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BOOK POST

If undelivered, Please return to:
HELPAge INDIA
C-14, Qutab Institutional Area
New Delhi- 110 016

Published & Printed by HelpAge India C-14, Qutab Institutional Area, New Delhi - 110016
Website: <http://www.helpageindia.org> Email: headoffice@helpageindia.org
Editor: Ms. Manjira Khurana
Associate Editors: Ms. Sonali Sharma, Ms. Umang Singh

**Registered with Registrar of Newspapers for India Vide R.N.I. No. DELENG/2002/6655.
Price Rs. 12.50/- per issue. Annual subscription Rs. 50/-**

COVER STORY: Cyclone Phailin Relief Initiative

HelpAge

NEWS



Vol.12 No.2

July – September 2013



HelpAge India | Fighting isolation, poverty, neglect

EDITOR *Speaks*

Dear All,

While still coping with the after affects of the Uttarakhand disaster, nature once again unleashed its fury, this time hitting the east coast with Phailin Cyclone causing large scale devastation in Odisha. Our team in Odisha got into action with our Mobile Medical Units addressing urgent healthcare needs.

In a unique humbling gesture, a group of destitute village elders in Bihar helped gather over 5 lakh rupees to help their brothers and sisters in Uttarakhand.

Senior citizens are slowly mobilizing themselves to become active contributors to society and their own lives. The Senior Citizens Society of Freedom Fighters Enclave in Delhi is one such example. While they gathered their resources and mobilized funds for Uttarakhand relief on one hand, on the other they became beacons of Active Ageing with the formation of a unique Badminton Club where the average age of members is 71 plus.

Marking World Population Day this time HelpAge India and Yes Bank came together to tackle problem of loneliness and isolation through proactive methods by senior citizens themselves.

We feel the best way to benefit larger numbers of elderly is, not only by supporting them, but by empowering and motivating them to become a part of the change they wish to see.

I thank all of you who have come forward and helped sustain our work in the field in the most trying of times and hope you will continue to do so.

Manjira Khurana
Country Head – Advocacy & Communications



HelpAge India Cyclone Phailin Relief initiative

On Saturday, October 12, 2013, Cyclone Phailin struck the coast of Odisha with whip lash uprooting homes, destroying crops and devastating the lives of over 80 lakh people! Thousands are now left homeless in need of food, shelter, electricity, medical care and livelihood.



HelpAge Relief Work

HelpAge India immediately got into action and deployed 3 Mobile Medical Units to provide immediate relief especially healthcare to the affected in Puri, Kendrapada and Ganjam districts. In the coming days Balasore district and the cut off areas /villages inside Chilka Lake will also be covered by redeploing the Kendrapada Mobile Unit. Medical care is being provided to women, children and elders alike.



IMMEDIATE IMPACT

- 99 Blocks, 14,514 villages and 80, 53, 626 people have been affected.
- 2,34,000 *kachha* houses in Ganjam district have been damaged.
- 5 lakh hectares of crop destroyed.
- Destruction of livelihood.
- Power infrastructure totally damaged.
- Pollution of drinking water.
- Flash floods further damaged standing paddy crops & non - paddy crops.

Lead Agency in Medical Relief

HelpAge has been designated as the Lead Agency for Medical Relief for the worst affected, in Ganjam district.

Initial needs identified are for Solar Lamps, Dry Food Rations, Medical Relief and Temporary Shelters for families.

Post the Needs Assessment exercise, income generation projects will be identified to rehabilitate those affected.

For showing your support please see back page (page No. 10).



Support for Uttarakhand Relief Work

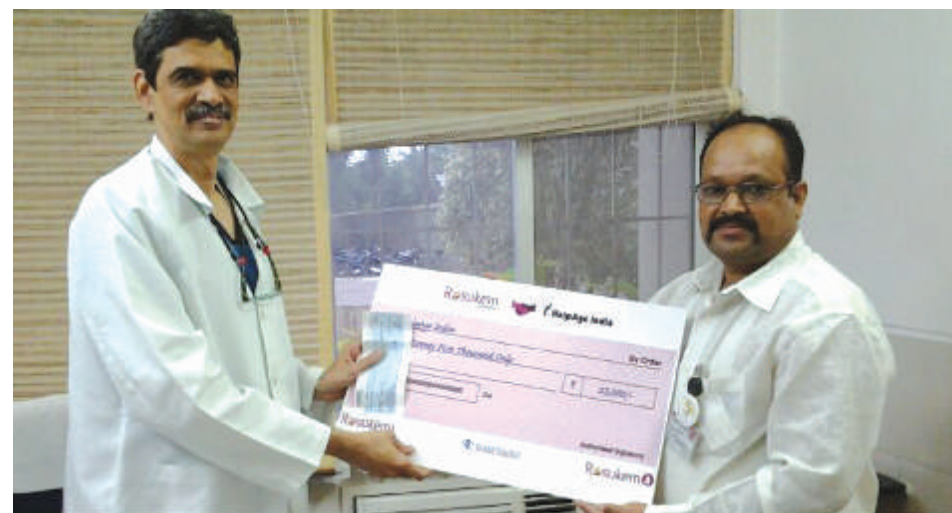


Mr. George Oommen (right), Head Corporate HR, Trans Asian Shipping Services (P) Ltd. hands over a cheque of Rs. 5 lakh for Uttarakhand Relief & Rehabilitation work to Mr. Mathew Cherian (centre), Chief Executive Officer, HelpAge India. Looking on is Mr. Biju Mathew (left), State Head Kerala, HelpAge India.



Mr. S. C. Chaturvedi (left), Treasurer, Senior Citizens Society (Regd.) Freedom Fighters Enclave, Delhi hands over two cheques of Rs. 77, 200 to Ms. Manjira Khurana (right), Country Head - Advocacy & Communications, HelpAge India, as contribution towards Uttarakhand Relief & Rehabilitation initiative. Mr. Balram Singh Tanwar, Member of the Legislative Assembly, Delhi, graced the occasion. Senior Citizen Welfare Association (Regd.) Lajpat Nagar I & II and Senior Citizens Association Dwarka also supported the initiative with donations of Rs. 53, 250 & Rs. 11, 000 respectively.

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Dr. Ajit Bhagwat (left) hands over a cheque to Mr. Rajeev Kulkarni, Manager - Resource Mobilisation, HelpAge India, Pune in Aurangabad (Maharashtra) as Alkem Laboratories support towards Uttarakhand Relief and Rehabilitation work as part of their CRM (Cause Related Marketing) initiative. From the profit of Rosukem tablet sale, Alkem is donating Rs.50,000 per month to HelpAge India and a total of Rs. 4.50 lakh (from July, 2013 to March, 2014).

Village Elders of Bihar donate 5.40 lakh towards HelpAge Uttarakhand Relief work

It isn't very often one gets to hear a story that surprises yet inspires one at the same time. But straight from the Indian heartland comes such a story. In the far reaches of Supaul, Darbhanga and Madhubani districts in Bihar, a group of elders went around holding in their hand a rickety little tin box, whose uneven clatter was a call for urgent help. A call for support for the victims of the Uttarakhand disaster.

These groups of elders from 38 villages of these 3 districts and extremely modest backgrounds accomplished a feat few would have expected of even the most well heeled individuals in urban India. A true example of humanity with a heart, the elders walked from street to street deep into the villages collecting money ranging from Re.1 to Rs.150. Some even donated *Dhotis* and *Saris*.

These 8100 destitute elders from 557 Elder Self Help Groups were mostly farmers, who had lost their all during the 2008 Bihar Floods and in fact were recipients of HelpAge relief themselves. They helped gather Rs. 5.40 lakh in a span of only 3 weeks.

Maybe it was the very disaster that brought them together in this time of need, for they had been there and experienced it first hand. They say this is '*Karz chukana*' for them, a debt they want to pay back to society, who helped them when they were in dire need post the Bihar Floods.



An 85 year old elderly woman contributes her bit in Madhubani District, Bihar, as Siyaram Das (left), 62 years, member of Elder Self Help Group holds out the little tin box to help her.

Student Action for Value Education (SAVE)



Students who gathered the highest contribution towards the cause of the elderly in their school, proudly pose with their special certificates at the cheque handing

over and Prize Distribution programme with Sister Sumitra Minz (second from left), Principal and three teachers of St. Thomas School, Gangtok, Sikkim. Also seen in the picture is Ms. Urmi Manna (right), Manager - Resource Mobilisation (Kolkata, North East & Sikkim), HelpAge India.



Mrs. Vijayanti Jain (left), Principal, Kid Zee (Sun Flower Edumatics) Maligaon, Assam accepts a trophy and certificate from Mr. Arindam Mukherjee, Senior Executive - SAVE

(Kolkata & North East), HelpAge India, at a prize distribution programme held to acknowledge the schools and students contribution to the cause of the elderly. The school holds the distinction of giving the highest donation from any pre-school institution in the eastern region towards the cause.

Public Forums on Healthy Heart Awareness



Dr. Gambhir, Group Director, Cardiology, Kailash Hospital, NOIDA, addresses a forum of senior citizens in Vikaspuri, Delhi, on Healthy Heart Awareness. Looking on are Dr. Bobby Poulouse (second from right), Senior Manager – Advocacy and Ms. Pallavi (right), Manager Programs – Delhi/NCR, HelpAge India. A series of public forums were held for senior citizens and the community with various Senior Citizens Associations in Delhi. The public forums were supported by Boston Scientific India Pvt. Ltd. At their forums the AdvantAge Card initiative was also launched benefitting senior citizens.

HelpAge India and Yes Bank mark World Population Day

On World Population Day (July 11), YES Bank and HelpAge India came together to observe the current trend of increase in elder population and the increase in urban elders experiencing neglect, isolation and loneliness. The event was organized by YES Bank at more than 220 Branches across India. Elderly were encouraged to join in the AdvantAge Card programme, to epitomize Active Ageing and a handbook on the same was shared with the senior citizens.

The elders were encouraged to form activity groups of upto 4 to 5 people in their neighborhood or friend circle and meet at least once a week and pursue an activity to keep their minds healthy and active. This would help in bringing together like-minded people and providing them a common platform. Some suggested activity groups were walk/yoga groups, book clubs, community help groups (teaching the needy), society self-help groups etc.



Ms. Sharmila Majumder (right), Territory Head, West Bengal & North East, HelpAge India, introduces the AdvantAge Card programme to the participants of a Yes Bank (Anwar Shah Road) and HelpAge India programme to mark World Population Day in Kolkata (WB).

IMAA India Award bestowed on Dr. Aapga Singh



Dr. Aapga Singh (left), State Head Uttarakhand, HelpAge India receives the award for honesty and integrity bestowed on her by Aavishkar Media Group from Mr. Ram Dass Agarwal (second from left), Ex-Member of Rajya Sabha and Founder of Vaishya Federation, Mr. Sandeep Mittal (second from right), IG Police (Narcotics), Delhi and Dr. Anil Kumar Rastogi (right), Chairman, Aavishkar Media Group, Delhi.



A UNIQUE BADMINTON CLUB

In this Badminton Club the average age of members is 71plus. At present, it has 9-12 playing members, all being from Senior Citizens Society, Freedom Fighters Enclave, New Delhi.

The Club was started with the initiative of Mr. K. D. Bhatia, an Executive Member of the Society, who had been playing Badminton every morning for the last 30

years as part of his exercise regimen till his open heart surgery and valve change in 2007 at the age of 67 put a stop to this healthy habit. After his surgery the doctors banned him from playing Badminton. Since then he had been waiting to play again, the 'passion' of his life as he puts it. He put up the proposal of starting a Badminton Club for the

members of The Senior Citizens Society to its General Secretary, Mr. Dharamvir Pawar who immediately put the matter before the Office Bearers and Managing Committee and every member approved the idea of a new and additional opportunity of recreation for its members. Thus a unique Badminton Club for seniors was born.



Members of the Senior Citizens Badminton Club, Freedom Fighters Enclave, Delhi, with Mr. S.K. Palta (centre), President and Mr. K. D. Bhatia (second from left), Coach.



Senior Citizens enjoy a game of Badminton.

Enlistment for the Badminton Club was the most interesting part. Even though every member remembered and reminisced having shaken a Badminton racket or two in their heydays, many of them felt that they were neither in an age, nor in any state physically as some had aids such as walking sticks, artificial limb etc. and nor did they have any

confidence that they will be able to wield a racket and knock a shuttle. Besides body handicaps, there were mental blocks.

Those who enlisted are truly brave! They overcame age, mental blocks and many other handicaps. Some of the members who joined are still raw to the game; but eager learners and are learning how to hold the racket in

their hands and move about in the Badminton court. They are eager and show an unusual spirit.

The Club has completed 2 months now and hopes to make this a permanent lifelong feature with their never say die attitude. 'We are increasing our longevity, we are increasing our life by playing the game of our lives', says a member of the club.

CORPORATE SUPPORT

HelpAge is integrating its programmes and services and consciously moving from welfare towards development and long term sustainability for seniors. The support provided through various Corporate Social Responsibility initiatives by corporates, ensures that our work for the elderly gains strength everyday.

Satluj Jal Vidyut Nigam (SJVN) Limited supports Healthcare Services



Mr. R. P. Singh (fourth from left) CMD, Mr. R. N. Misra (fifth from left), Director (Civil) and Mr. N. L. Sharma (third from left), Director (Personnel), SJVN Limited flag off a Mobile Medical Unit (MMU) supported by SJVN Limited in Shimla (Himachal Pradesh). Looking on are Mr. D Sarveswar (second from right), AGM (CSR) and Mr. Awadhesh Prasad (second from left), Senior Manager (CSR), SJVN Limited, Mr. Mathew Cherian, Chief Executive Officer and Mrs. Madhu Madan, Country Head – Resource Mobilisation, HelpAge India and staff of SJVN Limited and HelpAge India. SJVN Foundation (a trust constituted to carry out Corporate Social Responsibility works of SJVN Limited) is supporting 6 MMUs for a 3 year period and specialized health camps which will be organized by HelpAge India.

Engineers India Limited support Multi-facility Health Kit Packages for Old Age Homes

Mr. A.K. Purwaha (right), Chairman and Managing Director and Ms. Veena Swarup (second from right), Director (HR), Engineers India Limited (EIL) inaugurate the Multi-facility Health Kit Package at John Day Care and Boarding for Senior Citizens Association, Aya Nagar, Delhi. Looking on are Mr. Mathew Cherian (second from left), Chief Executive Officer and Mrs. Madhu Madan (left), Country Head – Resource Mobilisation, HelpAge India. EIL under its CSR initiative has provided support for Multi-facility Health Kit Packages at 13 Old Age Homes in Delhi through HelpAge India.



