

Alzheimer Awareness Camp for Senior Citizens Association



Mr. Prakash N. Borgaonkar, Territory Head (Gujarat, Maharashtra & Goa), HelpAge India, addresses the audience at the Alzheimer Awareness Camp held in Mumbai (Maharashtra). The camp was held in association with Eisai Pharmaceuticals India Pvt. Ltd. at 12 locations in Maharashtra where senior citizens were briefed about Alzheimer causes, prevention measures, and treatments.



Nani's Tips for Elders on Active Ageing

- **Stay active and physically fit** - Go for walks regularly, exercise and keep those muscles active.
- **Be mentally engaged** - Keep learning. Keep yourself updated with news, happenings and activities around you. Try keeping up with new technology like learning more about computers, internet surfing, crafts, gardening, whatever interests you. Never let the brain idle.
- **Be socially active** - Surround yourself with people, whether family, friends, or neighborhood acquaintances and meet them regularly.
- **Eat healthy** - Avoid excessive fried and fatty foods, load up on salads and fruits.
- **Be financially secure** - Ensure you have enough financial resources to enjoy your later years. Remain self-sufficient. Do not give away all your financial assets. This is the time when you need it most.
- **Travel a lot** - If possible, travel to places you had been putting off for a long time. Explore new places, visit old friends, learn new cultures.
- **Lastly** - Laugh often, long and loud.

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COVER STORY: HelpAge India marks International Day of Older Persons

HelpAge

NEWS



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HelpAge India | Fighting isolation, poverty, neglect

EDITOR *Speaks*

Dear Readers,

Season's Greetings from all of us at HelpAge India!

1st October of every year is a special day for all senior citizens. We marked the International Day of Older Persons with a message for our elders to lead active and healthy lives and over 5,000 elders who joined our early morning 'Walkathon' in New Delhi brought home the point. 22 other state offices across India also celebrated the Day.

In Delhi, we also staged street plays with a message of spreading love and respect for elders. The Help Unite Generations campaign launched last year to sensitize the younger generation to spend time with the elderly, has successfully spread to many cities and has strengthened intergenerational bonding.

In September, when the catastrophic floods hit Jammu & Kashmir, HelpAge India's emergency medical response teams were among the first to reach relief to the thousands affected. Our donors and volunteers worked with us to provide medical relief and essential items.

The Student Action for Value Education (SAVE) program which operates in over 6,000 schools across India, is going from strength-to-strength. Meanwhile, our work on Advocacy for the elder cause continued for the Right to Universal Pension for the elderly.

It is a great source of strength to us that corporates such as SJVN Foundation, Asian Paints, ONGC, BHEL and others have continued their support towards elder healthcare by supporting Health Camps and Mobile Medical Units. Individual donors such as you, have always stood by us with their generous donations. We acknowledge all of you with gratitude.

Thank you for your continued support to the elder cause.

Manjira Khurana
Country Head - Advocacy & Communications



HelpAge India marks International Day of Older Persons



(From left): Mr. Mathew Cherian, CEO, HelpAge India, Ms. Lise Grande, UN Resident Co-ordinator & UNDP Resident Representative in India, Mr. Amal Ganguly, Chairman, HelpAge India and Mrs. Grace Pinto, MD, Ryan International Group of Institutions, release the HelpAge India Annual Report 2013-2014 and Souvenir.

This year once again HelpAge India marked **International Day of Older Persons (IDOP)** with the theme 'Get Active, Stay Active'.

5000 senior citizens marched proudly at India Gate, New Delhi, during the annual HelpAge India intergenerational walkathon supported by the Ministry of Social Justice & Empowerment (MSJE), which was flagged off by Minister of Social Justice & Empowerment, Mr. Thaawar Chand Gehlot. Holding aloft placards of 'Get Active, Stay Active', the spirit of these elders was indomitable as showed their solidarity in proving that age is only a number. Similar walkathons and other events were held across the country in 22 locations marking the day nationwide.

DELHI



Young working adults watch the HelpAge organized street play 'Bas Samajhne ki baat hain', performed by theatre group The Vayam Project at the busy office complex in Nehru Place in south Delhi, which aims to raise awareness & sensitize the youth and young working adults to the needs of the elderly.

THE AWARDEES

Below are the individuals and corporates who were honored during HelpAge India Annual Awards function held on International Day of Older Persons:

- The Golden Award** to Mr. S.P. Kinjawadekar for being an exceptional Indian citizen over the age of 80 years, who has made a notable contribution to the welfare of society in advancing years.
- The PL Roy Award** to ONGC - for Outstanding Contribution towards Corporate Social Responsibility.
- The Gold Plate Award** to SJVN Foundation - for being the highest contributor towards the cause of the elderly.
- The Silver Plate Award** to Bharat Heavy Electricals Ltd. - for being the second highest contributor towards the cause of the elderly.
- The Bronze Plate Award** to Asian Paints Ltd. and Adani Foundation for being the third highest contributor towards the cause of the elderly.
- The Excellence Award** to Mrs. Grace Pinto, MD, Ryan International Group of Institutions - for excelling in being socially responsible towards society, specifically for the elderly.
- The Samson Daniel Award** to Ryan International School, Karnataka, for the school/educational institution which made the highest contribution towards the cause of the elderly.

The walkathon was followed by a formal HelpAge India Annual Awards function at the India Habitat Centre where centenarians and leading corporates were honored for their contribution toward the care of the elderly and were felicitated by chief guest Ms. Lise Grande, UN Resident Co-ordinator & UNDP Resident Representative in India. Hundreds of senior citizens attended the function. Ms. Kiran Mehra-Kreplelman, Director UNIC, read out the message from UN Secretary General Mr. Ban Ki-moon.

A street play, 'Bas samajhne ki baat hain' with the theme 'Care for your elderly' was also performed by theatre group The Vayam Project. Various events such as signature campaigns, rallies, walkathons, cultural events and health camps were held across India, which sought to emphasize issues concerning healthcare and security of senior citizens.

MUMBAI (Maharashtra)



In Mumbai, over 500 people including senior citizens, students, volunteers took part in a walkathon from Marine Drive to Nana Nani Park, where seniors were senior citizens felicitated and other activities organised.

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

KOCHI (Kerala)



Elderly women perform a group song during a 'Cultural Fiesta' organised by HelpAge India's Kerala team on the eve of IDOP. An intergenerational walkathon was also held in Kochi.

BHOPAL (MP)



Mr. Babu Lal Gaur, Home Minister, Madhya Pradesh felicitates centenarians in Bhopal where IDOP celebrations were organized by HelpAge India in association with Varishtra Nagrik Mandal.

KOLKATA (WB)



A large number of students, Senior Citizens Association members and elder HelpAge MMU & Support a Gran beneficiaries, participate in the intergenerational walkathon held in Kolkata.

GUWAHATI (Assam)



Over 500 senior citizens join HelpAge India for the MSJE sponsored intergenerational walkathon with the theme 'Get Active, Stay Active' organized at Dighalipukuri, Guwahati.

JAMMU (J&K)



A young student signs on her support at the signature campaign organized by HelpAge India's team in Jammu at the Government College for Women in Parade, Jammu.

DEHRADUN (Uttarakhand)



School children take the SAVE pledge in Dehradun marking IDOP. The pledge was administered across 23,500 govt. schools in Uttarakhand.



Vayoshreshtha Samman to HelpAge India

Mr. Mathew Cherian, CEO, HelpAge India receives the **Vayoshreshtha Samman 2014 (National Award for Senior Citizens)** from Mrs. Sumitra Mahajan, Hon'ble Speaker and Mr. Thaawar Chand Gehlot, Minister of Social Justice and Empowerment, Govt. of India. HelpAge India was selected as the 'Outstanding Institution' for its effort of working over three decades for the cause of the elderly.

Student Action for Value Education (SAVE)

HelpAge India's SAVE - Student Action for Value Education program encourages school children to treat elderly with love and care, and understand their issues in-depth. The program is gaining strength everyday as more and more schools and students are joining hands with HelpAge to support the cause of the elderly.



Students of St. Mary's Central School, Thiruvananthapuram, Kerala, raised Rs. 4,70,447 for the care of destitute elderly in the country. Ms. Anila Sarosh (left) Principal, hands over the donation to Mr. Biju Mathew (third from right), State Head (Kerala), HelpAge India. Also seen in the picture are Mr. Sino Antony, Sr. Manager (SAVE), along with student leaders.



Mr. Amarendra Kumar Mishra (right), Principal, K.C. Public School, Jammu (J&K), along with school students hands over a donation of Rs. 1,63,217 to Ms. Sunita Santoshi, Sr. Manager, Jammu, HelpAge India.

To the rescue



In October 2014, HelpAge India received a call from Ms. Antra, a student from Dehradun. On a train journey to Dehradun from Nainital, she found a helpless old lady at Haridwar railway station whose son had boarded her on the Kathgodam Express and now she had nowhere to go. The small bag she was carrying with her only had two pairs of clothes and a blanket.

HelpAge staff members Mr. Krishna Avtar and Ms. Rachel Paul immediately traveled to Haridwar and started to search for the elderly lady who was found sleeping curled up in a corner at the main gate of the station. After providing her immediate relief with food and water, she managed to talk a little. They learnt from her that her name was Bala Gupta and is originally from Moradabad (UP) and has two sons. She also informed them that she used to work in a private Hospital as a nurse.

The HelpAge executives then took her to an old age home called Ramraj Gramodhyog Seva Sansthan in Haridwar and admitted her. Bala today feels very safe and happy at the home and looks forward to life.



HelpAge India relief intervention in Jammu & Kashmir

As the flood hit the state of Jammu & Kashmir this September, HelpAge India started its intervention by deploying 10 Mobile Medical Units in some of the worst affected areas. Each of the medical vans has a qualified doctor, para-medical staff and is equipped to deal with large scale area-sanitation for prevention of epidemic, communicable and water borne diseases. Nearly 30,000 victims were given primary medical care.

Due to the MMU's mobility the medical teams were also able to reach many remote & neglected areas and in total covered 85 sites in districts of Srinagar, Shopian, Baramulla, Bandipora, Pulwama, Budgam, and Jammu. "Due to the magnitude to the flood, most of the hospitals and Primary Health centres in the area were rendered dysfunctional," said one of the relief volunteers working in the affected area. HelpAge India also worked with the Directorate of Health, Srinagar, and other local organizations to organise medical camps at various sites.



HelpAge India MMU providing primary medical care to J&K flood survivors in Rambagh, Srinagar.



Charity begins at home

Help sometimes comes from unexpected sources. During Durga Puja, Ms. Aparna Banik, a HelpAge family member who sits at the HelpAge reception each day, took the initiative to put a donation box for J&K relief at the MB road Durga Puja Samiti, Pushp Vihar, Sector 1, New Delhi. She got a generous response from members and visitors, and managed to collect a substantial amount for the victims of J&K. HelpAge is proud to have her as a part of it's family.

SCAs support J&K relief work by HelpAge India



Mr. R. C. Sharma, President, Triveni Senior Citizens Forum, Sheikh Sarai, New Delhi, presents a donation of Rs. 62,900 towards HelpAge's J&K flood relief work to Ms. Manjira Khurana, Country Head (Advocacy & Communication), HelpAge India. Capt. Chander Sachdev from Shalimar Bagh Association also donated Rs. 22,100 towards relief. These donations were made in light of call issued to Senior Citizens Associations to support HelpAge India's relief efforts in J&K.



Mr. S.K Palta (centre), President, Freedom Fighters Colony, Senior Citizens Association (SCA), Neb Sarai, New Delhi, presents a donation of Rs. 1,01,000 along with other SCA members to Mr. Avenash Datta (right), Country Head (Programme & Emergencies), HelpAge India.

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 Responsibility (CSR). Support for various services focusing on elder care is coming more and more under the purview of corporates who want to fulfill their CSR goals.

NTPC and HelpAge India come together for medical camp



NTPC and HelpAge India's Kolkata medical team at Farakka, West Bengal (WB), organised the first health camp at Farakka which was inaugurated in September, at Palasi, by Mr. P.K. Bondriya (fifth from left), Group General Manager, NTPC Farakka, WB, under its CSR initiative with HelpAge India. Also seen are Mr. Milan Kumar (third from right), AGM-HR/CSR and Ms. Indrani Sen (second from right), Dy. Director - Resource Mobilization (WB & NE), HelpAge India.

Indian Officers Association supports an Age Care Services Centre



The Indian Officers Association (IOA), Chennai (TN), donated Rs. 2,37,750 towards part running cost of HelpAge's Age Care Services Centre - ASCENT in Chennai. Mr. Allaudin (centre), I.A.S (Retd.) President, IOA, presents the cheque to Mr. T.G Jayabharath, Senior Executive - CFR (right), HelpAge India.

Trans Asian Shipping Services supports J&K flood relief work



Trans Asian Shipping Services Pvt. Ltd. gave a donation of Rs. 4.5 lakh towards HelpAge's J&K flood relief work. Mr. George Ommen (second from right), Head (Corporate HR), Trans Asia, hands over the cheque to Mr. Biju Mathew (centre), State Head (Kerala), HelpAge India. Also seen are (from right): Mr. Shankin James from Trans Asia, Mr. Sino Antony, Sr. Manager and Mr. Jayaraj Krishnan, Executive, from HelpAge India.

Hi-Tech Arai Limited supports elder healthcare in Madurai



Mr. B.T. Bangera (second from left), MD, Hi-Tech Arai Pvt. Ltd., Madurai (TN), hands over the MOU stating the company's support towards the Madurai MMU running cost from 2014 to 2017 of Rs. 68,90,500, to Mr. V. Sivakumar (second from right), Joint Director-RM, HelpAge India. Also seen are Mr. Ganesh Babu (left), Company Secretary, Hi-Tech Arai, Mr. K.V. Vijayaprakash (third from right), Manager, MMU Madurai and Mr. C. Radhakrishnan, Sr. Manager-SAVE (right), from HelpAge India.



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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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