

continued from page no. 8



Students of Ryan International School, Jamalpur, Ludhiana (Pb) put up a cultural programme for elderly beneficiaries of HelpAge's Support a Gran programme as part of the birthday celebrations for their Chairman, Dr. Augustine F. Pinto.



Nani's Tips to combat Elder Abuse

The HelpAge India report released on 'Elder Abuse in India' early this year, brought home the need for immediate action and awareness on the issue. As per the report, 31% of older persons reported facing abuse, with the primary abuser being the son followed by the daughter-in-law.

Here are some quick tips Nani wants to share with her friends to combat Elder Abuse:

- Use the Maintenance and Welfare of Parents and Senior Citizens Act (2007) as tool of self empowerment. Under the Act, a Maintenance Application can be filed by Parents and Senior Citizens who are unable to maintain himself/herself, against children or relatives who would inherit and are in possession of property of the elderly. If, children or relative ordered by the tribunal to pay, fail to comply, they are liable to a fine or imprisonment. Abandonment is also a cognizable offence.
- Be connected to your local community, Senior Citizens Associations in your area.
- Form a core group of friends or family to whom you can confide in.
- Keep in handy emergency numbers of the police or call HelpAge's Elder Helpline in case of need (1800-180-1253).

Healthcare for the elderly gets a boost

Dr. N. K. Raju, Executive Director, Bharat Dynamics Limited (BDL), inaugurates the new Mobile Medicare Unit (MMU) sponsored by BDL. Looking on is Mr. S. Dass (right), Director, State Head - Andhra Pradesh (AP), HelpAge India. The MMU is going to serve in the remote tribal hamlets of Nalgonda District (AP). It has been supported by BDL for a 3 year period. ▶



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COVER STORY: Assam Floods - A Humanitarian Crisis

HelpAge

NEWS



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HelpAge India | Fighting isolation, poverty, neglect

EDITOR *Speaks*

Dear Friends,

The quarter started on rather sad note with numerous lives lost in the northeastern floods. Assam was severely affected and the HelpAge team immediately got to work providing much needed aid. Then came the good news of elderly women of Bihar forming Self Help Groups—turning their lives around & transforming themselves from laborers to virtual entrepreneurs—this is the self-reliance that brings the promise of a better future.

HelpAge is unswervingly spreading its reach and efforts all the way to far flung Leh opening our Fitness Wellness & Agecare Centre in Spituk village. More and more corporates are now coming forward to support Agecare services for the elderly. One such example is that of RITES Ltd. which has funded the Aged Day Care & Wellness Centre in Patiala (Punjab) along with the Embassy of Japan.

International violinist, Paul Peabody flew all the way from New York to the national capital to perform free in a Live Concert to support the joint initiative of HelpAge India & Help Me See to enable the blind see. The aim of the concert was to raise awareness as well as garner funds and the packed house at the concert was a testament to his Titanic fame.

HelpAge is now also offering help to senior citizens to make their Wills.

Another new initiative is the HelpAge Advantage Card for those over 50 years enabling them to avail many facilities and discounts on consumer goods, travel, products etc. Currently there are over 450 associates in over 35 cities and town. The best part is that the AdvantAge Card is FREE. I urge you to avail the benefits of this service readily available by registering online.

Thank you for all your support and sensitivity. With the oncoming festive season I hope you continue to show your generosity and bring cheer into the world of the elderly.

Madhu Madan

Madhu Madan

Country Head
Resource Mobilization &
Communications



Assam Floods: A Humanitarian Crisis



81 year old Malati Bala, flood victim, collects her emergency relief material provided by HelpAge in Nalbari district (Assam).

The monsoon season of Assam this year brought death, devastation & displacement for the people of the state. More than 27 lakh people across 27 districts were badly affected by the floods caused by the Brahmaputra river and its tributaries surging over their banks and taking in its wake, life, livestock and homes in Assam and neighboring states.

The magnitude of the destruction is immeasurable. Reports from various sources indicate several persons are still

missing. Standing crops in 1000s of hectares worth crores have been damaged, while large scale siltation has turned paddy fields uncultivable for years, destroying the means of livelihood for the people. In a situation such as this, the elderly are among the worst affected being nearly 2.5% of the population.

HelpAge India immediately stepped into action after a quick assessment to provide emergency relief items to at least 1000 flood affected families in Hajo-Rangya & Barbhag Development Blocks in Kamrup and Nalbari districts of Assam.



Flood affected elders gather during the flood relief distribution programme supported by HelpAge in Assam.

From Farm Laborers to Entrepreneurs

A small step forward has led to the financial empowerment of 20 elderly women of Nathbari village, Supaul district (Bihar). This group was formed two years ago including 8 widows, all belonging to the poor economic and socially backward strata of community, with a monthly saving of just Rs. 50 per member. By end of August 2012, the group saved Rs. 26,000 along with interest and through internal loan rotation a total of Rs. 79,900. To further support their initiative, HelpAge supported them with livelihood seed capital of Rs. 20,000.

Feeling empowered with the confidence of business entrepreneurs they decided to do a collective business and bought a diesel pump set for irrigation of agricultural land. Within 2 months, the group earned a total income of Rs. 7800 along with a net profit by renting out the pump for Rs. 60 per hour.

An inspiration for other self-help groups, this group was formed as part of the three year project "Health & Wellbeing for Elders" implemented by HelpAge India with support of



Elderly women of Parwati Elders Women Self Help Group, Nathbari village, Supaul district (Bihar), proudly stand along side the diesel pump set for irrigation, their source of self-reliance.

Cordaid in 20 villages of the flood affected areas of Supaul district (Bihar). Similar Elder Self Help Groups (ESHGs) are now functional in 38 villages in the districts - Darbhanga, Madhubani and Supaul. The ESHGs

of all three districts have formed village level and district level federations and have also initiated the process for legal registration under Bihar Self Supporting Cooperative Act, 1996.

Vidhya's Voice heard



79 year old Vidhya Devi, was found sitting on the road outside Jammu's Sarwal hospital by HelpAge's Helpline Counselor Nikhil Kumar. Unable to walk, as both her legs had been amputated, a kind neighbor had brought her to the hospital gates but was at a loss as how to proceed further. Waiting helplessly hoping for some help, it was sheer fate that Nikhil happened to be visiting the hospital at the same time. He approached Vidhya who begged for assistance, she said, "I have come here for the check - up of my back. I was planning to come here for the past few days but no one was ready to help me and accompany me to the hospital."

Nikhil was surprised at the complete lack of sensitivity shown by her own son and daughter-in-law who she stays with, who did not bother accompanying her to the hospital. Taking stock of the situation, he immediately organized a wheel chair to escort her into the hospital and took her to the Orthopaedic doctor he was familiar with for a check-up.

He then made sure she was dropped home safely and now keeps regular vigil on her condition with the help of a friend who lives near her house in Talab Tillo. Today, Vidhya's condition has improved to a large extent and she feels healthier and happier.

Agecare spreads its wings

Fitness Wellness & Agecare Centre in Spituk, Leh (J & K)



7 - year - old Bakula Rinpoche inaugurates the 'Fitness Wellness & Agecare Centre' in Spituk, Leh (J & K).

'Fitness Wellness & Agecare Centre' in Spituk village, Leh (J & K). It was inaugurated by 7 - year - old Bakula Rinpoche considered as the 20th reincarnation of Kushok Bakula Rinpoche who is one of the most powerful Buddhist community after His Holiness the Dalai Lama.

Continuing its reach to provide quality agecare services to the elderly, HelpAge has now opened a

'Rinpoche' is an honorific used in Tibetan Buddhism. It literally means "precious one" and is used to

address or describe Tibetan lamas and other high-ranking or respected teachers. This honor is generally bestowed on reincarnated lamas by default.

The agecare centre will serve as a recreation centre and will provide training in disaster management and physiotherapy services among others. The Spituk Numberdar (village representative) Mr. Tsering Mutup thanked HelpAge India for the facility in his village and said more than 2000 people would benefit from this centre as there was no agecare facility available in the surrounding villages. This is the second such centre established by HelpAge India. Earlier a similar centre was established at Shey village (near Thiksey Monastery).

'Aged Day Care & Wellness Centre' in Patiala (Punjab)



Mrs. Paramjeet Kaur (left), the generous donor of the land for the centre, Mr. Goki Inada (second from left), First Secretary, Japanese Embassy (Delhi), Mr. A.K.M. Sharma (third from left), Group General Manager – RITES Ltd. Mr. Mathew Cherian (fourth from left), Chief Executive and Dr. H.S. Bakshi (right), National Director – Advocacy, from HelpAge India, at the inaugural function of the Aged Day Care and Wellness Centre at Village Rongla, Patiala (Punjab).

HelpAge also established an 'Aged Day Care & Wellness Centre' at Rongla village, Patiala (Punjab), for providing comprehensive agecare support with emphasis on health services. The centre consists of facilities for physiotherapy and basic health care for senior citizens. The construction and equipping of which has been funded by RITES Limited and The Embassy of Japan, as part of both their CSR initiatives for the year 2011-12. RITES Ltd. is also funding the construction of an additional wing with residential facilities, day care, helpline and a resource centre among others, as part of its CSR initiative for the next fiscal year.

Music transcends boundaries, provides vision



Paul Peabody performs the famous Titanic theme track on the violin.

It was an evening of soulful music with foot tapping 'Jugalbandi' awaiting excited Delhiites as they witnessed internationally acclaimed violinist Paul Peabody all the way from New York perform Live in Concert for charities HelpAge India & Help Me See's joint initiative of helping the blind see.

There are 12 million blind in India and 62.6 % are blind due to cataract, a large number of them elderly.

Through this concert HelpAge India & Help Me See hoped to raise awareness & funds to help the blind see. Kick starting the evening was a silent mime act 'I Can See' by group Jagran, spreading the message of blindness, its affect and its simple yet affordable cure, which can change the life of a person.



Paul does a 'Jugalbandi' with Indian artists.

Paul as a violinist has a rich body of work behind him spanning three decades. He has played for Michael Jackson, Madonna as well as for over 90 films including the soundtrack album for Disney flicks, Coen Brothers ' Fargo' and is more famously known for being a part of

the Grammy winning orchestra that played for the movie 'Titanic' His soulful rendition of the Titanic score was also recognized by the 'Academy of Recording Arts and Science'.

Doing 'Jugalbandi' with him were our very own Indian artists with Raghuraman on the Flute, Sunil

Kant Saxena on Sitar, Nawab Ali at the Tabla and Kannan with Ghatam. Paul also rocked with the young students of Ryan International School, Rohini, Delhi.



Mime act by Jagran.

Celebrating Onam

Onam is the biggest festival in the state of Kerala. Onam Festival falls during the Malayali month of Chingam (Aug. - Sept.) and marks the homecoming of legendary King Mahabali. This year HelpAge celebrated the festival with the elderly. Games, cultural programmes and Onam lunch formed a part of the celebrations wherein HelpAge team members joined the elderly in traditional festivities.



(From left): Ms. Maria, Ms. Rosamma, Ms. Reetha and Ms. Eleyamma prepare flowers for "Pookalam" (Floral carpet) at Soukhya Sadan Old Age Home, Chethikode (Kerala) celebrating the Onam Festival.

Wills and Legacies



Sadly 80% of Indians die without making a Will. If you die intestate and you have no family or relatives, then your savings and possessions go to the State. If you have heirs, your assets are then shared according to the laws applicable to intestate, your next of kin would have to apply to the courts for partition of your estate. For this they would normally have

The importance of making a Will cannot be overstated. A properly drafted, legally valid Will is the only way to make sure your savings and possessions go to the people and causes you care about. Making a Will is, therefore, a crucial part of financial planning. It is not enough simply to tell people your personal wishes.

If you die without making a Will 'intestate' as it is known, the law has the final say as to who gets what.

to seek professional legal advice. This can be expensive and the costs would come from your estate. After taking care of your near and loved ones, it is a noble idea to leave a legacy for a cause close to your heart. If you are among those fortunate you can help the less fortunate older people and be remembered forever for this gesture.

Donate a legacy and help make a difference in the lives of the less fortunate elderly by providing shelter,

medical care, palliative care or simply promote their rights. Over the years, HelpAge India has improved the quality of life for millions of older people. We have provided invaluable support to the elderly struggling with everything from poverty and neglect, to illness and abuse. A rapidly ageing population means the number of people reliant on our help will rise dramatically in the years ahead. That is why, when you are making your Will, we would like to ask you to consider leaving a legacy to HelpAge India.

HelpAge India as your Will Executor:

HelpAge India can be chosen as your Will Executor. As a charitable organization dealing with problems of the elderly, we are aware and equipped to handle this responsibility, and to ensure a high degree of integrity in administration of your estate.

Student Action for Value Education

With each passing day, the Student Action for Value Education (SAVE) programme is gaining momentum and schools across the nation are joining hands with HelpAge, urging children to show love and respect towards their elders, involving them in fun activities which encourage intergenerational bonding and motivates them to pledge their support to the cause. More than 1500 schools have come forward and shown their support to this programme and nearly 10 lakh students have pledged their support to the cause.



Students of St. Lawrence High School, Borivali (W), Mumbai (Maharashtra) help an elderly woman with her daily provisions during their Support a Gran project visit at the distribution center at Jyoti Community Center, Kandivali (W), Mumbai (Maharashtra).



Students of Kendriya Vidyalaya, Narimedu branch, Madurai (Tamil Nadu) take the SAVE pledge with a promise to care for and support the elderly.

continued on page no. 10

Join the Advantage Card Programme



programme lies in its ability to function as an enabler at many levels. At the core of the programme is the website www.helpageadvantage.org which in addition to helping members search online for discounts offered by category of goods, services and cities, also effectively becomes a common 'meeting ground' for members.

Social networking through the website: The website will soon offer members the facility to write blogs where they can express their views and invite comments from other

members. This will enable them to form communities of like minded elders.

Volunteering for a sense of purpose: Senior citizens acquire a lifetime of experience and expertise. They can volunteer to share their skills with other members or their families.

Advocacy for elder issues: Using the website to voice their concerns on issues affecting senior citizens. Such a platform will enable HelpAge to incorporate and reflect member opinions in its advocacy efforts.



In line with its objective of propagating the concept of 'Active Ageing', HelpAge India now offers a facility that will encourage an independent way of living for senior citizens within limited means.

It is addressing the needs of those 50 plus citizens that are facing the prospect of dwindling incomes as they approach retirement or are already retired, through its AdvantAge Card programme. Through this, it provides its card holders access to specially discounted prices on consumer goods, leisure products and services, super market goods, travel portals, travel services, hospital and clinic services, pharmaceutical products, diagnostic labs, physiotherapy facilities etc.

Currently there are over 450 associates in over 35 towns and cities.

The uniqueness of this card

YOU CAN CONTRIBUTE WHATEVER YOU WISH TO:

Rs. 1,000/- Rs. 3,000/- Rs. 5,000/- Rs. 7,000/- Any Other Rs.....

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

Title.....Name.....Address.....

.....Nationality-Indian/Others Tel.....

PAN No.....(Please note that tax exemption as per law is only available if PAN is quoted)

Occupation..... Date of Birth..... Email.....

For Payment by Credit Card* Credit Card No.

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Name of the Card.....Valid upto.....Signature

**Master/Visa /American Express Cards only.*

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

REFERENCES

1.Name 4.Name

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3.Name 6.Name

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