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Please support us by donating whatever you can to put in place our large scale relief & rehabilitation efforts for the community.

Please donate & spread the word.....every penny counts

You can DONATE ONLINE: www.helpageindia.org or Send us your Cheque / Demand Draft in favor of "HelpAge India". (Do mention on the reverse of the cheque, for "HelpAge India Uttarakhand Relief") & Cash Donations will be accepted at HelpAge India offices across India.

For any query, call:

Ms. Ashima Saini / Mr. Ganesh Dubey on +91 8130538432 or Dr. Aapga, Head of Uttarakhand Relief Operations – 09415010644, 0135 – 2764535

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Donations to HelpAge India for Uttarakhand Flood Relief are eligible for 50% tax exemption under section 80G of Income Tax Act 1961. (Applicable in India only)



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COVER STORY: Reaching the Unreached in Uttarakhand

HelpAge

NEWS



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HelpAge India | Fighting isolation, poverty, neglect

EDITOR *Speaks*

Dear All,

It's been a little over 2 months since the flash floods in Uttarakhand brought with it such large scale devastation. The people of the state are still living with the horror of it all. The initial rush of donors stepping up to give aid and donations was overwhelming, but now the situation is changing.

We forget easily, along with the dying wave of sympathy, funds for those affected are also dwindling. There are people in the state who don't even have matchboxes to light their stoves. Some have lost the earning members in their families, some have lost their entire home & life savings and means of livelihood.

While our HelpAge team has been on ground at work 24x7 since June 20 in 3 of the main affected Districts of Rudraprayag, Chamoli & Uttarkashi, providing primary medical relief to those affected and distributing family food packages to 3800 families, it isn't enough.

While our team has managed to gather funds to last through this Monsoon season, winter is already starting in the higher reaches and the cold is settling in. The need of the hour is winter relief packages, but so is the urgent need for funds and volunteers to support it.

I am deeply thankful for our team hard at work in Uttarakhand, who are facing the odds and trekking tens of kms on foot to reach the inaccessible remote villages which have been cut off by landslides, devastated roads and bridges.

I would also like to thank our young volunteers without whose on-ground support we would not have been able to make our initial relief operation a success.

I urge all you readers to support in anyway that you can, as every effort and penny counts. Details of "How you can support our operations in Uttarakhand" is given on the backpage of this Newsletter.

Help us, help them Now!

Manjira Khurana
Country Head – Advocacy & Communications



UTTARAKHAND 2013

Recognized as the worst natural disaster witnessed by the country since the 2004 Tsunami in June 2013, the Uttarakhand flash floods wrecked havoc on lives, homes, livelihood and left in its wake a horror that haunts many who lived through the disaster.

It devastated more than 4000 villages across 13 Districts. Massive landslides destroyed roads and bridges making them inaccessible to transport relief and succor. Thousands were left homeless, with no food, no medical aid and in many cases without shelter. According to figures provided by the Uttarakhand government, more than 5,700 people have been 'presumed' dead. Entire villages and settlements have been obliterated.

HelpAge launched a major relief operation on June 20 working across the three Districts of Rudraprayag, Chamoli & Uttarkashi, targeting 99 villages. It started with primary emergency medical care through 3 of its Mobile Medicare Units and the distribution of emergency



Food packet distribution at Govt. Inter-College at Joshiyara, Uttarkashi District.

family food packages, tarpaulins & blankets.

In its first phase of relief work which carried through the monsoon season, 3800 families were provided with a package of ration which contained much needed essentials like: Wheat flour, rice, Arhar dal, sugar, salt, indian spices, cooking oil, soya chunks, washing & detergent soap and match boxes.

HelpAge decided to target the remotest of remote villages which were totally cut off and had not received any relief. "As many roads have been cut off or badly damaged, we had no



HelpAge team treks to Sonprayag, Rudraprayag District.

Volunteers & Donor Involvement on ground @ Uttarakhand

In this relief effort volunteers have played a crucial role not just in relief distribution but also as doctors and counsellors. HelpAge thanks them for their invaluable support at such a time of crisis.

Winter Relief

HelpAge is now mobilizing funds for its second phase of relief work to help 3000 families in Rudraprayag District, one of the worst affected, through the crucial winter months. There are villages where people have lost earning members of their families, leaving behind only widows and children to fend for themselves.

The Winter Relief package will consist of Food & Clothing to help them fight the harsh winters.

The Food package will consist of: lentils and food items that help them keep their body warm. It will consist of: 2 kg Manduratta, 5 kg wheat flour, 10 kg rice, 3 kg Kulath dal, 2 kg bhatt lentil, 2 kg sugar, 1 kg salt, 1 litre mustard oil, ½ kg tea leaves, 900 gm spices mixed, toiletries & 10 match boxes.

The Clothing package will consist of: 2 blankets, 2 shawls, 2 sweaters & 2 woollen socks.

The funds coming in are slowly

decreasing. HelpAge is hoping that more people would come forward and support the people of Uttarakhand as now is the time they need it the most.



Dr. Nidhin Joseph along with Dr. Sejal Joseph working as volunteers at the Health camp at Lambgondi village, Rudraprayag District. Incidentally they got married on July 7 and were hard at work by July 12.

choice but to trek to many villages or go on mule back carrying our supplies. The aim was to go where relief had not penetrated till now," – says Dr. Aagga, Head of Uttarakhand Relief Operations in the state.

Teams set up roadside *make-do* camps for locals to easily access, in remote areas.

HelpAge prepared a list of beneficiaries and finalized it in consultation with the Gram Pradhan as per pre-decided criteria to avoid conflict among the villagers.

The beneficiaries were identified through local partners: *Shri Bhuvaneshwari Mahila Ashram* (Uttarkashi District) working there for the last 30 years and *Appropriate Technology India* – a group working on livelihood in Rudraprayag and Chamoli Districts since 1999.



Mobile Medicare Unit team at work in Devsari, Chamoli District.



Health camp at Lambgondi village, Rudraprayag District.

HelpAge India marks World Elder Abuse Awareness Day

On the eve of 'World Elder Abuse Awareness Day', HelpAge India released its nationwide report on "Elder Abuse in India (2013)". HelpAge India has been conducting similar surveys for the past few years to assess the trend. The aim is that necessary action be taken to prevent the rising elderly population from falling victim to such acts and adopt effective mechanisms to tackle Elder Abuse.

This year's survey on Elder Abuse was conducted in 24 cities of India. Most of the elderly surveyed for the study belonged to the age group 60-70 years.

The major reasons for abusive behavior include: lack of adjustment, economic dependence of the abused and increasing longevity of the elderly.

Elderly suggested sensitizing children and strengthening intergenerational bonding, increasing economic independence of the

abused and sensitizing young adults, as the measures to deal with Elder Abuse.

The day was marked across India and various programmes were held to raise awareness on the issue in Maharashtra, Odisha, Tamil Nadu, Uttarakhand, Uttar Pradesh, Karnataka, Madhya Pradesh, Gujarat, Chattisgarh, Bihar, West Bengal, Assam, Kerala, Puducherry, Chandigarh, Himachal Pradesh, Andhra Pradesh, Goa and Delhi.

FINDINGS

- More than one fifth of the elderly (23%), reported experiencing abuse nationally.
- The daughter-in-law was the primary perpetrator of abuse (39%) followed closely by the Son (38%).
- Amongst the most common types of Abuse faced by our elders, was Disrespect (79%), followed by Verbal Abuse (76%) and Neglect (69%). An alarming 39% elderly faced Physical Abuse (beating/slapping).
- What was overwhelming, was that 70% of those abused did not report the matter, stating the importance of "maintaining confidentiality of family matter" as the major reason (31%), followed by "fear of retaliation" (23%).

Delhi



Mrs. Justice (Retd.) Leila Seth (second from left), Member, Governing Body, HelpAge India, releases the nationwide report on "Elder Abuse in India (2013)" by HelpAge India. Releasing the report along with her are (from right): Mr. Rajeev Mehrotra, Managing Director, RITES Ltd. Ms. Frederika Meijer, UNFPA representative and Mr. Mathew Cherian, Chief Executive Officer, HelpAge India. The event was supported by RITES Ltd.

Chennai (TN)



College students, Senior Citizen Associations and volunteers take the pledge against Elder Abuse on the occasion of World Elder Abuse Awareness Day programme held at Modern Control Room, Office of the Commissioner of Police, Egmore, Chennai (TN).

Mumbai (Maharashtra)



76 year old Mr. Gahninath Bhosale shares his experience of abuse with Mr. Prakash Borgaonkar (right), Territory Head (Maharashtra, Goa & Gujarat), HelpAge India, on World Elder Abuse Awareness Day, at a programme in Mumbai (Maharashtra).

Kolkata (WB)



Mr. Mehboob Rahaman (right), Jt. Commissioner (Admin.), Kolkata Police & Mr. Pratap Roy (centre), Former Acting Chief Justice of Calcutta High Court, release the nationwide report on "Elder Abuse in India (2013)" by HelpAge India in Kolkata (WB) as Ms. Sharmila Majumder (left), Territory Head (WB & North East), HelpAge India looks on.

Eluru (AP)



Students of St. Theresa High School, Eluru, West Godavari District (AP), take part in an essay writing competition on the occasion of World Elder Abuse Awareness Day. HelpAge organized many such events in the state involving people from all walks of society in an effort to raise awareness on the issue.

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Ernakulam (Kerala)



Students of Maharajas College, Ernakulam (Kerala), sign on their support for the fight against Elder Abuse on World Elder Abuse Awareness Day.

Shimla (HP)



The HelpAge India Shimla team, organizes a silent demonstration against Elder Abuse in HP.

Student Action for Value Education

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.



Mr. Madhur Singh of Class VI, student of D.P.S. (Civil Branch), Aligarh (UP), who collected the highest funds in the school for the cause of the needy elderly receives his prize from Mr. Pankaj Kumar Sinha (left), Senior Manager (SAVE), HelpAge India. Looking on is Mrs. Pallavi Upadhaya (right), Principal, D.P.S. (Civil Branch), Aligarh (UP).



Students of Jindal School, Barbil (Odisha), pledge to care and support the elderly.

CORPORATE SUPPORT

In its endeavor to protect the rights of India's elderly and provide relief to them through various interventions, HelpAge receives constant support from corporates under their various Corporate Social Responsibility (CSR) initiatives.

Rural Electrification Corporation Limited (RECL) supports Healthcare in Old Age Homes across 8 Cities

RECL has provided financial assistance under its CSR initiative to HelpAge India by providing healthcare packages i.e., Multi Facility kits to 40 Old Age Homes in Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru, Lucknow, Chandigarh and Bhopal.



Mrs. Jayanthi (first from right), Senior Project Manager, Rural Electrification Corporation Limited (RECL), Chennai (Tamil Nadu), presents Health Package kit to Mrs. Bhageerathy Ramamoorthy (second from left), Managing Trustee, Mr. R. Rajkumar (third from left), Trustee & two residents of Anandam Old Age Home, Ambattur, Chennai (Tamil Nadu) as Mr. P.R. Anbazhakan (second from right), Territory Head (Tamil Nadu and Karnataka), HelpAge India looks on.

Bharat Heavy Electricals Limited (BHEL) supports Healthcare Services for the Elderly



Mr. Rana Gurmeet Singh Sodhi (third from left), Member of the Legislative Assembly, Punjab and Mr. A.V. Krishnan (third from right), Executive Director, Bharat Heavy Electricals Limited (BHEL) jointly flag off the Mobile Medicare Unit (MMU) sponsored by BHEL. Looking on is Mr. Davinder Singh (first from right), Manager MMU - Guru Har Sahai, Ferozepur District (Punjab) and Mr. Bhavneswar Sharma (second from right), State Head (Punjab, Chandigarh, Haryana & J & K), HelpAge India along with BHEL team, Goindwal Sahib, Tarn - Taran District (Punjab). The MMU is going to serve Guru Har Sahai city of Ferozepur District (Punjab). It has been supported by BHEL for a 3 year period.

Run for the Elderly



Mr. Anand Rao Bagare and Dr. Rathna Sundari participate in the 2013 TCS World 10K Marathon organized by Procarn International. They joined HelpAge India Bangalore team in the marathon to raise awareness about the fight against Elder Abuse. The marathon witnessed a participation of 27,000 people and 81 charities.

