



### NSIC supports Healthy Ageing

Sometimes all it takes is a little extra to think about those less fortunate. National Small Industries Corporation Ltd. (NSIC) under its CSR initiative supported six general health camps organized by HelpAge India. The camps were held at various locations in Delhi.

NSIC has also supported Dementia Day Care Centre at Panchvati, Delhi, which is functioning as a joint project of HelpAge India and Alzheimer's and Related Disorders Society of India (ARDSI), Delhi Chapter. HelpAge is extremely thankful to NSIC for its sensitivity towards the cause of the aged.

*An elderly gets a general health checkup done by Dr. Jaswant Singh, Consultant, during a free general health camp organized by HelpAge India in Wazirabad, Delhi.*



### Did you know that India is the World's Capital for Heart Diseases?

Heart disease is the single largest cause of deaths in the country, with heart attacks being responsible for one third of all deaths. So here are some tips for you all to keep your heart healthy:

- Avoid oily and extremely spicy foods, exercise regularly, complemented by morning and evening walks.
- No smoking or alcohol.
- Do not falling prey to unnecessary tension for it can lead to problems such as high blood pressure, diabetes & joint troubles.
- For diabetic patients, have a moderate diet: 'No fasting, No feasting please'.
- If you are a diabetic and are on the move, make sure you carry a travel kit containing sugar tablets, candies, extra supply of insulin, tablets for control of blood sugar and a copy of your prescription for an emergency.

**Listen to Nani and live a Healthy & Happy life!**

*HelpAge India Bangalore team waits in anticipation before the beginning of the 2012 TCS World 10k Marathon organized by Procam International, as they prepare to run for the cause of the elderly and raise awareness about the fight against Elder Abuse.*

### Run for the elderly



### BOOK POST

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### COVER STORY: HelpAge India marks World Elder Abuse Awareness Day 2012

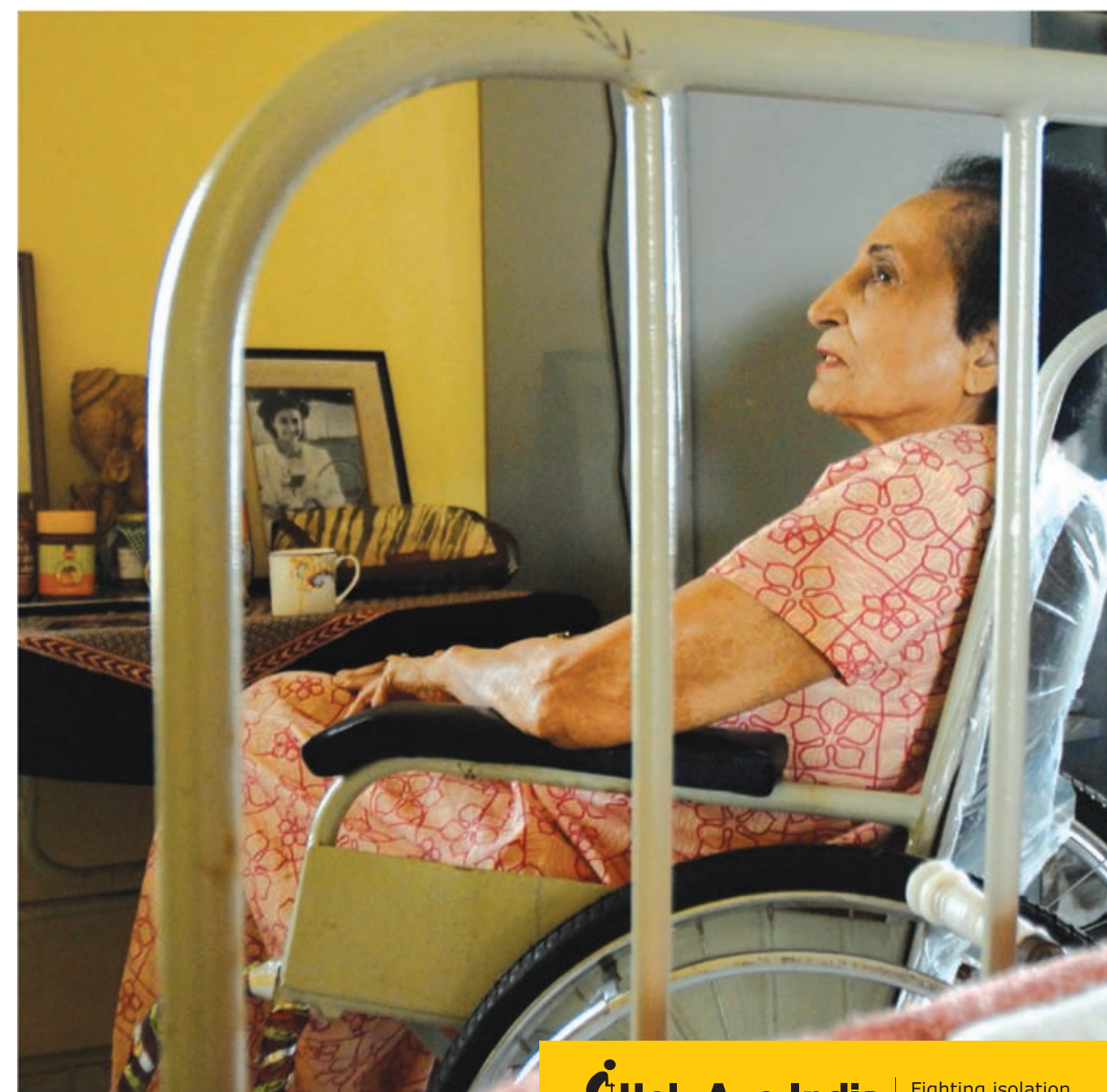
# HelpAge

NEWS



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**HelpAge India** | Fighting isolation, poverty, neglect

## EDITOR *Speaks*

Dear Friends,

I am happy to present HelpAge News—our new revamped newsletter—with a fresh look, content and a new section on “Nani’s Tips for Healthy Ageing” which we hope may be of interest to you.

This quarter has been eventful, with many issues raised, relevant for India’s elderly whether it be Health, Pension or Elder Abuse. Members of the HelpAge family have been busy working in tandem with one another across states advocating for the rights and issues concerning our elderly.

World Elder Abuse Awareness Day which we mark each year nationwide, once again brought to the forefront the gravity of this heinous crime against our elders. HelpAge conducted a research study on Elder Abuse across all socio-economic strata, trying to understand and assess the spread of this crime, with a sharp focus on the role of family.

The results reinforced a disturbing trend over the past few years when we had conducted similar researches, highlighting the fact that in maximum cases the abuser was a trusted source and often one’s own son and daughter-in-law.

Taking up the issue of social security, we joined hands with the Pension Parishad to demand Universal & Non-contributory Old Age Pension for senior citizens across the country.

I would like to take this opportunity to thank all our supporters without whom none of our service programs for the elderly could have sustained; corporate donors such as RITES Ltd, ONGC, National Small Industries Corp. Ltd, Engineers India Ltd. & CAIRN Energy, amongst a host of others, who have been consistent supporters to the cause. Also a special thanks to all you individual donors who are the reason HelpAge has been able to help lakhs of needy elderly through the years.

Looking forward to your continued support.

**Madhu Madan**  
Madhu Madan

Country Head  
Resource Mobilization &  
Communications



## ADVOCACY

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

On the eve of ‘World Elder Abuse Awareness Day’, HelpAge India released its nationwide report on “Elder Abuse in India 2012”. Launched in the national capital by Mr. Tejendra Khanna, Hon’ble Lieutenant Governor of Delhi, it highlighted the grave situation of Elder Abuse in our society. Research studies conducted by HelpAge over the past few years revealed a disturbing trend that the maximum cases of Elder Abuse stemmed from within the family across all Socio-Economic (EC) sections. This year’s research spanned 20 cities where HelpAge India is operating its Elder Helplines such as: Delhi NCR, Mumbai, Kolkata, Bangalore, Hyderabad, Guwahati, Patna, Chandigarh, Panaji, Ahmedabad, Shimla, Jammu, Kochi, Bhopal, Bhubaneswar, Puducherry, Jaipur, Chennai, Dehradun, & Lucknow. 5600 elders (280 in each location) were interviewed covering SEC A, B, C & D.



Mr. Tejendra Khanna, Hon’ble Lieutenant Governor of Delhi, releases HelpAge India’s nationwide report on Elder Abuse in India. Looking on are Mr. Mathew Cherian, Chief Executive, HelpAge India and Mr. Mr. Amulya Patnaik, Special Commissioner of Police, Law & Order (Delhi).

According to the elderly, disrespect, followed by neglect and verbal abuse, were the most prevalent forms of Elder Abuse in our society. The primary abusers were people the elderly trusted or were dependent upon the most, their own son, followed by their daughter-in-law. Out of those who reported abuse, 49% elders chose a family member for reporting / confiding about it. Police Helplines and services were known to majority of these elderly but were never used, probably due to lack of trust or to maintain family honor. Various events such as signature

campaigns, press meets, cultural programs, inter - generational events etc. were held across India to mark World Elder Abuse Awareness Day. Children and young adults from various schools came forward showing their support in the fight against Elder Abuse by joining HelpAge’s social media campaign on Facebook and participating in marches & rallying at various public locations raising awareness about the issue.

*Delhi NCR witnessed a rise in abuse from last year, with 29.82% elderly stating they faced abuse, as against 12% the year before. Mumbai (Maharashtra) followed a close second to Delhi NCR with 29.46%. Bhopal (MP) ranked the highest in Elder Abuse with 77.12% elders stating they faced abuse, followed closely by Guwahati (Assam) with 60.55% and Lucknow (UP) with 52%.*



Elders of Shamshabad (AP) rally against Abuse.

## HIGHLIGHTS

- 31% of older persons reported facing abuse.
- The primary abuser was the son followed by the daughter-in-law
- 24% older people faced abuse almost daily.
- More than half of those abused were facing it for more than 4 years.
- 75% of those who faced abuse lived with family and 69% were owners of the house in which they were living.
- 55% of those abused, did not report it to anyone.
- More than 80% of these did not report the matter to uphold family honor.
- 62% older persons suggested the most effective mechanisms to tackle Elder Abuse was sensitization of children and strengthening of intergenerational bonding and 38% stated it to be economic independence.
- Elderly considered disrespect, neglect and verbal abuse as Elder Abuse.



“There were a bunch of us standing at Mumbai’s Dadar railway platform holding placards for hours, supporting HelpAge’s initiative in the fight against Elder Abuse. I love my parents & grandparents and I’m doing this for them. I feel very strongly about this, it’s a shame that our elders have to suffer at the hands of their own children. This is my small way of saying I care.” – says 19 year old, Shilpa Sinha.

Across states the report on Elder Abuse was released by Govt. and Police representatives, experts & decision makers during seminars, media conferences & discussion forums attended by senior citizens in large numbers, such as in: Jaipur & Bikaner (Rajasthan), Guwahati (Assam), Bangalore (Karnataka) and Chennai, Madurai & Ramanathapuram (TN), Bhopal

(MP), Shimla (HP), Chandigarh, Punjab & Haryana, Dehradun (Uttarakhand), Panaji (Goa) and Jammu (J&K). The aim was to sensitize them on the urgent need to address the issue and take the required measures. In various locations across Andhra Pradesh such as Shamshabad, Malkipuram, awareness drives were conducted, assisted devices were distributed to the elderly and medical camps dealing with health problems of the elderly were organised. A press meet was organised in Puducherry and Cuddalore (TN) on the occasion. In Kerala, events were organized at multiple locations with a variety of programs which included poster exhibitions & designing competitions, signature campaigns, pledging support against Elder Abuse, drawing competitions, grandparents



Students of Loyola College, Women's Christian College, DG Vaishnav College and Hindustan Engineering College pledge their support against Elder Abuse in Chennai (TN).

day-out etc. In Bhubaneswar (Odisha), an interaction was organized by the Police Commissionerate with the members of Senior Citizens Associations through



A young student of Techno India Group of School, Kolkata (WB), signs on her support for the fight against Elder Abuse while Mr. Rajeev Kumar, Bidhan Nagar Police Commissioner, Salt Lake, looks on.

HelpAge's initiative. In Kolkata (WB) and Lucknow (UP), people signed on their support through signature campaigns.

## EDUCATION

### Value Education on Age Care



Council of Educational Research Training, in Hyderabad (AP). Looking on are Mr. S. Dass (left), State Head (AP), HelpAge India and Mrs. Chandana Khan, I.A.S. Principal Secretary, School Education (Govt. of AP).

Mrs. B. Seshu Kumari, Director, State Council of Educational Research and Training (AP), also participated in the workshop which was attended by various educational experts from the Education Department (Govt. of AP) Andhra Pradesh is the second state after Uttarakhand which has decided to integrate agecare into school education curriculums after HelpAge's active initiatives.

There is an urgent need to inculcate the right values among children and sensitize them about elder issues. As seen earlier from the HelpAge report, in many cases the primary abuser was the child. Early sensitization of the right values within children can help prevent such heinous acts against the elderly.

Keeping this in mind Dr. H. S. Bakshi, National Director, Advocacy, HelpAge India, has been working hard at integrating agecare issues in school curriculums. Here (as seen in the picture) he speaks on the issue during a 'Workshop on Curriculum Development for Value Education on Agecare' organized by HelpAge in collaboration with the State

### Bollywood shows its support



Well known Bollywood actor Mr. Prateik Babbar (right) along with Mr. Vijay Aundhe (left), President, The Federation of Senior Citizens Organizations of Maharashtra, Mumbai and Mr. Prakash Borgaonkar, Territory Head (Maharashtra, Goa & Gujarat), HelpAge India, releases HelpAge India's report on Elder Abuse in Mumbai (Maharashtra) during a press meet.

### Transport Talks



A lone auto rickshaw in Ahmedabad (Gujarat) travels across the city spreading awareness on Elder Abuse. Nearly 50 such auto rickshaws carried stickers showing their support against Elder Abuse.

## SUCCESS STORY

### A reluctant start leads to financial independence for the elderly of Puri

There were reluctant bunch at first, but still decided to give it a try. A group of 16 elders from Maa Gangadevi Elder Self Help Group (formed under the Support a Gran program in August 2010) in village Suninda, Nimapara block, Puri District (Odisha), got inspired during an awareness drive by HelpAge in their community regarding self sustainability. Initially unsure, their journey of self reliance started with simply contributing a fist full of rice daily.

After 6 months, HelpAge supported them by providing livelihoods seed capital of Rs. 13,500 which was used to cultivate and sell cauliflower. The profit from the activity was distributed amongst them first and was additionally used to give support to 3 destitute elders in their village. The group since then has helped other poor family members with money and food. From poverty to self-sustainability, these elders are truly empowered today.

Elderly from Maa Gangadevi Elder Self Help Group help a destitute elderly with a sum of Rs. 200 for medicines.



## Elderly Demand Universal Pension

68 year old, Fateh Singh came to Delhi more than 15 yrs ago from Agra, where he worked for 18 yrs as a worker in the unorganized sector. He worked in a small toy shop in Agra where he made and supplied home utensils to the contractor from whom he would get wages for the utensils produced. It was a hard life for Fateh Singh but he labored on and decided to come to Delhi to give fate another shot. Shifting to Mandavli village in East Delhi, Fateh Singh bought some land and settled down with his 4 sons. They also work in the unorganized sector and live in the house constructed on the land he had purchased. Today, he is struggling to get by without a guaranteed source of income and is dependent upon his sons. He tried to register for pension several times over the years, but nothing materialized.



There are many elderly like Fateh Singh who are low wage workers, who work hard throughout their lives yet in their silver years do not receive the pension meant for them. Their concerns were voiced by HelpAge India at the 5 day Dharna (rally) at Jantar Mantar, New Delhi. HelpAge joined hands with Pension Parishad (a consortium of NGOs and trade unions) to demand Universal Pension for the elderly on the occasion. About 5000 elderly from nearly 20 states participated in the event. Dr. H.S. Bakshi, National Director, Advocacy, HelpAge India, along with Baba Adiv, Ms. Aruna Roy and Nikhil Dey prominent social activists and leaders of the Pension Parishad pushed forth the urgency of the issue with Mr. Jairam Ramesh, Union Minister for Rural Development (Govt. of India). Politicians, bureaucrats, judges, lawyers, social activists, journalists, economists, educationists and members of various Senior Citizens Associations of Delhi and Faridabad (Haryana) in association with HelpAge India were present to express their solidarity. 100 young motorcyclists came from Pune simply to express their support.

Dr. H.S. Bakshi (second from left), National Director, Advocacy, HelpAge India, expresses support towards the cause of Universal Pension for the elderly to Mr. Jairam Ramesh, Minister of Rural Development (Govt. of India), at the Pension Parishad program at Jantar Mantar, New Delhi. Ms. Aruna Roy, a political and social activist and Member of National Advisory Council addresses the gathering as Nikhil Dey, social activist looks on.

### CHARTER OF DEMANDS

- A Universal and Non Contributory Old Age Pension System to be established immediately by the government with a minimum amount of monthly pension not less than 50% of minimum wage or Rs. 2000 per month, whichever is higher.
- The pension to be an individual entitlement for all eligible citizens of India.
- The monthly pension amount to be indexed to inflation bi-annually and revised every two to three years in the same manner as done for salaries/pensions of government servants.
- Any individual 55 years or older to be eligible for the old age pension.
- For women, eligibility age for pensions to be 50 years.
- For highly vulnerable groups (such as the Primitive Tribal Groups, Transgender, Sex Workers, PWDs) the eligibility age to be 45 years or fixed according to their particular circumstances.
- No one to be forced into compulsory retirement from work on attaining

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### THINGS TO KNOW

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the age of eligibility for Universal Old Age Pension.

- A single window system for old age pension.
- APL / BPL criteria should not be used for exclusion.
- The payment of pension not to be used to deny any other social security / welfare benefit such as benefit under the Public Distribution System.

#### Exclusion Criteria

- Individuals whose income is higher than the threshold level for payment of income tax.
- Individuals who are receiving pension from any other sources that exceeds the pension amount under the Universal Old Age Pension Programme.

- Currently, persons above 60 years get a pension of Rs. 200 per month, and those over 80 years get Rs. 500 per month under the Indira Gandhi National Old Age Pension Scheme (IGNOAPS) constituted by the Ministry of Rural Development. However, this is limited to persons below the Poverty Line.
- Of the total elderly population, only 1.97 crore are beneficiaries of IGNOAPS, which means that only about one in every five persons over 60 years old receives old age pension.
- Further, the amounts paid as pension to elderly people, ranges from a maximum of Rs. 1000 per month in Goa and Delhi, to a paltry Rs.200 per month in states such as Andhra Pradesh, Bihar and Odisha.
- Employment linked Pensions are restricted to the elderly in the organized sector or to those who are among the rich and upper middle class categories. But groups that are most in need of old age pension are largely in the unorganized sector.
- In addition, there are other vulnerable groups such as the Primitive Tribal Groups, socially stigmatized communities such as sex workers, the transgender community, HIV positive people.
- These groups should also be considered for appropriate income support beyond what is guaranteed to others.

### HelpAge India marks World Health Day



Mr. Mathew Cherian, Chief Executive, HelpAge India, highlights the needs of the Oldest Old and Alzheimer's disease, which is a growing public health & social concern which needs urgent attention along with the need for economic security for the elderly at the media forum jointly organized by HelpAge, WHO & the Ministry of Health and Family Welfare (Govt. of India), marking World Health Day in Delhi.

Marking 'World Health Day' in Delhi, a two day program was organized beginning with a Media Consultation on Ageing & Health followed by National Advocacy Summit on Ageing and Health. Various representatives from the Ministry of Health and Family Welfare (Govt. of India), HelpAge India along with experts from WHO and AIIMS provided an insight to the issues of Health & Ageing.

Across the nation HelpAge India marked the day by organizing various events such as: seminars, health awareness camps, dementia and eye screening camps, walkathons, cultural programs and other events in association with various Senior Citizens Associations. These were spread across Dehradun (Uttarakhand), Shimla (HP), Lucknow, Kanpur, Mathura (UP), Nagpur, Pune (Maharashtra), Goa, Guwahati (Assam) Kolkata (WB) Hyderabad, Vijayawada, Eluru and Kurnool (AP), Bangalore (Karnataka), Cuddalore and Puducherry (TN) and Trivandrum (Kerala).

