

### Sarojini Trilok Nath Trust contributes Rs. 2.5 crore for elder healthcare



(from right): Mr. Rajiv Kohli, Shri J.N. Kohli & Ms. Amita Verma - Trustees of the Sarojini Trilok Nath Trust, present a donation cheque of Rs. 2.5 crore to Mr. Mathew Cherian, CEO & Ms. Madhu Madan, Country Head – Resource Mobilization, HelpAge India, for elder healthcare in Patna.

HelpAge deeply thanks Sarojini Trilok Nath Trust who showed their generosity and sensitivity to the elder cause by donating Rs. 2.5 crore towards healthcare for the needy elders of Patna (Bihar).

"The income derived from this generous donation to HelpAge India's Corpus, will be used to fund the running of a Mobile Medical Unit in Patna, bringing much needed medical assistance to the door steps of the needy elderly. The Trustees have chosen Patna, as Late Shri Trilok Nath (I.P. Cadre) served as IG Police of Bihar and the family has deep rooted connections with the city. Both Shri Trilok Nath and his wife Late Smt. Sarojini Nath, were active in philanthropy during their lifetime as well," said Ms. Madhu Madan, Country Head – Resource Mobilization, HelpAge India, who was instrumental in bringing in this donation for the cause.



### Nani's Tips - to Stop Elder Abuse!

The disturbing findings of the Elder Abuse report, has triggered Nani to give her elder friends some important tips to counter this heinous crime against elders. Here are some below.

- Don't WILL your property during your living years to anyone.
- Ensure that you are financially secure in your later years and make sure you are not dependent on anyone for your basic needs.
- Lead an active physical & social life, so that not only are you mentally engaged and up to date with what's happening in the world, but you also have a good support system in place in case you need one.
- There is a 'The Maintenance and Welfare of Parents and Senior Citizens Act' which empowers any senior citizen facing abuse by their carer. The abuser under this Act will be liable to pay a fine of Rs. 5000 or jailed upto 3 months or both. To know more about the Act you can write to us at the address and email given below.

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### COVER STORY: HelpAge India marks World Elder Abuse Awareness Day

# HelpAge

NEWS



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## EDITOR Speaks

Dear Reader,

This has been a very eventful quarter for HelpAge India. In June, we marked 'World Elder Abuse Awareness Day' nationwide, with the release of a report focusing on the Youth perspective on Elder Abuse. Last year, half of India's elderly surveyed reported to experiencing abuse. The son along with the daughter-in-law turned out to be the primary abusers.... today's Young Adults. More than ever we needed to understand the mindset of the Young Adult – their perspective, which was revealed in the 2015 survey.

Meanwhile we have been trying to bridge the gap between these two generations with the use of technology. HelpAge organized free computer classes for elders, introducing them to world of internet, along with teaching them how to use a Smart Phone. The aim was not only to give them a boost of confidence, but also to connect them to their loved one through Skype, Whatsapp, email and other forms of online communication.

Our teams at the grass root level are also conducting awareness camps for rural elders making them aware of their Rights and Entitlements, so they can demand what is rightfully theirs as one Voice.

Many corporates and trusts allied with the elder cause, with major support coming in from Sarojini Trilok Nath Trust which donated more than Rupees 2 crores towards our mobile healthcare service for the destitute elders in Patna. We also thank Cipla Foundation, Corporation of Kochi, the SBI Group, Geo Paul & Co. for their generosity, along with the numerous schools, colleges and institutions who have been consistent supporters to the cause.

We hope that we are able to work towards more and more needy elders getting a chance to live a life of dignity. This is only possible with your constant support. Thank you for being with us till now, there is yet a long road ahead.

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



## HelpAge India marks 'World Elder Abuse Awareness Day'



Panel Discussion on Elder Abuse and the role of Young Adults underway in the national capital, being moderated by Ms. Radharani Mitra (extreme left), Creative Head - BBC World Services. Eminent panelists present (from left): Mr. Santosh Desai, Social Commentator, Ms. Rebecca Mammen, Legal Expert, RJ Chris, Popular Radio Jockey of 94.3 FM - Radio One and Mr. Mayank Jain, Journalist of Scroll.in.

This year on June 15, HelpAge India once again marked 'World Elder Abuse Awareness Day' as part of its consistent efforts to raise awareness about the issue. Shockingly as per HelpAge's survey last year, half of India's elderly (50%) reported experiencing abuse. 77% lived with their families. The Abuser? - Their own child. The son along with the daughter-in-law turned out to be the primary abusers. Today's Young Adults.

It was therefore now time to understand the mindset of the Young Adult – their perspective. This year HelpAge conducted an extensive 10 city survey among young working adults in the age bracket of 25 to 45 years, living with at least 1 elderly parent. The survey was conducted by MaRS Monitoring and Research Systems, an expert in Youth research surveys.

Cities surveyed: Delhi, Kolkata, Mumbai, Bengaluru, Chennai, Hyderabad, Ahmedabad, Nagpur, Kanpur, Madurai. A sample size of 200 households were selected from 20 middle and upper middle localities in each city.

The survey hoped to ascertain what the youth think of Elder Abuse - does it at all happen, what makes it happen, who or what causes it and what can any of us do to help/prevent abuse.

"What is surprising is that the Youth of today are aware of problem, they understand the reasons which precipitate abuse. They have clear solutions on how to avert abuse, but yet as per last year's report it is this very generation responsible for the crime. Our aim is to sensitize and engage young adults and urge them to take a stand against this heinous crime by being Change agents" – said Manjira Khurana, Country Head, Advocacy & Communications, HelpAge India.

### HIGHLIGHTS OF THE SURVEY

- Nationally, 73% of the youth admit that Elder Abuse exists. 83% perceive that identifying Elder Abuse in the neighborhood is not difficult.
- The youth experience of coming across 'instances of Elder Abuse' is as high as 32.5% among relatives, followed by 21% friends and 20% neighbors.
- The daughter-in-law remains the primary abuser be it Youth Perception or Elder Reality.
- The Abuser starts early. As per youth experience, the Abuser is in the age bracket of 18 to 34 primarily in the middle income households.
- 72.4 % of the youth feel that the topmost form of abuse they have come across is 'Using abusive language and talking rudely to an elder' followed by 43.1%, who feel it is giving the elder 'the silent treatment, isolation and emotional abuse.'
- A shocking find is that 29% Youth feel that 'Physical Abuse and beating up' is a common type of abuse and 30% feel it is 'being denied the basics, medicines and material abuse.'
- Nationally, 'Property and inheritance disputes' emerges as the main reason for abuse at 53.2%.
- As measures that 'Elders' should take to prevent abuse goes, 67.5% of the youth said that elders should stay social and active and 31.5% said that they should keep their finances organized.
- 86.9% youth advocate living in large joint families as a measure to prevent Elder Abuse, in today's social scenario of a rising graph of nuclear families.
- Nationally, nearly 60% youth are willing to take direct action if they came across a case of abuse yet there are cities such as Delhi where 92% are not willing to

intervene, followed by Chennai with 64% and Hyderabad with 45%.

Nationwide the report was released and various events held such as:- signature & umbrella campaigns, seminars and interactive discussions with the police, policy makers and Senior Citizens Associations. The most unique element of these events was the involvement of the youth and young adults of today, with street theatre, flash mobs and face painting events bringing them together in huge numbers to show their support to the cause. Many young volunteers, corporate employees and professionals also took part in the campaign and pledged their support.

The day was marked in all major cities of India including, Delhi, Mumbai, Patna, Chhattisgarh, Kolkata, Chennai, Hyderabad, Madurai, Bhopal, Kochi, Bhubaneswar, Nagpur amongst others.

### SOME RELIEF FOR ELDERS

- The Chandigarh Administration announced 50% discount to all senior citizens on all Chandigarh Transport buses. Earlier it was only for local buses. This will benefit around 50,000 Chandigarh senior citizens.
- Secretary Health, Punjab, announced free special wards in hospitals to provide free of cost treatment to the elderly. These wards are being made in different districts of Punjab and will help lakhs of elderly.
- For the first time West Bengal government included 'World Elder Abuse Awareness Day' in the government's Calendar of Events and hosted a program to sensitize all government departments, Police and NGOs. This is a big step in recognizing the gravity of the issue.
- Uttarakhand government will now provide 100% free travel to resident senior citizens above the age of 65 in all UTC (Uttarakhand Transport Corporation) buses within the state.

### SNAPSHOTS FROM ACROSS THE COUNTRY

#### MAHARASHTRA



Young volunteers raise their voice against Elder Abuse and spread awareness at the ever busy Dadar railway station in Mumbai, along with doing a similar drive at the Chhatrapati Shivaji Terminal thanks to the support shown by Central Railway.

#### ANDHRA PRADESH



Sprightly elders show their strong resolve, as they march down the streets of Vishakhapatnam in their fight against Elder Abuse.

#### KERALA



HelpAge India's young volunteers do a sudden flash mob event at Selex Mall in Thrissur.

**JAMMU**

Mr. Kavinder Gupta, J & K Assembly Speaker, releases the Elder Abuse report at HelpAge India's office, highlighting the issue at the government levels. Standing alongside is Ms. Sunita Santoshi, Sr. Manager - Resource Mobilization, Jammu, HelpAge India.



**ODISHA**



A young girl signs on her support during the signature campaign in Bhubaneswar on a vehicle which will travel throughout the city spreading awareness about the issue.

**CHENNAI**



Young employees of L&T Constructions sign on their support against Elder Abuse during a signature campaign organized at the L & T Construction campus in Chennai. Over 500 employees were sensitized through this drive.

**UTTAR PRADESH**



A 'Nukkad Natak' aka street play being performed by young members of 'Innovation For Change' group in Lucknow highlighting the issue of Elder Abuse. A large crowd of more than 2500 people gathered around to witness the performance.

**GUJARAT**



Young adults pledge their support in the fight against Elder Abuse and promise to take care of their elderly in Ahmedabad.

**CHHATTISGARH**



Smt. Ramshila Sahu, Minister of Social Welfare Dept. (Govt. of Chhattisgarh) talks on the issue of Elder Abuse after releasing the report.

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

**NEPAL EARTHQUAKE: HelpAge provides immediate relief**

On the lazy Saturday morning of 25th April, Nepal was shaken to its roots with a massive earthquake notching up to 7.8 on the Richter scale, leaving in its wake unprecedented disaster, followed by continuous aftershocks ranging from 4 to 7 on the Richter scale.

39 of 75 districts were severely affected, with the death toll reaching 8631 and 21,838 injured. With more than 4.89 lakh buildings completely destroyed, thousands had nowhere to go, with no roof over their heads and had lost their entire life savings.

2.4 million people in Nepal are above 60 years of age. The old and infirm are the worst affected in disasters, as many are unable to run quick enough to access relief trucks and are unable to carry the load of relief material.

There was an urgent need for water, food, temporary shelters, medicine, but most had no money left to support this need. HelpAge India along with HelpAge International immediately got into action and through local partners became the first organizations to execute immediate cash transfers of 75 USD per family to 10,000+ needy families with elders in 11 districts across the country to tide over the immediate need.



An elderly survivor of the devastating Nepal earthquake with his grandchild at a temporary shelter.

Photo Credit: Vishal Srivastava (The Indian Express)

**A D V O C A C Y**

**No Age for Learning: Elders get Online**

The usual young reporters desks of the leading Hindi news daily, Dainik Bhaskar in Chandigarh, seemed to be replaced for awhile by a team of silver grey haired elders deeply absorbed with their computer screens. HelpAge India organized a 12 day computer training program for elders in Chandigarh in association with the newsdaily. The training was conducted in Dainik Bhaskar's office. The participants age bracket was interestingly 70-78 years.

The program entailed learning about basic operating systems, MS Word, MS Excel, Internet and usage of a Smart Phone, WhatsApp and Facebook.

"One of the key reasons why the elders feel isolated and excluded is their inability to adapt to the changing environment and also keep up with technology. Any training on computer skills and training on how to access the internet, suddenly opens up a whole new world for the elders and puts them back in the mainstream. With adult children and grandchildren increasingly living away from the family home, access to technology allows elders to communicate with them in real time" says Manjira Khurana, Country Head Advocacy & Communications, HelpAge India.

Seeing the growing need and enthusiasm, many more such training programs are planned across various states in the near future.

68 year old B. S. Arora, member of Senior Citizens Association, Mohali, looks with rapt attention at his screen exploring the world of the internet!



**Limca Book of Records recognizes a Unique Badminton team of Seniors**

Limca Book of Records recognizes the 'oldest' Badminton team of the country. This Unique Badminton Club of the Senior Citizens Society in Freedom Fighters Enclave, Neb Sarai, Delhi, is headed by captain & coach 76 year old, K. D. Bhatia. What makes the team unique is not only their age but their spirit.

The average age of the members of this team is 72 years, the youngest being 64 years and the oldest 79 years. Many have gone through open heart surgeries. Every morning at 6:30 am a team of 12 to 15 retired senior citizens from the Society troop down to their neighborhood park in Freedom Fighters Enclave, Neb Sarai. A full two hour badminton session keeps them fit and active. Their never-say-die-spirit makes them a remarkable example of Active Ageing. An inspiration to all.



Senior badminton players during a practice session

**Getting aware, forming One Voice**

A gathering of 150 elderly men and women sat in rapt attention as they learned about their Rights & Entitlements in Labpur village (West Bengal) at a HelpAge organized State Level Meet of Elders. The Meet was organized to generate awareness amongst village elders about the various Govt. schemes they are entitled to, such as Old Age Pension and Food security along with a face-to-face interaction with the Block District Officer (BDO). Most elders were suffering from cataract, had hearing problems and general debility. No availability of a proper Primary Healthcare Centre, had made their situation worse.

The aim was to motivate the village elders to form their own groups, so they can collectively demand their Rights as One Voice and approach the Village Panchayat / Block District Officer (BDO). The Meet was organized with the help of IMSE (Institute for Motivating Self Employment) an NGO that gives loan as a micro finance institution.



Ms. Anuradha Sen, Joint Director - Advocacy (East), HelpAge India, listens attentively to 75 year old 'Dada' as he is fondly called, of Labpur village, Birbhum District (WB), as he shares his grievance of a failing eyesight and helplessness.

**New AdvantAge Centres open in the East for Elders – offering Fun with Physiotherapy**



67 year old Maya Sen does a balancing act as part of her training for fall prevention, at the AdvantAge Physiotherapy Centre for elders in Kalyani, Nadia District (WB). The Centre not only keeps her healthy but also keeps her mentally stimulated as she enjoys her interactions with other seniors who come to the Centre to avail its facilities.

In a first of its kind initiative, HelpAge India opened two AdvantAge Physiotherapy Centres for senior citizens in Kalyani, Nadia District, and Berhampore, Murshidabad district (West Bengal), in association with Kalyani Institute for Study, Planning and Action for Rural Change and Berhampore Prabeen Sabha respectively.

Both centres are run by senior citizens themselves and are supported by Mahakalp Arogya Pratisthan. The Centres offer free Physiotherapy treatment for those elders below the poverty line who cannot afford such a treatment and for sustainability they charge a nominal amount to those elders who can afford it. The Centre brings together seniors from various arenas and also gives them a social platform to interact and stay active.

**ASG Eye Hospital (Patna), announces free OPD for Senior Citizens every Friday**

In yet another step forward for better & affordable healthcare for needy elders, ASG Eye Hospital, Patna (Bihar) conducted a free eye check-up camp for poor and destitute elders at HelpAge India's Age Care Centre in Patna. All patients suffering from cataract and belonging to the BPL category, were offered free surgery at ASG Eye Hospital and the hospital representative has agreed to conduct more such free camps in the future. After seeing the response at the eye camp and the urgent need for affordable eye care for elders, the hospital has now offered free OPD services for senior citizens every Friday.



**A donation that lives on even after life ends**



Mr. Prakash Borgaonkar (right), Territory Head (Maharashtra & Goa), HelpAge India, receives a donation of Rs. 17.10 lakh towards the elder cause, from Advocate Rekha Rane of Bombay High Court, as per the Will of Late Captain Rameshwar Rikhiye, who wanted to help those in need, even after he left this world.

**Support from Geo Paul & Co.**



Mr. S. Muraleedharan (second from left), Marketing Manager, Geo Paul & Co. hands over the product for elders to Mr. Biju Mathew, State Head (Kerala), HelpAge India, as part of Geo Paul's CRM initiative. Looking on is the marketing team of Geo Paul and the HelpAge India Kochi team.

**CORPORATE SOCIAL RESPONSIBILITY**

**Education makes a difference**



Hon'ble Home Minister, Shri Raj Nath Singh (right), as chief guest, hands over a donation of Rs.50,000 on behalf of the management of St. Joseph College, Lucknow, to Mr. A.K. Singh, Head (SAVE) & State Head (UP), HelpAge India, on the inauguration of a new branch of the college at Sitapur Road, Lucknow. Looking on is Mrs. Pushp Lata Agarwal (second from left), Founder Chair Person and Mr. Anil Agarwal (left), Managing Director, St. Joseph's School.

**A Memorandum of Co-operation**

In a unique initiative for providing quality care to elders, HelpAge India and The Corporation of Kochi joined hands to run an Age Care Centre at Chullikkal in Kochi (Kerala) to provide much needed services for senior citizens such as counselling, physiotherapy, computer classes, assistive devices, a helpline service and a library, along with other recreational facilities. The facilities will be free of cost for those below the poverty line.



Mr. Mathew Cherian (centre), CEO, HelpAge India, exchanges the Memorandum of Association signed between HelpAge India and the Corporation of Kochi, with Mr. V.R. Raju (second from left), Secretary of the Corporation of Kochi, in the presence of Mr. Tony Chammani (right), Mayor of Kochi, Mr. K.J. Jacob (second from right), Opposition Leader, Mr. K.J. Sohan (third from right), Chairman, Town Planning Standing Committee, Ms. Essy Joseph (third from left), Chairman, Welfare Standing Committee and Mr. Biju Mathew (left), State Head (Kerala), HelpAge India.

**Cipla Foundation supports elder healthcare**

Cipla Foundation showed its sensitivity towards the elder cause by supporting the capital and running cost of HelpAge India's healthcare service for destitute elders, the Mobile Medical Unit in Patalganga (near Navi Mumbai) for 5 years running. This service will help hundreds of destitute elders in need of affordable basic healthcare.



Ms. Ulka Dhuri (left) and Ms. Rumana Hamied (second from left) from Cipla Foundation alongwith Mr. Prakash Borgaonkar (right), Territory Head (Maharashtra & Goa), HelpAge India, attend the inauguration of MMU Patalganga. Also present are Mr. Valerian Vais (right), Deputy Director - Programs (Maharashtra & Goa), HelpAge India and other staff members of Cipla Foundation and HelpAge India.

**A bankable contribution by SBI**



Ms. Arundhati Roy, Chairperson SBI Group, hands over keys of MMU Varanasi donated by SBI Varanasi, to Mr. P.P. Singh, Deputy Director - Programs (UP), HelpAge India, at the SBI campus in Varanasi. Looking on are staff members of SBI and HelpAge India. It has been a long association with the SBI Group, which in the past donated for this healthcare service for the elderly generously.

