HelpAge has been fortunate that over the years there has been a steady growth in corporate support. More and more corporates are coming forward to shoulder societal responsibility and wanting to be contributor members in making a positive difference in the environment they live. We thank them for their generosity and commitment to the cause, and hope for a long and valued association in the years to come.

Dr. (Wg. Cdr.) Ashis Roy’s USP.

At the age of 50 when most people are contemplating relaxed life, Dr. Roy decided to become a Marathoner; he ran his first marathon at the age of 52 and by the time he completed 75 he had already completed 3 marathons.

The marathon man. We who has run 3 marathons in 3 years. He is the first Indian to complete 75 marathons. Dr. Roy donated over $20,000 of the company’s support towards organizing the running and for NALCO Moderni (2008–2012) worth Rs. 4.3 lakh.

HelpAge India

Corporate Sponsorship

NACCO provides healthcare in the aged

Chairperson: Mr. J. S. Varma

Talent: Rekha, Neeta, Simran, etc. of NACCO, receive our special thanks for their support towards organizing the running and for NACCO Moderni (2008–2012) worth Rs. 4.3 lakh.

The Senior Citizens Helpline formally launched

Surekha A. Nandini. (Manager, Marketing) NACCO, speaking at the formal inauguration of the HelpAge India marathon at NACCO, Ahmedabad. NACCO India has sponsored the senior citizens helpline since last year as a pilot activity. Dr. Roy donated his personal funds for the purpose.

HelpAge wishes to thank all the other NACCO employees who have contributed towards organizing this event.

www.naccoindia.com

Bill for Senior Citizens

BUDGET INDIA 2008 vis-à-vis Senior Citizens

Some relief brought by Budget 2008 vis-a-vis senior citizens:

- A national programme for the elderly to be formally launched.
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Shaping life

Earthquake lines up the shelves of an unusual shed in the heart of a Kerala village, with a roof of coconut trees. The shed has now become a second home for 88-year-old Angurba. On most days we will find her busy at the potter’s wheel creating interesting shapes for gold fusion to take place. By the evidence of the pots drying up around her, there isn’t any doubt about her expertise or skill in the activity. It is something she seems to enjoy.

But it wasn’t until recently that she discovered this talent within her which changed her life. Angurba was a potter in her village. She learned the trade at the tender age of 14. Today, she is a well-known potter in her village and a resident of the village. She along with her husband worked hard to bring up her five children (3 sons & 2 daughters). 81 year old he suffered from an asthma attack and since then has to be on oxygen to carry on work. It was now Angurba’s role to bring up the children along with taking care of her ailing husband. She looked after her husband after their needs and got them settled in life. After her daughter’s marriage her husband passed away, followed by the marriage of her two sons, who then left her to fend for herself. She no longer had the time or the inclination to provide their mother with her two square meals of the day.

Adding to her sorrow, she developed cataract and was unable to do her regular work. HelpAge got her eyes operated upon and she soon became fit to do light work. the Rs.80 she earned per month through spinning yarn wasn’t enough for her survival now.

HelpAge then endowed her in its income generation project of making clay vessels for selling gold. Since then her life has turned around. Not only has there been an increase in her personal income but her stature within her family has also risen. She stays with her sons and now helps her daughter-in-law with the household chores. During her free time she happily looks after her grandchildren and maintains an active social life.

She no longer feels a burden on anyone anymore.

HelpAge introduces pilot health activities in Eastern India

In its effort to reach quality health care across the country, HelpAge launched pilot activities in the regions of Assam, Kerala & Bihar. The aim was to enhance the services of its Mobile Medicare Unit (MMU) by providing more than quality health care services to the elderly. The community was mobilized and elderly beneficiaries were linked with social protection schemes such as health grant, old age pension, widows pension, etc. Some MMU beneficiaries no longer feel a burden of taking care of their grandchildren and who are unable to go to the MMU sites.

A volunteers network was created and daily home visits were made to bedridden patients and who are unable to go to the MMU sites. The community was mobilized and elderly beneficiaries were linked with social protection schemes such as health grant, old age pension, widows pension, etc. Some MMU beneficiaries no longer feel a burden of taking care of their grandchildren and who are unable to go to the MMU sites.

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YOU CAN CONTRIBUTE WHATEVER YOU WISH TO:

- Rs. 1,000/-
- Rs. 1,500/-
- Rs. 2,500/-
- Rs. 5,000/-
- Any Other Rs..............

Cheque/DD No. .......................................................... Date .......................................... in favour of HelpAge India.

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All contribution to HelpAge India are 100% Tax Exempt under Section 80G, and Section 35AC 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 persons and conducting eye camps.