

SCHOOL ADVOCACY & VALUE EDUCATION



Mr. Subhankar Biswas, Manager - Resource Mobilization (Kolkata), HelpAge, hands over a "Certificate of Appreciation" from HelpAge to Ms. Seema Bhatnagar, Principal, Delhi Public School, Damanjodi (Orissa), for the school's contribution of Rs. 78,000 towards the cause of the aged. Looking on are students: Anupriya Mircha (left), Head Girl, Barsha Pradhan, Vice Captain and Shivananda Das, Head Boy.



Mrs. Nargis Malik, Principal, Rainbow School (Saharanpur - UP) hands over a Demand Draft of Rs. 2.13 lakh (approx.) to Mr. Pankaj Sinha, Manager - Resource Mobilization (Uttarakhand), HelpAge, as donation towards the cause. Looking on are students Sushanti, Saksham & Yashita from class 5, who came 1st, 2nd & 3rd respectively for being the highest collecting students for the cause along with class teacher Mrs. Amita Gaba.



Sister Regi (fourth from right), Vice Principal, St. Mary's Presentation Convent School, Srinagar, receives a "Certificate of Appreciation" from Ms. Sunita Santoshi, Manager (J&K), HelpAge, for the school's contribution towards the cause of more than Rs. 2 lakh, in presence of other staff members and students.

Kudos to these students of Class 10, of Burn Hall School (Srinagar) who collected the highest amount towards the cause. The school has donated Rs. 1.58 lakh (approx.) towards the cause in this region of unrest.



Re-kindling love again

An elderly resident from Delhi's St. Mary's Old Age Home shares a moment of joy & togetherness with a young girl from Delhi's urban slum in Vikas Puri on Mothers Day, marking a the day of selfless love shared between a mother & a child. The day was celebrated at the old age home with its elderly women residents and poor street children along with children from Modern Convent School (Delhi) & GD Salwan School (Delhi). A day engraved in their memory forever!



Mr. A.K. Singh (right), Joint Director (Lucknow), Resource Mobilization, HelpAge, receives a cheque for Rs.1 lakh as donation from Mr. C. N. Trivedi, Executive Director, IOC, GAIL (India) Limited (2nd from right). Looking on is: Mr. Anand Swaroop Saraswat (striped shirt), Principal, GAIL DAV Public School and other GAIL officials.



Mr. Jitender Kumar, IAS, Secretary-Basic and Secondary Education, UP Govt, addresses the regional seminar on Content Development for 'Value Education on Agecare' in Lucknow, to sensitize policy makers, implementers, managers, curriculum developers, textbook writers and teachers, emphasizing the need to include values on agecare in school curriculums. Looking on are (from left): Ms. Mily Chaudhary, Executive - MMU (Lucknow) & Mr. A.K. Singh, Joint Director (Lucknow), Resource Mobilization, from HelpAge, and Sister Patricia, Secretary, Catholic Educational Institutions of UP & Uttarakhand, Dr. H.S. Bakshi, National Director (Advocacy), HelpAge and Dr. Anamika Shrivastava, Programme Officer, All India Radio, Lucknow.

THANK YOU

Varishth Nagrik Samiti Mussoorie • The Madhuban Group • ICICI Bank Ltd. • Lions Club Patna Priyadarshini (Patna) •MGN Public School, Adarsh Nagar, Jalandhar & Kapurthala (Punjab) • Yadindra Public School, Patiala (Punjab) •Delhi Public School, Panipat (Haryana) •Kendriya Vidyalaya (Shift-I & II) Bhubaneswar (Orissa).

BOOK POST

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ELDER ABUSE IN INDIA - Some hard facts

Delhi tops in caring for its elderly

Survey Reveals Senior Citizens in City Face Least Abuse, 68% Own Property



Daughters-in-law, Sons as tormentors

Survey Reveals Senior Citizens in City Face Least Abuse, 68% Own Property

Study: Elder abuse maximum in Bhopal

Survey Reveals Senior Citizens in City Face Least Abuse, 68% Own Property



Elderly people feel disrespected: HelpAge India

Survey Reveals Senior Citizens in City Face Least Abuse, 68% Own Property



Walking for their rights

Survey Reveals Senior Citizens in City Face Least Abuse, 68% Own Property



To understand the extent and context of Elder Abuse in India, a nationwide survey was conducted by HelpAge across 8 cities in the country, which brought out some startling facts. Released on the eve of "World Elder Abuse Awareness Day" (WEAAD) on June 14, the report was an eye opener in more ways than one.

Bhopal topped all cities with Elder Abuse being the highest there, a shocking 79.3% and Delhi-National Capital Region (NCR) being the lowest coming to 15.4%.

The methodology of the study was primarily through HelpAge India's network of Senior Citizen Associations and individuals. Both quantitative and qualitative techniques were used. The main survey was quantitative with structured interviews among elderly men and women in the age group of 60+ years, primarily among the educated middle class, with a sample size of 800 with 100 per city (approx.). The 8 cities were: Delhi NCR, Mumbai, Ahmedabad, Kolkata, Bhopal, Chennai, Patna and Hyderabad.

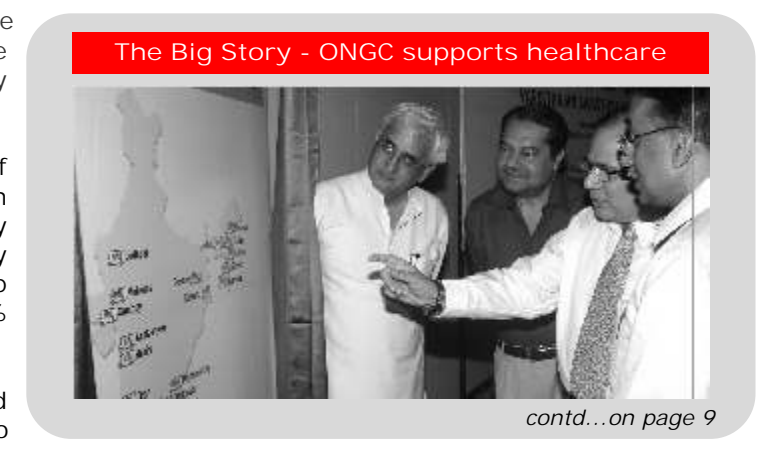
The qualitative component included, In Depth Interviews carried out with respondents such as Legal Experts, members of Senior Citizen Associations, Police Officers, Medical Experts, Social Welfare Officers, Community Based Organizations (CBOs), Psychologists, Corporate and Individual donors. One fifth of the elderly did not know what constitutes abuse and among those who were aware, more than one third felt elder abuse constitutes disrespect, verbal abuse, economic abuse, neglect, emotional abuse and physical abuse. Topping the kinds of abuse faced was 'disrespect'. 40.2% elderly felt disrespected, followed by verbal abuse (37.8%), neglect, economic abuse (28.2%), emotional abuse (25.8%) and physical abuse (14.1%).

Physical abuse was the highest in Kolkata (22.8%), Hyderabad (21.7%), Mumbai (21%) & Ahmedabad (20%) in comparison to other cities.

44% elders consider 'neglect' as a form of abuse and of those abused, 33.7% stated that they faced neglect. Topping the reasons for neglect stated by the elders, was that family members were too preoccupied with their own lives & work.

Nearly 50% of elders live with their sons (49.5%) and of those that are financially dependent - 57% are dependent on their sons. Of those facing abuse, 53.6% stated that they were abused by their own son followed by a close second by their daughter-in-law (43.3%). In Delhi NCR, domestic help was another source from which abused was faced with 19% elderly feeling abused by them.

53.4% elderly took no action when faced with abuse and 25.5% elderly prefer to discuss it with family or community to



The Big Story - ONGC supports healthcare

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Kapil Kaul
Country Head
Advocacy, Resource & Communications

Nationwide release of ELDER ABUSE report

Across the country 'World Elder Abuse Awareness Day' (WEAAD) was marked through various events, from candlelight marches to signature campaigns, to signify the importance of tackling Elder Abuse. Here are some glimpses across states.



In the National Capital the report was released by Mr. Bhaskar Ghose, Former Secretary, Ministry of the Information and Broadcasting, Govt. of India.

On the day itself senior citizens from various Senior Citizen Associations in Delhi drew attention to their right to live with respect & dignity and safety from abuse & harassment through a silent candlelight prayer & walk at Jantar Mantar. The event was organized by the Senior Citizens Associations of Delhi & supported by HelpAge. The day was also marked in the NCR region through an interactive discussion on the issue organized by the Senior Citizens Forum, Sector - 37, Faridabad and 14 other Senior Citizens Associations of Faridabad.

DELHI: (from left) Mr. Kapil Kaul, Country Head (Advocacy, Resource & Communications), HelpAge, Mr. Bhaskar Ghose, Former Secretary, Ministry of the Information and Broadcasting (Govt. of India) & Mr. M.M. Sabharwal, Member of National Policy on Older Persons Review Committee & President Emeritus, HelpAge, release the nationwide report on Elder Abuse in India marking "World Elder Abuse Awareness Day" on June 14 at a function in Delhi's India Habitat Centre.



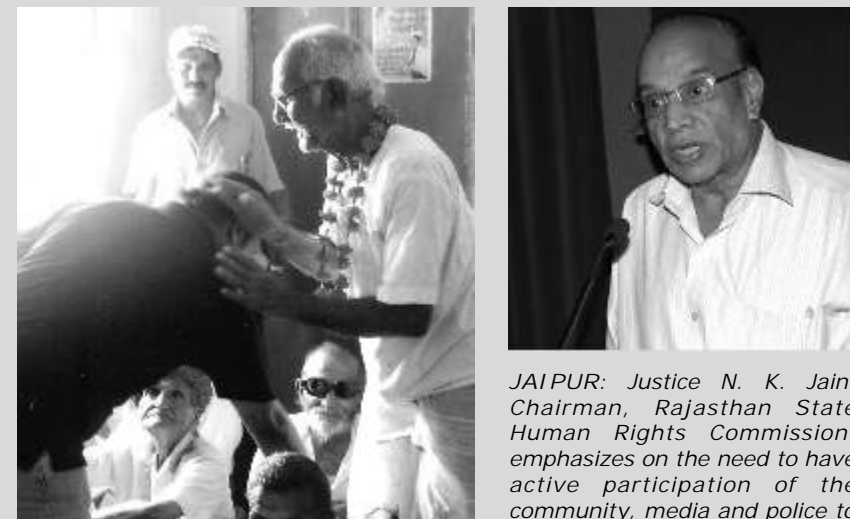
MUMBAI (Maharashtra): Bollywood actor Adhyayan Suman pledges his support to the cause alongwith Commodore R. S. S. Subramaiam, Director-NCC Directorate, Maharashtra. Looking on is Mr. Prakash Borgaonkar (left), Joint Director (West), Resource Mobilization, HelpAge.

In GUWAHATI (Assam) over 100 people mostly senior citizens participated in a function marking WEAAD and Mr. Dharendra Nath Chakrabarty, General Secretary of All Assam Senior Citizens' Association presided over it.

In PATNA (Bihar) experts spoke on the issue of abuse and an open panel discussion took place on the topic "Hamara Samaaj aur Vridhon ki Upeksha". The discussion resulted in the drafting of a 'Charter of Demands' for senior citizens of Bihar, emphasizing on the enactment of the draft State Policy for Older People, implementation of Maintenance and Welfare of Parents and Senior Citizens Act (2007), request for old age homes in every district of Bihar, Physiotherapy Centres - Geriatric Care and mobilization of resources through Govt. machinery for mass awareness campaigns against Elder Abuse and discrimination of senior citizens. The Charter has been submitted to the office of Retd. Justice S. N. Jha, Chairman - State Human Rights Commission, Mr. A. V. Sinha, IAS, Advisor, Bihar State Planning Board, Mr. Bharat Jyoti, IFS, Director, Social Securities, Govt. of Bihar and Mr. Rajesh Ranjan, IPS, IG Head Quarters.

In SHIMLA (HP) a seminar was organized to mark WEAAD which was attended by more than 100 senior citizens. The chief guest Mr. R. M. Sharma, Superintendent of Police (Shimla), guest of honor Mr. J. S. Rana, Deputy Commissioner (Shimla), and guest speaker Mrs. Nirmala Narula, President Emeritus, Alzheimer's Related Disorder Society of India, spoke on important contribution elders make to society alongwith explaining the Protection Scheme for Elders.

RAJASTHAN



JAIPUR: Justice N. K. Jain, Chairman, Rajasthan State Human Rights Commission, emphasizes on the need to have active participation of the community, media and police to stop Elder Abuse during the WEAAD function. He also released the report on Elder Abuse during the function.

BIKANER: A young man shows respect to an elderly during the WEAAD programme organized.



BHUBANESWAR (Orissa): Mr. Murlidhar Chandrakant Bhandare, Governor of Orissa, signs on his support for HelpAge India's campaign against Elder Abuse in Bhubaneswar (Orissa).



BHOPAL (MP): The WEAAD poster is released during a seminar by (from left) Mr. S. K. Sharma, State Manager (Bhopal), HelpAge, Mrs. Asha Shukla, Director & HOD, Women's Study Centre, Barkatulla University, Bhopal, Mr. K. S. Sharma, Ex - Chief Secretary, Govt. of MP & Mr. S. K. Saraswat, President, Senior Citizen Confederation, Bhopal. The report on Elder Abuse was also released. HelpAge office at Indore also marked the occasion.



KOLKATA (WB): Senior students of Shri Daulatram Nopany Vidyalaya, Kolkata, take part in the signature campaign against Elder Abuse.



MUSSOORIE (Uttarakhand): Mr. Harbans Kapoor, Speaker, State Assembly Uttarakhand flags off a walkathon in Mussoorie to mark the importance of "World Elder Abuse Awareness Day", in which more than 150 persons of all age groups participated. He later on released the report on Elder Abuse. Looking on are Mr. O. P. Uniyal (left of Mr. Kapoor), President, Nagar Nigam Parishad Mussoorie and Mr. Jot Singh Gunsola (right of Mr. Kapoor) M.L.A. Mussoorie and (second from right) Dr. Aappa Singh, Deputy Director - Programmes (Uttarakhand & UP) HelpAge.

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resolve matters. The reasons for taking no action against the abuser were mainly: the belief that nothing concrete will happen and to avoid a sense of shame in the community, followed by fear of further abuse.

33% of those that registered a complaint against the abuser felt nothing concrete came out of it. Maximum number of the senior citizens felt that the elderly should be given protection by law enforcing agencies followed by home visits. Close to two fifth (38%) of the elderly perceive the role of police and lawyers as non supportive.

The main context of abuse was Property (35.4%) followed by a lack of emotional support (30.2%). The percentage of elderly who owned property was highest in Delhi NCR (68.3%) followed by Patna (68%) and Bhopal (62.1%). The main source of income for most elderly was their Pension (45%) with Delhi NCR once again topping the list with 62%.

Nearly one third each of the elderly reported facing abuse because of lack of emotional support (30%) and lack of basic necessities (29%).

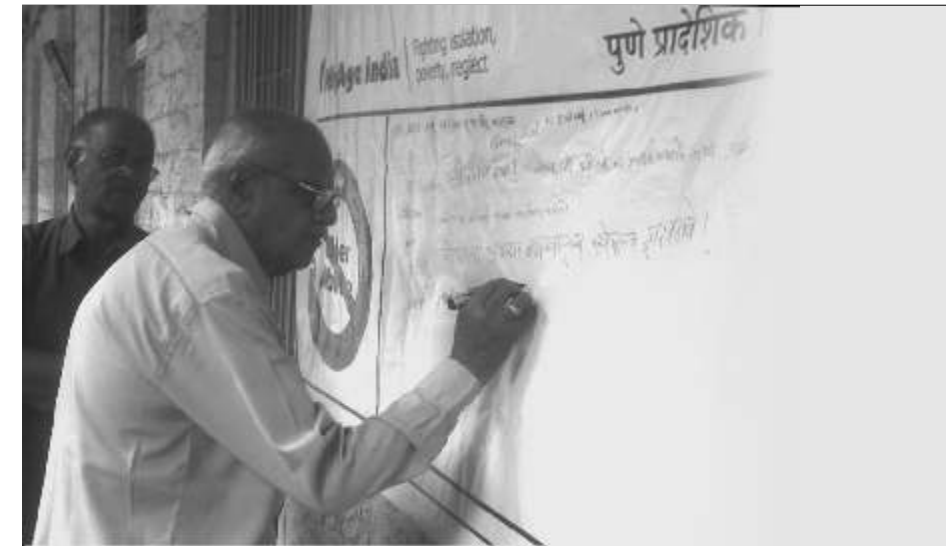
A large number of elderly were unaware of existing laws to protect them, with only one third of the elderly (33%) being aware. The awareness of laws and programmes was the highest in Delhi NCR (53.8%) followed by Mumbai (44.7%) and Kolkata (40.3%). The awareness level was lowest in Bhopal (8%).

'Having steady cash flow', 'making adjustments within family' and 'having own property to reduce economic dependency' were the major measures suggested by the elderly to control Elder Abuse.

The qualitative study respondents* suggested that families need to interact with one another and maintain harmony and peaceful relationships to control elder abuse. HelpAge India feels that Awareness about Elder Abuse is the first concrete step in tackling the problem. Awareness of what it constitutes, of the laws available to tackle it and most importantly open and healthy dialogues between people through discussions, forums, educational mediums among others.

Highlights ELDER ABUSE IN INDIA

- More than two fifth (46%) of the elderly are financially dependent on others, with the highest being reported in Chennai (63%) and Kolkata (61%).
- 36% of the elderly have experienced some form of abuse, this being reported highest in Bhopal (79.3%) followed by Chennai (59%) and Kolkata (44%).
- More than two fifth (44%) of the elderly consider negligence as elder abuse.
- Abuse in terms of showing disrespect was reported more in Chennai (71%) and Kolkata (54%).
- 46% of the elderly reported that the family members are busy with their own work/lives and thus neglect them.
- Verbal abuse was reported more in Mumbai (79%), Ahmedabad (57%) and Kolkata (53%).
- Emotional abuse was reported more in Delhi NCR (62%) and Kolkata (54%).
- Physical abuse is highest in Kolkata (23%).
- More than half (57%) of the elderly are financially dependent on their son and around one fourth are dependent on their spouse.
- Son and daughter-in-law emerged as the major abusers.
- Maximum number of elderly over the age of 80 were financially dependent on others and also the most abused.
- 53% of the elderly did not take any action when they faced abuse. This is reported highest in Chennai (80%), Bhopal (69%) and Ahmedabad (62%).
- Among the elderly who registered complaint, 33% reported that nothing concrete came out of it, while 27% reported that the police carried out home visits as a result of the complaint.



PUNE (Maharashtra): An elderly citizen partakes in the signature campaign against Elder Abuse on WEAAD. HelpAge in association with FESCOM Pune, organized a special event on Social Security for Elders as well as discussed dealing with disharmony within families at Pune's historical 'Nanawada.'

In GOA, Mr. N.B. Narvekar, the Director of Social Welfare in presence of Mr. V.B. Verlekar, President of the Senior Citizen Corner Chain, Dr. Sachin Tendulkar, Senior Manager of The Mineral Foundation of Goa and various Senior Citizen Association members released a Self-Empowerment Guide for senior citizens in local languages Konkani and Marathi. The Maintenance and Welfare of Parents and Senior Citizens Act was also incorporated in the book.

CHANDIGARH: Mr. M.L. Sondhi, Education Officer, Kendriya Vidyalaya Sangathan, Chandigarh region, talks about Elder Abuse after releasing the report.



In COIMBATORE (TN) an awareness programme was organized in association with Krishna Arts and Science College where 250 people participated including school children, college students, senior citizens, NGOs and general public. The key objective was to raise awareness on Elder Abuse and its nuances, across varied age groups and segments of society.



CUDDALORE (TN): Dr. Jayaveerakumar, Joint Director - Health Services, appreciates the efforts of HelpAge in protecting the rights and entitlement of elders and announces the opening of a geriatric ward for senior citizens shortly at the Govt. Hospital, which can be monitored and felicitated by the volunteers of District Level Federation & HelpAge. The Govt. Hospital had 1 acre of vacant land which the District Level Federation decided to turn into an Elders' Palliative Care park for those who come from different villages of Cuddalore district to the hospital. The park is being created by physically able elders themselves with the spirit of self-empowerment & independence.

The HelpAge team in Cuddalore, has been successful in sensitising the Director General of Police (DGP) on the need for an Elders Helpline resulting in the DGP requesting all Commissioners of Police and Superintendents of Police in Tamil Nadu to establish the helpline in the DPO (District Police Office) Campus.

SURAT & AHMEDABAD (Gujarat): Seminars were held in both cities and were attended by senior citizens and experts from the police force who gave their insights on the subject and the report on Elder Abuse was released.

Chennai school children take OATH

"Today is World Elder Abuse Awareness Day. Older people have contributed much to our nation. I hereby pledge that I will respect, love and take care of my parents, grand parents and all senior citizens of our country. I will neither abuse nor permit others to abuse the senior citizens and shall strive towards making India a nation free of Elder Abuse."



Students of Lady Andal Venkata Subba Rao Mat. School in Chennai, pledge their support to fight Elder Abuse.



CHENNAI (TN): The poster on "Fight Against Elder Abuse" is released by (from left) Dr. Shantha, Chairperson, Cancer Institute, Mrs. Indrani Rajadurai, former National Director (South & West), HelpAge, Mr. Ravi Kumar I.P.S, Joint Commissioner, Mr. Shivakumar, Advocate, Dr. Krishnaswamy, Head of Geriatric Dept. and Mr. Balasubramaniam, Treasurer, Senior Citizens Welfare Association, urging people "Not to Ignore, but Prevent Elder Abuse." A special thanks to BSNL telecom which supported the cause by sending out a free SMS to all its customers across Tamil Nadu.

Abandoned by her son, Noorjahan finds hope again

Noorjahan, 75 has 6 children, but was found lying in temporary roadside hut on the streets of Patna suffering from malnutrition, severe anemia, edema in left leg and facing abject poverty.

Deserted by her family and peers at Saran, she was dropped off last year by one of her sons in Patna in a rickshaw at the roadside in a colony, left completely at the mercy of the community for her sustenance and a soft target for criminals. It was thanks to the community that she managed to survive, but her medical needs and lack of any finances lead to severe deterioration of her health. HelpAge Patna team received a call for help from a correspondent of the Times of India newspaper and immediately rushed to her aid with the HelpAge Mobile Medical Unit (MMU). Noorjahan is now slowly recovering with regular visits from the team of dedicated MMU doctors, support from the local Police for her safety and HelpAge is now working at reuniting her back with her family through support from the local Member of Legislative Council of Saran.

Noorjahan receives medicines and a thorough check-up from the team of MMU doctors.



HYDERABAD (AP): More than 300 school children from Rose Buds School and Sri Arobindo Edu-Tech School, Bagh Amberpet, participate in a Walkathon raising their voice against Elder Abuse with banners & slogans. Later on the report & poster on Elder Abuse were released at a function by chief guest Mr. C.H.D. Thirumala Rao, I.P.S, Addl. Commissioner of Police, Coordinator (Hyderabad), Govt. of Andhra Pradesh.



THIRUVANATHAPURAM (Kerala): Elderly women form a human chain to show their support against Elder Abuse. The event was supported by the Elders for Elders Foundation and Kerala Punarjani Vayojana Samithy.



LUCKNOW (UP): Mr. Rajeev Krishna (right) DIG, releases the report on "Elder Abuse in India" handed over by Mr. A.K.Singh, Joint Director - (Lucknow), HelpAge. He announced the formation of a Senior Citizens Security Cell with the help of HelpAge India, which became operational immediately.

In ERNAKULAM (Kochi) Kerala, various colleges organized signature campaigns silently pledging their support against Elder Abuse and the report on Elder Abuse was released.

In JAMMU (J & K) a programme was organized at old age home 'Amphalla' in association with All J&K Senior Citizen Welfare Association, Jammu, where the issue of Elder Abuse was discussed with the elderly present focusing especially on abuse by the younger generation.



MADURAI (TN): Nearly 700 elderly, students of schools & colleges of Madurai & general public, form a human chain at the heart of the city (Tamukkam) to raise awareness on Elder Abuse & pledge their support against it.



BANGALORE (Karnataka): Mr. H. D. Govindiah, National Social Scheme (NSS) Coordinator, District State Education Research & Training (DSERT), Bangalore, endorses the fight against elder abuse by signing on the pledge chart during the awareness programme organized in the city. Looking on are Mr. K. V. Khadri Narasimhaiah, Youth Officer - NSS & Ms. Rekha Murthy, Senior Manager (Karnataka) HelpAge. Adding to the awareness campaign, telecom giant AIRTEL also sent SMS's to its subscribers endorsing the fight against Elder Abuse.

INTEGRATED AGE CARE TAKES ANOTHER LEAP

This quarter has seen an expansion in HelpAge's 'Integrated Agecare' programme especially with respect to healthcare for the elderly. Physiotherapy Centres have been set up across the nation and are now providing much required relief to the needy elderly. Here below are some glimpses of the centres which were recently set up.



Sarbani administers treatment on an elderly patient at HelpAge's Physiotherapy centre in Chetla (Kolkata).

A true winner

After the death of her husband Sarbani Banerjee, 61 years of age, a resident of Kolkata, wondered if she could go on with life, her only daughter never visited her and she was left alone with no support system. She was compelled to move into the HelpAge run home in Chetla last year "Kalyan Ashram" a home away from home for many elderly women who've found a second lease of life there with happiness.

Despite repeated attempts to involve her in day to day activities, Sarbani preferred to stay in her own cocoon, not interacting much with the other residents or participating in the activities of the home. She had sunk into deep depression.

In July 2009 HelpAge opened up its Physiotherapy Unit within the home premises. Sarbani had some basic experience in physiotherapy, and slowly she took it upon herself to learn the basics of giving physiotherapy treatment, learnt how to operate the machines under the tutelage of the physiotherapist and started taking an active interest in the operations. Daily interaction with patients and the feeling of being useful led to a 360 degree personality change in her.

Today, one finds Sarbani always ready with a smile to help someone else in need.

Letter from the field

- by Ms. Rashmi Mohanty, Deputy Director - Programmes (Orissa), HelpAge.



"There was no HelpAge India office in Orissa when I joined on Dec.1, 1999. I have always dreamt for an integrated Age Care Programme in Orissa, after hearing of the success of my colleagues from other states. Today, the HelpAge Bhubaneswar office has become a service provider for the elderly where we have a Physiotherapy centre for elders and an Elder's Helpline which addresses the problem of isolation & neglect, provides information on various elderly schemes and care & counseling."



Physiotherapy equipment

Bhopal (MP): Mr. K. S. Sharma (centre), Ex-Chief Secretary, Govt. of Madhya Pradesh, inaugurates HelpAge's second Physiotherapy Centre in Bhopal in association with Navodaya Cancer Hospital. Looking on are: Dr. Shankar Patidar (left), MS Orthopedic and Health Advisor of Senior Citizen Association, Bhopal, Mr. S. K. Saraswat (second from right), President Senior Citizen Forum, Bhopal and Mr. S. K. Sharma (right), State Manager (Bhopal), HelpAge.



A Senior Citizen Association (SCA) member tests out the physiotherapy equipment during the launch of the first HelpAge Physiotherapy Centre in Andhra Pradesh in the office premises of Federation of Senior Citizens Organizations, Kukatpally Chapter, Hyderabad. The Kukatpally Circle has 14 SCAs and 4 old age homes located in the area making the new centre a great boon for the elders residing in the area.

A special gesture

Lt. Cyrus N. Mistry even after his death left a poignant gift for the less fortunate elderly, in the memory of Feroze K. Karai, who was more than a son to him, even though Cyrus himself never married. He willed a total amount of Rs.20 lakh to the cause. He was a senior partner in Mulla & Mulla CBC in Mumbai. He handled income tax work and was a solicitor. HelpAge thanks him deeply for giving a new lease of life to the less fortunate elders even after his death.



Mumbai (Maharashtra): Mr. Prakash Bargaonkar, Joint Director (West), Resource Mobilization, HelpAge Mr. Nawab Malik - Ex Housing Minister of Maharashtra and Mr. Prabhakar Takur - President of Sr Citizen's Association, Deonar Colony, Mumbai launch the Urban Agecare project in Mumbai.

The HelpAge team will be networking with FESCOM (Federation of Senior Citizens Organization, Maharashtra) which has membership of more than 1600 such associations to provide comprehensive age care for the elderly.

HEALTHCARE - CORPORATES GET SOCIALLY RESPONSIBLE

THE BIG STORY

(contd...from page 1)



Mr. Salman Khurshid, Union Minister of Corporate Affairs (Govt. of India) & chief guest, unveils the HelpAge - ONGC project titled "Varisthajan Swasthya Seva Abhiyaan" at the India International Centre in Delhi, while Mr. R. S. Sharma (second from right), CMD, ONGC explains the exact locations of the project to Mr. Bhaskar Chatterjee (second from left), Secretary, Department of Public Enterprise (Govt. of India) and Mr. Mathew Cherian (right), Chief Executive, HelpAge.

In one of the biggest ever partnerships in India between a non-profit and a corporate amounting to Rs. 16.5 crore, Petroleum major & PSU - ONGC & HelpAge India joined hands to launch a pan India healthcare program for the elderly in nearly 20 locations through HelpAge's Mobile Medicare Unit (MMU) project titled "Varisthajan Swasthya Seva Abhiyaan".

Mr. Salman Khurshid, Union Minister of Corporate Affairs (Govt. of India), who unveiled the project in the national capital said, "Healthcare has an important emphasis in the scheme of things for the UPA and more so when 13 % of the Indian population comprises of the elderly. Therefore the need to provide meaningful and honorary existence to them after superannuation becomes imperative."

The public sector has an advantage over its peers in the private sector, their principal shareholder being the Government and the Government's business being 'development & equity'. ONGC is one such PSU which therefore helps serves this purpose.

Each MMU is manned with a qualified doctor, a pharmacist and a social worker and dispenses free treatment and medicines to disadvantaged older people. HelpAge has over 52 MMUs working across the country, with ONGC now donating 20 more such units for various locations, including remote areas in the Northeast, Andhra Pradesh and Rajasthan.

This MMU programme is likely to benefit more than 20,000 older persons each year. It will include the oldest-old, women, destitute and other such segments of the older population who are unable to access conventional health care services.

More Corporates come on board for the MMU Programme



Dr. V. Vizia Saradhi, Director, Human Resources, HPCL, unveils the new Mobile Medicare Unit donated by Hindustan Petroleum Corporation Limited (HPCL) Chennai at Mettupalayam in Chennai. Looking on are: (from extreme right) Mr. P. Sadu Sunder, Chief Manager - HR, HPCL (South Zone), Mrs. Indrani Rajadural, former National Director (South & West), HelpAge, Mr. P. Balakrishnan, Deputy Manager - HR, HPCL (South Zone), Mr. A.K. Bhan, General Manager, HPCL.

HPCL has also sponsored medicines worth Rs. 2.51 lakh (approx.) for the elderly through the services provided by MMU Varanasi.



Mr. Pajja Ram Pradhan (fifth from left), Block Pramukh of Dhaurimanna Panchayat Samiti, Barmer, flags off the Mobile Medicare Unit for Barmer District (Rajasthan) donated by CAIRN India, along with Mr. Dilip Singh (sixth from left) Sub Sarpanch of Naya Nagar Panchayat Samiti (Barmer), Mr. Dipak Arora (seventh from left) Dy. General Manager - CSR, CAIRN India and Mr. Manjeet Kumar Singh (eighth from left), State Head (Rajasthan), HelpAge.



Mr. S. B. R. Naidu (seated second from left), Vice-President, Old Paulite Association (OPA), Kolkata, with the elderly beneficiaries of the cataract surgeries supported by OPA at the Susrut Eye Foundation & Research Centre in Kolkata. OPA has always been a sensitive supporter for the cause of the aged and has this time supported nearly 30 cataract surgeries helping restore normal sight to the needy elderly.



Ms. Arthi Vivekanandhan, Manager - Corporate Fund Raising, HelpAge (Chennai) receives a Demand Draft for Rs. 85,000, as donation from Mr. M.K. Ramachandran (centre), Founder member, Civic Exnora, D-Block, Anna Nagar (East), Chennai. Also seen are Ms. M. Regi (left), Sr. Executive, HelpAge (Chennai) Ms. Maya Shyam Sunder (right), Treasurer and Mr. S. Kshetrabalan (second from right), Past Treasurer from Civic Exnora, D-Block, Anna Nagar, Chennai.

Alkem Action



Mr. B.N. Singh (third from left), MD, Alkem Laboratories Limited hands over a cheque of Rs.2.50 lakh to Mr. Kapil Kaul, Country Head (Advocacy, Resource & Communications), HelpAge as the last

instalment of the total donation of Rs.5 lakh. Looking on are (from right): Mr. Sugata Ghosh, Sr. DGM Sales & Marketing - Alkem, Mr. Prakash Bargaonkar, Joint Director (West), Resource Mobilization, HelpAge, Mr. Atul Joshi, GM - Sales & Marketing, from Alkem and Ms. Minakshi Dey, Manager - Corporate Fund Raising (Mumbai), HelpAge. Alkem has donated Rs.5 lakh, a portion of its revenue, to HelpAge India to support the cause of the elderly.

