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## Support from Andaman



Mr. D.R.Meena, Principal, Kendriya Vidyalaya No.1, Port Blair (Andaman) receives a gift of appreciation from Mrs. Susmita Ghose, National Director (East & North), HelpAge India, for the school's contribution to the cause. The school raised 2.36 lakh for the aged, the highest collection from a KV school so far in all India.



Mr. Bishwanath Hansda, Principal, Kendriya Vidyalaya No. 2, Port Blair (Andaman) displays the Certificate of Appreciation he received from HelpAge, for the school's contribution to the cause.



Mr. Kapil Kaul, Country Head (Advocacy, Resource & Communications), HelpAge India, receives a cheque of Rs.4.45 lakh (approx.) as donation towards the cause from Ms. Seema Sahai (left), Principal of Ryan International School (Rohini), Delhi, and Ms. Mamta Nanda, Head Mistress of the school.

## Art for Aged



An artwork by renowned artist Dhiraj Choudhury.

HelpAge unfolded its initiative of 'art with a heart' under its mantle of 'Art for Aged'. Work of more than 30 artists were exhibited at the Visual Art Gallery, at the India Habitat Centre, Delhi. It was nearly a week long exhibition which showcased artwork of renowned artists such as Gopi Gajwani, Ram Kumar, Shobha Broota, Ved Nayar, Dhiraj Choudhury, and many more. Part of the proceeds from the sale of the artworks was donated to HelpAge.

The synergy was also interesting as many of the artists were senior citizens, with Ram Kumar being 85, Gopi Gajwani - 71, Ved Nayar -76, Suhars Roy - 73 and so on. HelpAge India and Habiart Foundation once again joined hands for this initiative after a successful collaboration early last year.

## A visit from Mauritius



Mr. Mathew Cherian (standing left), Chief Executive, HelpAge India, welcomes delegates from Mauritius from different Federations, who came to the HelpAge head office in Delhi, through the Senior Citizen Council of Delhi, to know more about ageing issues in India and socio-economic activities of the elderly. He gave a presentation on the demographic situation of older persons in India. This international seminar was organized by the Council which hosted the 12 member delegation of Senior Citizens Council of Mauritius. It

was also attended by Mr. M.M. Sabharwal, President Emeritus, HelpAge India, Mr. Kewal Singh, ACP - Delhi Police and Mr. J.R. Gupta, President of the Council & Convenor, Common Cause Samiti of Safdarjung Enclave (Delhi) who participated in the deliberations along with their counter parts from Mauritius headed by Mrs. Indraneel Varma, Chairperson.

## Thank you

- Meridian Communications Pvt. Ltd. (Mumbai)
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- Sr. Elizabeth Joel CSI EM HS School, Attingal, Kerala
- Loyola School, Trivandrum
- Delhi Public School, Ambala (Haryana)
- Partap Public Schools, Karnal (Haryana)
- Sutlej Publis Sr. Sec. School, Ludhiana (Pb)
- Trikuta Public School, Katra (J&K)
- Conventary Scholars School, Jammu
- St. Joseph's High School, Rudrampur, Khammam Dist. (AP)
- Sacred Heart School, Moga (Pb)
- ITC Ladies Social & Welfare Society
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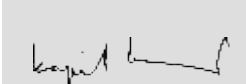
## EDITOR Speaks

One look at the past three issues of Vol. 7 of HelpAge News reveals the range of issues that we have addressed in 2008-09 in support of the elderly: a partnership with the National Housing Bank to launch an age friendly banking product-the Reverse Mortgage Loan Scheme. A school value education program that seeks to inculcate the values of respect and caring for the elderly. Quick response to the calamity unleashed by the flooding of the Kosi river in Bihar. Training of caregivers in Palliative care. Marching in solidarity with elders and handing over a petition to Shri Rahul Gandhi and Home Minister P. Chidambaram on World Elders Day, demanding a National Commission for the Aged and now a unique partnership with the state government of Himachal Pradesh to extend appropriate health care & helpline services to the elderly.

It is becoming imperative for us to involve the government & key stakeholders in the issues that concern the elderly. Raising a voice for elderly rights is perfectly compatible with raising funds for free cataract surgeries or a destitute gran.

The enthusiasm of the elders to learn computers was an exercise in ensuring that they are second to none, as we learnt in Bengaluru. Empowering the elderly to seek and demand what may be denied is high on our agenda for 2009-10.

I thank Loyola School, Trivandrum, and J&K schools Trikuta Public School, Katra and Conventary Scholars School, Jammu, for their support to the cause. It is through sensitivity of such institutions, corporates and individuals that we have been able to expand our reach to the elderly.

  
Kapil Kaul  
Country Head  
Advocacy, Resource & Communications

## Healthcare for Elders gets impetus in the North - Local Govt. assures support

As per a recent survey done, 65.4% of the elderly in Shimla dist. (HP) suffer from some kind of health ailment, hampering smooth functioning of their day to day activities. There are nearly 9700 older persons living in Shimla city itself. The Himachal Govt. particularly the Ministry of Social Justice & Empowerment and the Ministry of Health H.P have been supportive to the cause. They have shown keen interest in services for the elderly and are closely working with Dr. Rajesh Kumar, State Manager (Shimla), HelpAge India, in the forming a programme beneficial for the elderly, with stress on health & social security for elders.

Taking health services for elders into account, HelpAge opened a physiotherapy centre few months back, catering specifically to elderly needs. This is a first of its kind in the state and has already started showing positive results among the elders. The idea is not only to address their health needs but also to empower them and make them independent. It believes that their potential is immense and that they can take charge of their own lives.

33% elderly in Shimla dist. suffer from chronic Joint Disease. In Shimla city there are three major govt. hospitals but there is no geriatric ward in any of these hospitals. There is no physiotherapy centre which is specifically for elders. HelpAge India is the only organization which has started physiotherapy centres for elders in both urban (Vikas Nagar) and rural areas (Basantpur, which is about 40 Km away from Shimla city). Nearly 35 to 40 elderly visit these centres daily to receive treatment, and the numbers are ever increasing.

With proper care everyone can enjoy long & healthy ageing. The aim and objectives of the physiotherapy project is to provide preventive health care and to maintain the fitness level in an individual, treat conditions that cause disability such as Musculo Skeletal diseases, back pain, arthritis, etc. to rehabilitate them to a near normal condition and motivate them to lead independent and meaningful lives.



Elderly patient V.N Sharma receives treatment from Dr.Chhaya at the HelpAge physiotherapy centre in Vikas Nagar, Shimla.

67 year old V.N Sharma lives in Vikas Nagar with his wife and son who is married. He retired from the Horticulture dept. after which he decided to run a S.T.D booth to remain active in his later years.

The immobility caused due to sitting for long hours at the booth, resulted in severe ache in the lower back and knees, and he was unable to walk. This resulted in his business shutting down and health deteriorating. He was then informed of the physiotherapy centre and started receiving treatment. Sharma leads a normal life now and has re-started his STD booth business again, and leads an active & independent life.



## Elders Empower themselves - get techno-savvy

In the last decade India has grown economically and technology has boomed. Keeping abreast with other nations, it has become a virtual IT (Information Technology) hub.

IT education has become imperative for the younger generation as they eagerly try to keep themselves abreast with this booming technology. It has now formed a part of their daily lives and started becoming part of their educational curriculums. In the midst of all this, what about the elderly?

At the HelpAge supported Dementia Day Care Centre for the elderly run by Nightingales Medical Trust in Bengaluru, elderly get an opportunity not only to spend time to unwind and relax, but also to hone their skills in Computers and Internet. It offers them a platform to keep themselves abreast with world technology and makes them self-dependent.

Over 100 elders have been trained and it has given most of them an independence and self confidence hard to measure. They use their skills to send letters to their loved ones settled abroad or outside the city, without the long wait of postal service. Many are using their computer literate skills to organize their accounts through the accounting software also available for training. Some have even got jobs at private companies and are no longer dependent on any one for their daily needs.



Elderly get techno savvy as they hone their computer skills at the day care centre supported by HelpAge India in Bengaluru.

## Seniors speak up at Seminar based on Advocacy for their Rights!

It was difficult to contain the energy exuded by Senior Citizens present in the compact space of Delhi's India International Centre, during the interactive session held at the seminar on "Advocacy for Rights of Older Persons: Challenges for Building Capacity" organized by HelpAge, with Dr. H. S. Bakshi, National Director for Advocacy, HelpAge, acting as moderator. Various senior citizens Rights based issues were touched upon and their immediate needs and demands came forward, such as the need for developing avenues for utilization of older persons' skills for social development to healthcare, financial security and safety of seniors among others.

Speaker, Prof. K.R.G Nayar, Honorary Research Professor, Centre for Policy Research, New Delhi, spoke on the Rights of the Elderly with special reference to the National Policy on Older Persons, while Dr. Jane Barratt, Secretary General, International Federation on Ageing (Canada) gave an International Perspective on Advocacy for Rights of the Elderly and Mr. Mathew Cherian, HelpAge, Chief Executive, highlighted pertinent issues concerning Advocacy for Elder Rights.



A representative of the Senior Citizens' Forum, Tagore Garden, raises the issue of the need for developing avenues for utilization of Older Persons' Skills for social development, at the seminar on "Advocacy for Rights of Older Persons: Challenges for Building Capacity" organized by HelpAge India.

## Identifying Needs of the Elder Community



Mr. Kapil Kaul (right), Country Head (Advocacy, Resource & Communications), HelpAge India, interacts with the community in villages in and around Barmer District (Rajasthan), understanding elderly needs.

## Helpline at village doorsteps

With the aim to tackle emergencies, generate income and provide a two way communication mechanism from District Level Federations to Village Level Federations among other things, a Community driven village based telephonic Helpline was launched recently in a village in Nagapattinam (TN). An initiative of HelpAge in partnership with Elders for Elders Foundation. It was followed by the launch of 52 more such village Helplines in Tsunami affected villages of Tamil Nadu and Kerala, with the aim of supporting the elderly and keeping them in contact with the outside community during emergency situations.



An elderly lady makes a call through the Helpline.

The telephone numbers are networked with the common elderly Helpline number. Village Level Federations manage these Helplines and it also serves as a meeting point for village elders.

## A Homely visit



(from left) Mr. Dev Sanyal, CEO, BP Finance, Group Vice President & Group Treasurer (grandson of Prof. Som Nath Sanyal), Mrs. Katerina Sanyal, his wife, and Mr. Abhirup (Mr. Dev Sanyal's nephew and great-grandson of Somnath Sanyal) interact with a resident of Kalyan Ashram, located in Chetla, Kolkata, during their visit to the home. Ms. Katerina who is a psycho therapist with the Guys Hospital, London, counselled the residents on how to deal with loneliness. Mr. K. S. B. Sanyal, HelpAge's Governing Body Member, gifted this property to the organization in memory of his father Prof. Som Nath Sanyal and his brother Shri Kalyan Kumar Sanyal after whom the home has been named. This is HelpAge's first old age home in the Eastern Region and caters to the needs of elderly women.

## Corporates gear up for Elderly Healthcare

With Corporate Social Responsibility gaining increasing significance in the charitable sector, HelpAge is grateful to those corporates that have been giving unhinged support to the cause. A definite requirement for the healthcare needs of the elderly has been noticed and corporates have willingly come forward to take up this area of need under their wings.

### Consistent support from ARR



Mrs. Indrani Rajadurai, National Director (South & West), HelpAge India, presents a memento to 80 year old Mr. A. R. Rajagopalan, Managing Trustee, ARR Charitable Trust, Chennai, at his residence. Looking on are Mr. P. R. Anbazhakan (left), Joint Director, Resource Mobilization (Chennai) and Ms. Arthi Vivekanandan (right) from HelpAge India's Chennai branch. ARR Charitable Trust has in the past supported MMU Madurai with an amount worth Rs.8.27 lakh (approx.).

Early this year, they gave Rs. 6 lakh for supporting the running cost of MMU Coimbatore. They have now agreed to donate Rs.1 lakh per month for running cost of Tamarakulam Elders Village, Cuddalore.

### SAIL Support



(from right) Mr. Manjeet Singh, Deputy Director, Resource Mobilization, HelpAge India, Mr. D. K. Ghatak, Asst. General Manager, SAIL, Mr. Jitin Prasad, Minister of State for Steel, Mr. Sushovan Sengupta, Sr. Manager, SAIL, Mr. A. K. Singh, Joint Director (North), HelpAge India, at the launch of MMU Lakhimpur Kheri, supported by SAIL. It was launched by Minister Prasad at Dhaurahara in Lakhimpur Kheri district (UP).

### Restoring Sight – WNS yet again



A doctor examines an elderly patient for cataract, at the free eye camp for elderly in Gurgaon (Haryana) supported by WNS Mumbai and organized by HelpAge India in coordination with ICARE Eye Hospital (NOIDA). 100 older people underwent surgery and found a new lease of life. WNS has been a long time supporter of the cause and has over the years been dedicated towards Corporate Social Responsibility. It has donated Rs.7 lakh for conducting 700 eye surgeries.

### Pitching from Pay Roll



Mr. S. S. Muthukumar (left), Divisional Business Manager - Org II and Mr. Vithal Divakar (right), Manager - Sales Administration, Solvey Pharma India Ltd. (SPIL), partake in the donation drive by HelpAge during the Annual Conference of SPIL held in Mysore. Also seen is Mr. Rambabu.T.Cherla (centre), former Sr. Manager, HelpAge India (Bangalore). Employees of Solvey Pharma India Ltd. from across India pitched in their bit for the cause.

## School Education

The sensitivity of children surprises us yet again. As you are aware HelpAge has been consistently working towards "Value Education for Age Care" to be included in school curriculums. In the process more and more schools are also coming forward showing an eager willingness to contribute to the cause of the aged. We thank them deeply for their unstinted support. A special thanks to Doveton Group of Schools in Chennai who contributed over 9 lakh to the cause. The work and initiative taken by them to support our elderly has been immense and we are deeply thankful to them.



Mrs. Indrani Rajadurai (centre), National Director (South & West), HelpAge India, hands over the HelpAge Certificate of Appreciation to Mrs. Petal Theodore (7th from left), Principal, Doveton Corrie Matriculation Hr. Sec. School and Mr. H.E. Wilkins (6th from right), President, Doveton Corrie Group of Schools, Chennai, for their contribution to the cause, during the Kiddies Sport Meet of the Doveton Group of Schools in Chennai. Looking on are Mr. I. Pandian (5th from right), Principal, Doveton Corrie Boys Hr. Sec. School, Chennai, Mrs. S. Dawson (3rd from right), Principal, Doveton Corrie Girls Hr. Sec. School, Chennai, who were also honored and Mr. P.R. Anbazhakan (right), Joint Director, Resource Mobilization (Chennai), HelpAge India, along with the HelpAge Chennai team and students with their trophies. The Doveton Group contributed a total of Rs.9.34 lakh (approx.) towards the cause.



Mr. B. Janardhan Reddy, District Collector & Magistrate, Warangal dist. (AP) hands over the HelpAge Certificate of Appreciation to Mr. R. Janna Reddy, Correspondent of Tejaswi High School, Hanumakonda, Warangal dist.(AP). The staff and students of the school have collected Rs. 2.60 lakh for the cause, the highest contribution in the district. Looking on are Mr. S. Dass (centre), Joint Director (AP), HelpAge India, along with other HelpAge staff members.