Citi volunteers spend time with the elderly

In Coimbatore, marking Global Community Day on November 17, employees of Citi Financial (Citi Group) visited St. Joseph Home for the Aged, which houses 130 abandoned elders. The volunteers played games with the farm & garden and helped them to cook lunch and later were organized into the visitors. The group mobilized thousands of employees across 100 countries to mark this special day.

A day with the residents of Ghoraunda

On 13th August 2007, an event was organized by HelpAge India, Coimbatore, at the residence of Mrs. Hala Anitha (left) and Mr. G. Sivakumar (right), where they welcomed the elderly from the residential home at Coimbatore. HelpAge representatives Mr. Pratibha (second from left), Jr. Annese (third from left) and Ms. Arti Tikoo (first from left) along with the students of Bharat Mata Sr. Sec. School, Coimbatore, visited St. Joseph Home for the Aged and presented the gifts to the residents there. The students of Bharat Mata Sr. Sec. School, Coimbatore, presented a cheque of Rs. 1.50 lakh to HelpAge India to support its activities. HelpAge India is the foremost leading marches and working with city civic bodies and community development, and worked tirelessly across the affected area to provide holistic support to the displaced people. HelpAge India. With aid from DFID, "Aged Rights" underlined the importance of ensuring that the rights & entitlements of older persons are protected.

A matter of Trust

It was in the autumn of 2005 when we set about an introduction path that led to maximum support for victims of the Tsunami disaster. HelpAge India, with aid from DFID, "Aged Rights" underlined the importance of ensuring that the rights & entitlements of older persons are protected. HelpAge India.

The first ever habitat for elderly Tsunami victims, “Tamaraikulam”, was inaugurated in December 2007. Built at a cost of Rs. 5 crore, it was made possible by contributions from viewers of New Delhi Television Ltd. (NDTV) and support from the Disasters Emergency Committee (UK). The complex was formerly opened by NDTV chairperson Dr. Prannoy Roy and Group CEO Mr. K.V.L. Narayan. ‘Tamaraikulam’ which translates into “Lotus House” lies on the Cuddalore-Paravur road. This attractive red-tiled residential complex is built on traditional lines and can house 100 elders. The complex includes residential area, an infirmary, a dining hall, and a multi-purpose resource centre.

Used to being led, first he gave with a grace

In November 2007, Mr. M. M. Sabharwal (CBI) (West Bengal) retired as the Lt. Governor of Delhi. It was in the autumn of 2005 when we set about an introduction path that led to maximum support for victims of the Tsunami disaster. HelpAge India, with aid from DFID, "Aged Rights" underlined the importance of ensuring that the rights & entitlements of older persons are protected. HelpAge India.

HelpAge India - NDTV Viewers elders’ village inaugurated

It has been nearly 4 years since the Tsunami hit the shores of southern India. The tidal wave devastated homes, lives and livelihoods, and rendered thousands of aged helpless and destitute. HelpAge teams worked tirelessly across the affected area to provide holistic support to them.

Dr. Raja of HelpAge at the school’s sports day

Looking on are HelpAge representatives Mr. Pratibha (second from left), Jr. Annese (third from left) and Ms. Arti Tikoo (first from left) along with the students of Bharat Mata Sr. Sec. School, Coimbatore, visited St. Joseph Home for the Aged and presented the gifts to the residents there. The students of Bharat Mata Sr. Sec. School, Coimbatore, presented a cheque of Rs. 1.50 lakh to HelpAge India to support its activities. HelpAge India is the foremost leading marches and working with city civic bodies and community development, and worked tirelessly across the affected area to provide holistic support to the displaced people. HelpAge India. With aid from DFID, "Aged Rights" underlined the importance of ensuring that the rights & entitlements of older persons are protected. HelpAge India.

DFID, “Aged Rights” underlined the importance of ensuring that the rights & entitlements of older persons are protected. HelpAge India.
**Elders call on policy makers, press for social security**

**Building Social Capital**

The journey from Corporate Philanthropy to Corporate Social Responsibility (CSR) in India has been long. Initiatives in CSR were in the form of single project grants. This was formalized into corporate foundations and CSR committees, but the focus was on funding and not on implementing. Only recently has the concept of CSR committees being embedded in the governance structure been internalized at an organizational level.

Rapid growth which accompanied economic liberalization, the liberalization of markets resulting in increased public participation in business, emergence of a large and varied consumer base, the resurgence of civil society organizations as watchdog for business entrepreneurship, the emergence of ethical governance codes and the environmental and ecological threats that face the corporate world have made CSR a part of the ongoing business strategy for many companies.

Such giving was a result of either the call of conscience or a response to criticism or competition. The concept of CSR in India has just begun. Indian business has been led by families for a long time. The founding fathers were custodians and were often responsible for decisions and associated with the continuation of the business.

Elders call on policy makers, press for social security

We have witnessed instances of disruption in social order, recently in some parts of India between business and communicative bodies in preparation for confrontation rather than collaboration. This is the new paradigm of CSR in business. Business has matured and evolved in the face of the changing parameters of society, and the collective push for social change is manifest in the commitment of businesses towards the economic and social development that not only is sustainable but also enables to start income generating activities that make them self-reliant.

EDRC reaches potable water in rural elders

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

We have witnessed instances of disruption in social order, recently in some parts of India between business and communicative bodies in preparation for confrontation rather than collaboration. This is the new paradigm of CSR in business. Business has matured and evolved in the face of the changing parameters of society, and the collective push for social change is manifest in the commitment of businesses towards the economic and social development that not only is sustainable but also enables to start income generating activities that make them self-reliant.

EDRC reaches potable water in rural elders

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.

Ford foundation makes $8.1 million grant in India

Elders for the Future is a registered trust established by the Elders for the Future working towards productive and healthy aging. It is an off-shoot of three of our work with the Tarun Bharat Sangh. Elders are an apex federation of four federations of Elders Self Help Group (SHG) units in the country. The federation has an objective to work in collaborative patterns creating both economic & social capital. Social capital being a set of shared norms and values in the larger society that permits collaboration and cooperation between social groups, for the continuance of social order based on rights, equity and justice.
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
Name (Mr./Mrs.)...............................................................................Address............................................
................................................................................................Tel........................................................
PAN No...............................Date of Birth......................................E-mail...................................................

For Payment by Credit Card*  Credit Card No. ........................................
Name of the Card...................................Valid upto.......................Signature  ..............................................
CVV No.(Last three digits of the number on the reverse of your card)..................................(for Diner Cards Only)

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

REFERENCEs

1. Name ........................................ Address ........................................

2. Name ........................................ Address ........................................

3. Name ........................................ Address ........................................

4. Name ........................................ Address ........................................

5. Name ........................................ Address ........................................

6. Name ........................................ Address ........................................

All contribution to HelpAge India are 100% Tax Exempt under section 254A, and 80G(A) of Income Tax Act, 1961.

For the purpose of funding medical care to old persons, leprosy and cancer patients, provision of homes to old persons, rehabilitation of old women and conducting eye camps.