice of 68 year old Ramanna (name changed) is obvious as he reflects on his and his wife's plight. A resident of Langfort Town in Bengaluru, he was once a flower seller with his own income. His advancing years forced him to give up his occupation and forced him to move in with his son and daughter-in-law. What followed has been years of abuse at their hands.

“
Our financial dependence on our son & daughter-in-law has turned us into their servants
”

Forced to do all the household chores at his son's home, they are not even allowed a moment respite to sit down and rest. Their situation is worse off than domestic servants. Ramanna faces daily humiliation and constant refusal of money by his son and daughter-in-law to even meet his basic needs. Simple requests for money to buy a little something for their relatives when they want to go and visit them, are turned down.

Today, Ramanna and his wife feel completely isolated as they are forbidden by their son and daughter-in-law to even interact with their neighbors. This, feels helpless Ramanna, is sheer mental torture.

Raising its voice against Elder Abuse, HelpAge India released a nationwide report on "Elder Abuse in India (2014)" just prior to World Elder Abuse Awareness Day marked globally on June 15.

Released nationally the aim of the report was to bring to light the alarming growth of Elder Abuse in the nation with scale of abuse going drastically up to 50% from 23% the year before, when a similar study was conducted.

Women seemed to be more vulnerable with 53% women facing abuse as against 48% men.

The report panned 12 cities across 8 states, covering both Metro (Tier I) and Non-Metro (Tier II) cities. What was most disconcerting, was that the **Abuser was a trusted source from within the elders family**, with the **Daughter-in-law (61%) and Son (59%) emerging as the topmost perpetrators**. Not surprisingly, 77% of those surveyed, live with their families.

Though the national capital, Delhi, ranked the lowest in Elder Abuse with 22% amongst Tier I cities, while Bengaluru ranked the highest at 75%, while in the Tier II cities Kanpur was the lowest (13%) and Nagpur highest at 85%.

Verbal Abuse (41%), Disrespect (33%) and Neglect (29%) were ranked as the most common Types of Abuse experienced by the elderly.

While abuse has gone up, unfortunately still 41% of those abused, did not report the matter to anyone. "Maintaining confidentiality of the family matter" was cited to be the major reason behind not reporting abuse (59%).

Salient Findings of the Report

- 50% of the elder population faced abuse.
- 48% male and 53% female admitted to facing abuse.
- The Daughter-in-law (61%) and Son (59%) emerged as the topmost perpetrators.
- Verbal abuse, disrespect and neglect most common forms of abuse.
- 41% of those abused never reported to anyone.
- 77% live with their families.
- 46% reported facing abuse for 3-5 years.
- Daughters make a disturbing entry among top three abusers.
- 64% of the victims were aware of the police helplines but unfortunately, only 12% made contact.
- Lack of confidence in redressal system and 'fear of retaliation' remained main cause for not reporting.

"It is a subject often pushed under the carpet. Most elders become silent sufferers and don't talk about it as it becomes a matter of family honour for them. Since many live with their abusers, making a complaint only worsens matters as per them, due to fear of retaliation. The problem needs to be dealt with at its root. The degeneration of our value system has heightened this problem. Children are turning abusers. There is a dire need to sensitize them, starting young. HelpAge has started a unique HUG campaign which stands for Help Unite Generations, aiming to do just that" - says Mathew Cherian, Chief Executive Officer, HelpAge India.

To mark the day various events were held across the country raising awareness about the issue and urging people to come forward and show their support.

In various cities HelpAge organized interactions with Senior Citizens Associations and launched the Elder Abuse in India report. In Chandigarh, a seminar on Elder Abuse was held at Government Museum & Art Gallery, in **Ahmedabad** the City Mayor, Mrs. Minakshiben Patel shared some of her personal experiences about elderly. In **Indore**, the campaigning started with sticking of posters in various places.

Toll Free Elder Helpline 1800-180-1253

Signature campaigns and candle marches were held across the nation to create awareness and garner support for the fight against Elder Abuse. Here below are some highlights:

HYDERABAD



An elderly woman signs on her support for the fight against Elder Abuse in Hyderabad

DELHI



Nearly 300 senior citizens assemble in the national capital at Jantar Mantar showing their support for the fight against Elder abuse through a candle light march.



Young volunteers at HelpAge India showed their support in the fight against Elder Abuse by spreading the message with simple placards and through Social Media.

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KOCHI



Globally young adults show their support for the fight against Elder Abuse by signing at the signature campaign organized by HelpAge & inaugurated by renowned Malayalam film director Mr. Vinayan at Kochi's Lulu Mall.

KOLKATA



Grandchildren stand proudly with their grandmother & show their support in the fight against Elder Abuse at Mohor Kunja, Kolkata.

ODISHA



Dr. R.P. Sharma, Commissioner of Police, Bhubaneswar-Cuttack, signs on his support. The van travelled through the city with young volunteers signing on their support as well.

SHIMLA



An elderly man signs on his support at the Ridge Shimla.

LUCKNOW



Youngsters pledge their support in the Fight against Elder Abuse in Lucknow

MUMBAI



Renowned film actress Ms. Madhu Shah releases the HelpAge Elder Abuse report in Mumbai at the Press Club, in the presence of Mr. Prakash N. Bargaonkar (left), Territory Head – Maharashtra, Gujarat & Goa, HelpAge India, Mr. R Chopra, Volunteer (second from left) and Mr. K. Shivakumar, MD, Eisai Pharmaceuticals India Pvt. Ltd.

Student Action for Value Education (SAVE)

HelpAge'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 to support the cause of the elderly.



The Mashimas as the students of South City International School, Kolkata, fondly call the residents of Kalyan Ashram in Kolkata, proudly hold up the big hand-made card scattered with signatures of all the students who visited them for a day of dancing, singing and merry-making. A day filled with love & laughter the Mashimas would remember for a long time.



Sister Phyllis (second from left), Principal, Presentation Convent Sr. Sec School, Rajbagh (Jammu) hands over the cheque donation of Rs. 4,00,974 on behalf of the school to Ms. Sheezu, Executive SAVE, Srinagar.

Senior Citizens Day Out



Senior citizens of Kochi revisit their school days during a fun day trip organized by the HelpAge Kochi team, in association with Senior Citizen Friends Welfare Association, Palluruthy, to various historical and touristic sites in Kerala such as Athirappilly, Vazhachal Waterfalls and Sree Sankaracharya Stupam at Kalady. The group of 44 members enjoyed themselves thoroughly during this trip down memory lane.

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A struggle for justice for Kalabai Patel



Mrs. Kalabai Patel, 70 plus, an elderly resident from Indore owned two houses. After the demise of her daughter- in-law, her son Raju decided to remarry. As a gesture of goodwill at the time of remarriage Kalabai gave away one of the houses to her son and his wife, and continued to live with her granddaughter Pooja. But soon things took an ugly turn with the both the son & daughter- in-law pressurizing her to sell the other house as well, her only source of financial support to sustain herself. Soon the abuse started, making Kalabai fearful under the extreme verbal and mental torture she faced daily.

Kalabai's daughter wanted to help her but didn't know how and in urgent need called the HelpAge Helpline. She narrated the torture her mother was going through at the hands of her son and daughter-in-law. HelpAge counselor Neha Dharmadhikari immediately got into action and asked the son's contact number which Kalabai provided after initial hesitation, being a mother.

Neha contacted Raju and warned him of the serious repercussion he and his wife could face under the law and the Senior Citizens Maintenance Act. Raju confessed that it was indeed his wife who has been pressurizing him to sell the house and assured the counselor that he would stop the abuse immediately.

Neha has been following up with Kalabai on weekly basis. Today, Kalabai feels much safer after the intervention and is not abused by her children anymore.

An Elder leaves behind the gift of sight for other elders



Shrimati Thakur Devi wanted her life savings to benefit others. She wanted to give the gift of sight to those elders who can't see for the want of a simple cataract surgery.

After she passed away at the age of 81, her long-time manager and trustee of her estate, Mr. Sushil Kumar Ahuja, 75 years, honored her wish and made an initial contribution of Rs. 15000 for ten cataract surgeries, followed up by a further contribution of Rs. 75000 to be used for another 50 cataract surgeries. Ahuja promises to keep contributing to the cause and help make a difference. HelpAge salutes their spirit!

**Hard work Awarded:
A proud HelpAge team**



HelpAge India was awarded the prestigious Bharat Nirman Institutional Award against its outstanding services for senior citizens. Mrs. Susmita Ghose (centre), National Director (SAVE), HelpAge India, upholds the trophy which she received on behalf of HelpAge India at the 21st Annual Bharat Nirman Awards Ceremony on the 14th June 2014 at Kalamandir Auditorium, Kolkata.

Kalyan Ashram – a Home away from Home completes 6 years



Marking the 6th Anniversary of HelpAge India's first-of-its-kind old age home in the east - 'Kalyan Ashram', popular singer Usha Uthup lends her soulful deep voice to the celebrations, in the presence of the residents of the home and Mr. KSB Sanyal (right), HelpAge Governing Body member, the man who made this Home a reality. Joining in the celebrations are other HelpAge board members Mr. Arun Nanda (second from right) and Dr. (Mrs.) Asha Padgaonkar (fourth from right) and Chief guest - Mr. Sumit Mazumder, CMD, TIL limited and President designate CII and his wife Mrs. M. Mazumder.

CORPORATE SOCIAL RESPONSIBILITY

There is a rising interest in the corporate sector wanting to do their bit for society and partake in fulfilling their Corporate Social Responsibilities (CSR). Support for various services focusing on elder care is coming more and more under the purview of corporates who want to fulfill their various CSR initiatives.

Premier Explosives Ltd extends healthcare support to elderly



Premier Explosives Ltd. donated the 10th Mobile Medical Unit of HelpAge India's mobile healthcare program in Andhra Pradesh, launched at Yadagirigutta recently. The company will support it for 3 years. In the picture: Dr. A. N Gupta, Chairman and Managing Director, Premier Explosives Limited hands over the Mobile Medical Unit key to Mr. Mohd. Raza, Joint Director, HelpAge India, Andhra Pradesh. Looking on are Mr. Georgy M Varghese, Director, Health Services and Mr. Stanley Oguri, Senior Manager - MMUs, Andhra Pradesh.

NTPC comes on board to support health camps in West Bengal



NTPC Ltd. - Farakka Super Thermal Power Station donates Rs.9.88 lakh to HelpAge for conducting health camps in the Farakka region, West Bengal. In the picture: Mr. D Ponda (centre), DGM, CSR, NTPC, signs a 'Memorandum of Understanding' with Ms. Sharmila Majumder, Territory Head - West Bengal & North East, HelpAge India. Looking on is Mr. P.K. Bondriya (left), Group General Manager, NTPC.

EIL continues to support the cause of the aged



Mr. Mathew Cherian (second from right), Chief Executive Officer, HelpAge India, shakes hands with Mr. Adil Firoze (second from left), GM (Corporate Affairs), Engineers India Ltd. (EIL), acknowledging the support given by EIL for the installation of a lift at Johns Daycare Centre, Aya Nagar, Delhi. Looking on are Ms. Madhu Madan, Country Head (Resource Mobilization), HelpAge India and Mr. Sandip Samajdar (left), DGM (CSR), EIL.

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Fighting isolation,
poverty, neglect

NL/JUNE/14

C-14, Qutab Institutional Area, New Delhi-110 016 Tel. 011-41688955-56, 42030400, Fax:011-26852916
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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.

REFERENCES

1.Name 4.Name

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2.Name 5.Name

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3.Name 6.Name

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