“You cannot change the world, but you can change someone’s world”
- Mahatma Gandhi
It has been a year of unprecedented challenges and working against the odds. The pandemic took a heavy toll on life, livelihood and health. Covid 19 posed a special health challenge to elders because of their greater vulnerability. India’s health system was already far from adequate. It faced further immense pressure because of Covid, with the situation being worse in smaller cities and rural areas, where the quality of healthcare services is already poor.

Inadequate healthcare has seriously affected the elders. With an overwhelming proportion of them being from the lower socio-economic strata, they are unable to afford the cost of healthcare and slip into poorer health. The vicious cycle of poor health and unaffordable health costs, is further accelerated by their inability to earn a livelihood.

The pandemic also brought a halt to the livelihood of many elders who had continued working in their old age in order to survive. Employed largely in the unorganised sector, they lost their jobs and income with the lockdown, followed by the economic downturn. Those who were unable to work themselves, were equally impacted, as the earning members in their families either lost their jobs or had to migrate as they had no means to sustain themselves.

Mental health concerns too became increasingly prevalent, with social isolation and loneliness on the rise, especially for the elderly. The lack of digital connectivity and digital literacy further aggravated the situation.

The constant mutation of the virus has made it critical for an organisation like HelpAge India to ensure and promote an elders-first approach, especially as most already suffered from pre-existing chronic health conditions. In a survey done by HelpAge during the lockdown period in 2020, a disturbing 62% of the elders reported suffering from chronic diseases such as asthma, hypertension, diabetes, cancer etc. Of these, 53% were from rural and 47% from urban areas. 42% elders reported worsening of health condition during the lockdown. In this situation, early vaccination of elders is critical. Elder prioritisation by the Government of India is a much appreciated effort in vaccination drives across the country. The success of the Covid 19 vaccination strategy gives hope. A seniors-first approach led to 85% of elderly population receiving at least one dose and around 67% being doubly vaccinated by December 2021.

Meanwhile, as the world shifted to a virtual landscape, elders struggled to keep up. 96% of India’s elders do not use the internet. The pandemic further amplified the need for digital literacy, as it left elders far behind in the race for an improved quality of life. HelpAge digital literacy workshops for elders today have become vital for them to survive independently, especially during emergencies such as lockdowns, when they are unable to step out to access basic essential services such as groceries, banking, utility bill payments etc.

All our work through the year has been largely Covid-centric and we have utilised all arms of our services to ensure that our disadvantaged elders receive help and succor in time. To ensure maximum outreach, we are increasing partnerships with the Government, whether it be to enhance digital literacy of rural elders in partnership with CSC Academy as part of the ‘Digital India’ programme, or becoming the implementing partner of elder helplines in select states.

None of the work we do on-ground would have been possible without the constant support of our primary pillars: our donors - whether individuals, corporates or institutions - who recognised the need on-ground and supported our relief and outreach efforts to ensure poor elders and their communities were not left behind.

It takes strong will and resilience to continue working against the odds, at one’s own risk and I am extremely proud of the HelpAge family, particularly our workers on-ground - staff members who put their whole-hearted efforts to ensure that we reached the last mile in delivery of services. As our fight against the pandemic continues, our focus would be on ensuring elder safety against the virus, good health, livelihood support, and advocacy for their rights, so that our elders can live with dignity.

We look forward to working with all stakeholders such as Government (at Central and State levels), local bodies and authorities, corporates, individuals and society as a whole, in these difficult times.

I thank my peers in the HelpAge Governing Body and its committees, who have been actively involved in guiding, assisting and helping the HelpAge team throughout.

The future is still uncertain, but we will take over each challenge if we all come together, for it is time to move from recovery to rebuilding lives.

Kiran Karnik
New Delhi
December 2021

MESSAGE FROM THE
CHAIRPERSON

I

MESSAGE FROM THE
CEO

It

Our elders were the worst affected. Covid had entered our homes. During this time our teams on-ground struggled, including healthcare and frontline workers, as did our fellow members across the social sector. Despite their own personal challenges, our Covid warriors continued to serve our disadvantaged elders.

From providing much needed medication, treatment to poor elders and their community through our Mobile Healthcare Units, we also provided ration and hygiene kits which included Covid protection masks, immunity boosters etc., while our elder helpline team worked round-the-clock addressing calls for help and support.

Elder livelihood was deeply impacted during the multiple lockdowns yet what was heartening to see, were stories of courage, hope & resilience, of village elders who were members of HelpAge initiated Elder-Self Help Groups reaching out to other elders in their community, who were destitute and lived alone with no support system.

Recognizing elder vulnerability against the virus, we focused our attention on safeguarding our elders by supporting the government’s ‘vaccination drive’, both in rural and urban areas. This included awareness drives, helping elders with the registration process & transportation of elders to vaccination centres, ensuring last mile coverage. We were able to facilitate vaccination for more than 4 lakh elders & their community, and our aim is to support more than 5 lakh, through our outreach efforts.

In a pioneering tie-up with the Ministry of Social Justice and Empowerment (Govt. of India), HelpAge India has been chosen as the implementing partner in select states for running the helpline for the elderly called ‘Elderline’ (14567). The helpline provides assistance to elders in distress, resolves their concerns on ground and provides them much needed relief & succor.

In the midst of all the ongoing work, came some good news which I would like to share with you. HelpAge India became the first Indian NGO to receive the ‘2020 United Nations Population Award’ in its ‘institutional category’. This honor comes in recognition of the organization’s outstanding contribution to population issues & awareness, and its work for elder rights & empowerment in India since 1978, along with its recent Covid relief efforts.

None of this would have been possible without the hard work and dedication of our teams on-ground and the overwhelming support we received from our donors - corporates, individuals, schools, institutions and partners, who are an integral part of the journey to where we are today. I thank them deeply for their continued faith and belief in the work we do.

We are in the midst of extremely challenging times and the road ahead is long. I hope you will continue to support us on this journey towards providing a dignified life for our elders. Together we can build, back a better world for our elders & their community, where senior citizens are active, healthy, engaged & valued members of our society.

Rohit Prasad
Chief Executive Officer
New Delhi
December 2021
STORIES FROM THE FIELD

We bring stories from the ground during the pandemic from across the country, as we continue to serve the needy and disadvantaged elders. Each story reflects the hard challenges our elders faced during the pandemic and their road to recovery.

HEALTHCARE AT YOUR DOORSTEP

Mobile Healthcare

It is health that is real wealth and not pieces of gold or silver – Mahatma Gandhi

Ermileen Fernandes, 65 years, resides in Mumbai, Maharashtra. Suffering from hypertension, diabetes, blood pressure and joint pains. She lost her husband a few years ago in a road accident and has a daughter and a son. With no source of income and her son unwilling to support her, buying medicines for treatment was unaffordable.

The pandemic had been hard on Ermileen, especially during the lockdown phase when she was unable to step out of her home and get any help. Gradually her condition worsened.

The HelpAge Mobile Healthcare Unit (MHU) team took Ermileen under their wing and ensured that she got her medication and treatments on time, which helped her survive the worst.

Today, she is much better and continues to visit the MHU site in Malad regularly. She is now an ambassador, urging other needy elders & those disadvantaged in her community, to avail the services of the healthcare unit.

“I can get my medicines on time now, and I am very thankful to those who provide it to me. God bless them”.

BEACON OF HOPE

Avulla Allamma, 60 years, is a shepherdess from Karimnagar, Telangana, with 100 goats & sheep. The sole breadwinner in her family of four, she is the only source of income in her family.

Some months ago, her sight started failing and she was unable to look after her family or leave her herd behind to go into town for a check-up.

After much delay, she somehow managed to visit the local Ophthalmic doctor who referred her name to HelpAge India’s partner hospital Pushpagiri Vitreo Retina Institute (PVRI), Secunderabad.

A team from PVRI, visited Avulla in her village and after a thorough screening, she was told she had to undergo a cataract surgery in her left eye. HelpAge supported & helped conduct the cataract surgery at no cost to her, so she would be able to live with dignity and earn her livelihood.

She is now back to work and is thankful for her gift of sight!

“For my part I know nothing with any certainty, but the sight of the stars makes me dream” – Vincent Van Gogh

“I can see clearly again and get back to work. It feels like a new lease of life.”
Pitei Majhi, 59 years, from Aruha village, Dharmsala Tehsil, Jajpur District, Odisha, was in constant pain as the left side of her body was afflicted with leprosy, detected 3 years ago. This severely affected her mobility. A daily wager by profession, she used to work in the fields, but the disease soon rendered her incapable to carry out even the most basic chores around her house. Her late husband used to cook and clean, so when he passed away 8 months ago, she was left to fend for herself.

HelpAge’s Helpline team was contacted by a local well-wisher and Debashree Brahma, the helpline counsellor, immediately got into action to assess the situation. She discovered that Majhi was not getting her medicines for leprosy regularly or receiving proper treatment for her wounds which had worsened due to improper & irregular medication & dressing. She immediately reached out to the local ASHA worker, village Sarpanch and the doctor in-charge at the ‘District Headquarter Hospital’ to ensure that Majhi received proper & regular care. The doctor in-charge was urged to send Majhi to the local leprosy camp organized monthly by the hospital in Aruha. The hospital soon started sending transportation to take Maji to the camp for regular check-ups, as she was unable to walk. The Helpline team also linked her to the Government’s food program Antyodaya Anna Yojana (AAY), for those under the BPL category.

Today, Majhi is feeling much better and is being taken care of with regular visits from the hospital staff, the Sarpanch and has been linked to the govt. food program.

“The miracle is not that we do this work, but that we are happy to do it” - Mother Teresa

“Everything comes to us that belongs to us, if we create the capacity to receive it” – Rabindranath Tagore

Kanchan Devi, 70 years, from Parwaha village, Supaul district, Bihar, was struggling to survive during the pandemic, as her income and livelihood had completely stopped and she was under heavy debt. A member of the ‘Jai Guru Vridhh Swaym Sahayta Samuh’ since 2008, a HelpAge initiated Elder-Self-Help-Group (ESHG) and part of the larger district level federation called ‘Akshayvat Buzurg Mahasangh’ with 200 older women members, she reached out for help.

“The situation during the lockdown period was very tough for us. Somehow we tried to make it through the first 2 months, but we knew soon the food & money both would run out. We had to find a way to survive” – says Kanchan.

HelpAge’s ‘Saans’ (breath) project of Covid mask making, came as a blessing in disguise for her & many elders like her. The project is being run in 92 villages across Bihar & Puducherry through rural elder federations. It was supported by Cipla Foundation which gave the much required initial funding for providing cloth, sewing machines and other administrative support. Special sturdy 4 layered masks were made by the elders, for which they received training, certification & technical clearance from CSIR – IICT.

This unique project has helped provide employment & income opportunities to more than 160 ESHG members and their family members. More than 2 lakh masks have been sold. Each individual earns an income ranging from Rs. 4000 to Rs. 10,000 per month, making this a sustainable source of livelihood.

“I earn nearly Rs. 500 per day. It has given me a new lease of life. I have repaid all my debts and am an active & contributing member in my family. I am now well respected and valued as an ‘earning woman’ in my village & community. I have got my son & daughter-in-law also involved in this project. Now there is a regular flow of income in my house, and I can send my grandson to school.” – says Kanchan, with a smile.

Today, the program has become self-sustainable. The ‘Akshayvat Buzurg Mahasangh’ is now independently carrying on this unique project, run by these inspiring Elder Village Entrepreneurs.
Amrik Singh, 74 years old, a carpenter by profession, moved to Delhi 13 years ago from Amritsar, Punjab, with the hope of a better quality of life. He lived with his family, wife and two children – a son & daughter. Sadly, his young son passed away. Life became difficult for Amrik, as he and his wife started fighting a lot, both mother and daughter soon started getting violent with him. Unable to bear it and desperate to escape the situation, he soon separated from his wife.

Nowhere to go and with the small jobs of carpentry barely giving him enough to survive, Amrik then moved to the Delhi Metro Rail Corporation (DMRC) shelter home for senior citizens. At the DMRC & HelpAge supported shelter, Amrik has now found a new home.

Today, he continues to pursue his love for carpentry and helps around the shelter doing odd jobs, helping his fellow residents, building cupboards and shelves, which brings him happiness and gives him a purpose.

“This shelter has given me a new purpose in life. I now use my carpentry skills to do something useful to help others like me.”

Amrith Singh, 74 years old, a carpenter by profession, moved to Delhi 13 years ago from Amritsar, Punjab, with the hope of a better quality of life. He lived with his family, wife and two children – a son & daughter. Sadly, his young son passed away. Life became difficult for Amrik, as he and his wife started fighting a lot, both mother and daughter soon started getting violent with him. Unable to bear it and desperate to escape the situation, he soon separated from his wife.

Nowhere to go and with the small jobs of carpentry barely giving him enough to survive, Amrik then moved to the Delhi Metro Rail Corporation (DMRC) shelter home for senior citizens. At the DMRC & HelpAge supported shelter, Amrik has now found a new home.

Today, he continues to pursue his love for carpentry and helps around the shelter doing odd jobs, helping his fellow residents, building cupboards and shelves, which brings him happiness and gives him a purpose.

“Education is the most powerful weapon which you can use to change the world” – Nelson Mandela

73 year old, D. Parthasarathi, member of S.R. Nagar Senior Citizens Association, Hyderabad (Telangana) and Hyderabad District Senior Citizens Council, is a retired Customs Officer and an active member of the Maintenance Tribunal in Secunderabad. He lives with his 65 year old wife and 88 year old mother-in-law. The pandemic brought life for Parthasarathi to a virtual standstill. The multiple lockdowns forced him and his family to stay at home and soon daily survival for him became a huge challenge, as he could no longer go the bank, or the market to buy his groceries, pay his utility bills or meet his children (two sons and a daughter) who lived independently.

HelpAge India has been reaching out to Senior Citizens Associations across the country with the aim to help them become digitally literate, so they can become independent, socially engaged and active, to be able to lead dignified lives.

Parthasarathi, heard about HelpAge India’s online Digital Literacy workshops for elders and soon started attending them. He has now learnt how to pay his bills online, do online banking, operate Google Pay, Phonepe and many more such online services. These workshops besides digital training also serve as awareness platforms, teaching Covid safety protocols, how to register for Covid vaccination and provide other emergency & critical information.

“I too got affected by Covid and the safety protocols I learnt, helped me a lot in safeguarding my family. For persons like me, who are living in the house with only senior citizens, digital literacy is a boon. I can now manage everything sitting in my chair, through online services” – says Parthasarathi.
“This ration is a boon for me and family, it will help us survive during the lockdown. I am hopeful things will soon improve, till then we have food to survive.”

Amidst all the weariness one saw on the elder faces lined up for HelpAge’s ration distribution of ‘Family Survival Kits’ in the slum of Delhi’s BSS Base camp in Rajokri, you meet the unbeatable spirit of 65 year old Narayani.

A vegetable vendor by profession and the only earning member in her family of six, Covid 19 had brought her sole source of livelihood to a standstill. Her only son has a walking problem and is unable to work. When the lockdown happened, her supply of vegetables stopped and her cart remained empty as there was nothing to sell.

With no other means of income and no food to sustain herself and her family, Narayani was struggling for daily survival. HelpAge has been putting elders first in its Covid relief efforts and helping them during these uncertain times. It conducted multiple ration distribution drives, reaching the unreached and those who had nothing & no support system. For Narayani, the ration was a ray of hope, that she and her family would get through the worst.

The ration included atta (flour), dal (pulses), sugar, salt, spices, cooking oil, bathing soap, detergent and Covid protection masks for the family.

68 years old Bruno, a security guard by profession at a local school in Chennai, Tamil Nadu, use to feel constant pain in his legs due to long hours of standing at the school gate. His knees soon started to give way and there was extreme tenderness and edema in both legs.

A high BMI and a history of diabetes and hypertension, made matters only worse. A resident of St. George’s Old Age Home, he had no family to call his own, his friends were those he stayed with at the home.

On deeper examination it was discovered that he was suffering from Patellofemoral arthritis which occurs when the articular cartilage along the trochlear groove and on the underside of the patella (a small bone located in front of the knee joint) wears down and becomes inflamed. When the cartilage wears away, it becomes frayed and when the wear is severe, the underlying bone can become exposed. The pain for Bruno was unbearable.

He was soon taken under the wing of HelpAge’s Physiotherapy program, started receiving regular treatment and IFT (Inter Ferential Therapy) was given to both knees. Slowly the pain started receding and within 5 days he had virtually no pain at all and was back to work.
In an effort to empower the rural elderly of India and provide them access to information, government schemes beneficial to them and a window to the outside world & markets, which could directly benefit their livelihood, HelpAge in a first-of-its-kind initiative, entered into a tripartite agreement with CSC Academy & NSE Foundation. The purpose was to train rural elderly through the PMGDisha curriculum, a part of the ‘Digital India’ program, which aims to transform India into a digitally empowered society and knowledge economy.

The project is being run in three aspirational districts covered under the NSE Foundation supported Aalambana project. Under the project 1452 elderly have been trained, 1419 appeared for online examination and 95.06% cleared the examination. 1349 elderly have been formally declared digitally literate and received certification from PMGDisha, Govt. of India.

In the midst of the pandemic, Bihar, India’s most flood-prone state, with 16.5% of India’s flood affected area and 22.1% of flood affected population, faced the devastating impact of floods yet again, which destroyed crops, livestock, property and lives of more than 74 lakh people in 16 districts. Many were left stranded, without any means of survival or support. Rural elders were the most vulnerable, as besides the loss of food, shelter & livelihood, they also faced health and mobility issues.

Dharbhanga and Muzaffarpur districts were the hardest hit, followed by Sitamarhi, Sheohar, Supaul, Kishanganj, Gopalganj, West Champaran, East Champaran, Khagaria, Saran, Samastipur, Siwan, Madhubani, Madhepura and Saharsa.

Nearly 5 lakh people were evacuated. HelpAge India provided much needed ‘Flood Relief Packages’ to needy elders and their families. The packages included ‘family survival kits’, ‘hygiene kits’ and healthcare relief.
COVID-19 RESPONSE: Relief & Rehabilitation

As India tried to stay afloat amidst the ‘second wave’ of the pandemic, our poor and vulnerable elderly faced the highest risk. Countless lost their lives, many had comorbidities and were physically frail with chronic conditions. At such a time, it was critical that they get vaccinated immediately and safeguard themselves from the fatality of the disease. Many disadvantaged elders were left starving due to the loss of livelihood and the demand for food and basic essentials rapidly rose. Marginalized poor elderly and their families were simply struggling to survive.

Since the beginning of the pandemic HelpAge Covid warriors have been reaching out to elders and their community providing various relief services such as – Covid health checks, ‘family survival kits’ including basic ration & essential items, immunity boosters and basic screening tools, Corona protection ‘hygiene kits’ which include soaps, detergents, high quality reusable face masks, essential healthcare services, free medicines and helping elders in distress through its helpline.

HelpAge has been focusing on supporting the Government’s vaccination drive, keeping an elders first approach. It has facilitated more than 4 lakh vaccinations across the country, from creating awareness and beating vaccination hesitancy, to helping them register and transporting them to vaccination centres, ensuring last mile coverage.

COVID RELIEF INTERVENTIONS:

· Family Survival Kits providing basic ration & essential items to poor elders and their family. The kit includes items like rice, wheat, spices, cooking oil, soap, detergent along with immunity boosters and basic screening tools such as Finger Pulse Oximeter & infrared Thermometer.

· Corona Protection Hygiene Kits including soaps, detergents and high quality reusable face masks.

· Essential Medical support through its vast national network of 160 plus Mobile Healthcare Units (MHUs), providing free medicines & treatment, to poor elders & their community in rural areas and slums. This is critical, as most elders are chronic patients suffering from hyper tension, diabetes, high blood pressure, arthritis etc, and cannot afford to pay for their medicines, many are physically frail or bed-ridden, and cannot walk to the nearest hospital or Primary Healthcare Centre. These MHUs provide free medicines and treatment, virtually at their doorsteps.

· HelpAge’s National Elders Helpline (1800-180-1253) providing much needed assistance to elders in need, those abandoned on streets, in need of medication, shelter, hospitalization and other support during this time.

· Providing HelpAge Old Age Home residents with basic essentials, food, medical aid and help with vaccination during this time, along with constant health check-ups to ensure their safety.
HelpAge is now working across the nation, to assist and support local administrations in the Government’s vaccination drive, ensuring vaccination of elders & their community. It has facilitated more than 4 lakh vaccinations, by conducting vaccination awareness drives, reaching elders living in remote & tribal areas, those who are most vulnerable and bedridden, helping elders with the registration process & transporting them to vaccination centres.

**Elder Vaccination Drive: Surviving the Pandemic**

HelpAge is now working across the nation, to assist and support local administrations in the Government’s vaccination drive, ensuring vaccination of elders & their community. It has facilitated more than 4 lakh vaccinations, by conducting vaccination awareness drives, reaching elders living in remote & tribal areas, those who are most vulnerable and bedridden, helping elders with the registration process & transporting them to vaccination centres.

**100 year old Semba Devi combats ‘vaccination hesitancy’ in her community**

Semba Devi, 100 years old, resident of Shimla (HP), is an inspiration to many in her community. She was amongst the first to get vaccinated, when there was much ‘vaccine hesitation’ amongst rural elderly.

Vaccinated at the HelpAge run Day Care Centre, in Shimla (HP), where vaccination drives for elders and their community was being conducted with the help of the Health Ministry (HP), she has been encouraging all elders in her community to do the same and protect themselves from the fatal impact of the virus. More than 10,000 persons were vaccinated through these drives in Shimla & Solan, of which 80% were elderly.

HelpAge India became the first Indian institution in the nation’s history, to win the prestigious ‘2020 United Nations Population Award’ in its ‘institutional category’.

This honor comes in recognition of the organization’s outstanding contribution to population issues and awareness, in its efforts in the realization of older person’s rights in India since the past 4 decades and its relief efforts work during the Covid 19 pandemic. It recognized the organization’s continuing efforts in helping transform elder lives in a holistic manner, enabling them to live active, dignified and healthier lives.
HelpAge becomes implementing partner for Government’s ‘Elderline’

In a pioneering tie-up with the Ministry of Social Justice and Empowerment, Govt. of India, HelpAge India was chosen as the implementing partner to run the government supported National Helpline for the Elderly - ‘Elderline’ (14567) across the states of Andhra Pradesh, Delhi, Gujarat, Madhya Pradesh, Puducherry and Punjab. The ‘Elderline’ provides emergency assistance to elders, resolves senior citizens’ concerns on ground, rescues and rehabilitates poor abandoned elders, guides & counsels those in distress and provides them relief and succor. The helpline number ‘14567’ has been added to Arogya Setu App.

HelpAge & Uber India join hands to help elders in need

With the aim to help elderly during the pandemic, HelpAge and Uber India entered into a unique tie-up, where elders in need & in distress were provided free rides, at a time when transportation was a major challenge. A major focus was facilitating elder vaccination, helping them reach vaccination centres on time. Elders who were in urgent need of medical check-ups & tests, required visits to their doctors, hospitals etc. also made use of this service.

Informed through the elder helpline, residents of old age homes, members of Senior Citizen Associations especially those living alone were given access to these rides. The service was also used to help economically disadvantaged elders in distress and those in need of rescue & rehabilitation. Nearly 29,000 free rides were provided across 16 Uber and HelpAge locations.

HelpAge stresses on the need to ‘Build an Age Friendly and Caring Society’

Marking ‘International Day of Older Persons’ 2020, HelpAge India organized webinars across the country and released a ‘Charter of Demands’ to be put across to Centre & State Governments, under its theme of ‘Empowering Elders: Towards Building an Age Friendly and Caring Society’. The Charter highlighted the urgent need for social pension, ration, food, protective hygiene items like masks & sanitizers, medical services for needy & poor elderly, and regulated care facilities for middle class elders who were struggling to cope, especially those living alone.

HelpAge also launched a special campaign titled #IPledge4Eldercare through which students & youth pledged their support towards the elder cause and promised to look after their elderly. Nearly 25,000 youngsters pledged their support online, ranging from school children, to social media influencers, to corporates employees and many more.
Community building and Self-sustainability

The pandemic has been harshest on rural India, with many poor elders and their working adult children losing their means of livelihood, unable to afford even basic medicines, treatment or access to government schemes beneficial to them. HelpAge India’s NSE Foundation supported Aalambana & Shraddha projects have been a boon to such elders who have found a way to sustain themselves and meet their needs in the areas of social, digital, economic (financial) and health inclusion. These projects work on the Elder-Self-Help-Groups model and their higher Collectives.

The Aalambana project covers elders in the districts of Karauli (Rajasthan), Ramanathapuram (Tamil Nadu) and Birbhum (West Bengal) identified as aspirational districts by NITI Aayog on various development indexes. While the Shraddha project covers the backward districts of Supaul (Bihar), Yadadri Bhuvanagiri (Telangana), Yavatmal (Maharashtra) and Purbi Medinipur (West Bengal).

More than 10,944 elderly have been mobilized through 820 Elder-Self-Help-Groups, across 94 villages under the Aalambana project, while 5320 elderly have been mobilized into 405 Elder-Self-Help-Groups and federated into 38 Village Level Federations under the Shraddha project.

Apart from this, a unique program imparting digital literacy training to rural elder is also underway, under the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDisha).

Urmila Saha, 68 years, of Birbhum district, West Bengal, lived alone and used to survive on the goodwill and help of friends & relatives. Her husband passed away a few years back and her five daughters got married and live separately. With no regular earnings, no job, Urmila had nothing to survive on and felt a constant sense of loneliness.

But life changed dramatically for Urmila, when she got enrolled into the HelpAge initiated Gosai Baba Elder-Self-Help-Group of the Tantipara Panchayat, Birbhum. She started attending the Group’s meetings regularly and participating in group activities.

The company of fellow elders in the group helped Urmila regain her self-confidence and she was encouraged by group members to start a small Kirana (petty) shop within her little house. She managed to gather some initial capital and the group loaned her some moneys well. Soon with the help of her younger daughter she set up shop. Within a few months Urmila started earning enough to meet her daily expenses and also managed to repay the group’s loan on time. She now contributes monthly savings to the Group.

Today, she is happy, independent & self-sufficient, and now helps other group members in establishing their businesses.

The Covid pandemic deeply impacted the lives of India’s elderly, marking ‘World Elder Abuse Awareness Day’. HelpAge India delves into the impact & challenges faced by them during the lockdown phase, through the launch of its nationwide survey - ‘The Elder Story: Ground reality during Covid 19’. The survey brought to light the hardships elders faced and how they struggled to survive during this time, bringing elder vulnerabilities to fore.

### SALIENT FINDINGS OF THE SURVEY

- 65% elders stated that the Covid 19 lockdown impacted their livelihood, and they had ‘no work’ or faced a drastic loss in their wages.
- 71% elders stated that the livelihood of the breadwinner of their family was impacted (loss of work/wages) by the lockdown.
- A disturbing 62% of the elders reported suffering from chronic diseases such as asthma, hypertension, diabetes, cancer etc.
- 42% elders reported worsening of health condition during the lockdown.
- 78% elders faced difficulty in accessing essential goods and services due to the lockdown.
- The top 3 essential goods & services elders had difficulty in accessing during the lockdown, were in clusters of the following common responses: Access to Food, Groceries & Medicines, followed by Access to Domestic Help/Household Maid and the third being Access to Banking/ATM services.
- 61% elders felt confined & socially isolated in their homes during the lockdown.
- The top 3 major fears elders had during the lockdown were in a cluster of 3 categories: 38 % had the ‘fear of getting infected by Covid 19’, of its spread through socializing & loss of Income’, 34% ‘fear economic loss, fear of starvation & no work’, and 32% had ‘fear of travelling, of community spread and their low immunity levels’.
- More than 60% elders mentioned social pension as their top need, while 50% wanted medicines & healthcare needs to be addressed.

“We are a family of vegetable vendors, my son worked as a labourer, but due to the lockdown there is no work and no source of income for daily wage earners. It is very difficult to survive and with scarcity of food and increasing prices, even buying basic ration is becoming difficult.”

— Nagarajan (name changed), 67 years, Hyderabad (Telangana).
Senior Citizens walk in support of Cancer patients
*In the CanSupport ‘Walk for Life - Stride against Cancer’ initiative*

Beating their own challenges and the hardships they faced during the pandemic over 500 senior citizens from Senior Citizen Associations across the cities of Chandigarh, Delhi, Chennai, Hyderabad & Kochi, walked in support of cancer patients, by participating in the ‘Walk for Life 2021 – Stride against Cancer’ initiative. They also emphasized the need to remain active & healthy in later years to stay fit. HelpAge India collaborated with CanSupport for the event and was felicitated with the ‘Scroll of Honour’ for encouraging seniors to show their support.

This unique walk, was different from others, as it urged elders to walk from wherever they were, keeping Covid concerns in mind, whether at home, their local park or locality.

The objective was to raise awareness about cancer and its prevention, break the stigma around it and salute the spirit of cancer survivors, all the while encouraging people to adopt a healthy lifestyle.

HelpAge run Senior Citizens ‘Day Care Centres’ in Himachal Pradesh recognized as a ‘best practices’ model

Loneliness and isolation are very real concerns many senior citizen face with growing years. They need a place where their needs are addressed and where they can pass their time actively and constructively. Day care centres provide such a space for them, keeping them active and engaged. HelpAge runs three such unique day care centres in Shimla, Dharamshala & Mandi in Himachal Pradesh. The Government of India has recognized these Centres which are supported by the National Health Mission, HP, as the ‘best replicable & practice model’ for day care centres. These Centres provide seniors various services ranging from physiotherapy, free health check-up camps, digital literacy workshops and offer recreational opportunities. These Centres have also been critical in the vaccination drives HelpAge has been conducting in the state.
**PROGRAM HIGHLIGHTS**

Impacting lives at the ground level through various programs & services, to ensure that disadvantaged elders & their community lead active, healthy and dignified lives.

- Supported more than 2 million elders across the country through its various programs & initiatives.
- Reached out to 15 lakh elders and their communities, migrants, homeless, disadvantaged and vulnerable persons, as part of the HelpAge’s Covid Relief Response, during the pandemic.
- Helped vaccination facilitation of more than 4 lakh elders & their community.
- Operates one of Asia’s largest mobile healthcare networks for elders, with 165 Mobile Healthcare Units operating across 2400 villages across, in 24 states & union territories.
- Runs a national toll free Elder Helpline service (1800-180-1253) operational in 17 state locations. It also runs 6 government supported Elderlines (14567) in 6 states. Rescues and rehabilitates poor abandoned elders and helps those in distress.
- Since 1980, more than 9 lakh cataract surgeries have been conducted through tie-ups with reputed hospitals and medical centres, restoring elders their sight.
- More than 1 lakh elderly have been provided security by HelpAge, through more than 8000 Elder–Self-Help-Groups (ESHGs), 70% of these ESHGs are now functioning independently – a sustainable income generation model.
- Runs 6 barrier free homes for the aged in 4 states and supports more than 300 homes for the disadvantaged pan India.
- Provided Geriatric care assistance to elders through the HelpAge Helpdesks set up at hospitals, currently operational at the Rajiv Gandhi Government General Hospital in Chennai (Tamil Nadu) and at AIIMS in Delhi & Rishikesh (Uttarakhand).
- Conducted 1293 online workshops on - digital literacy, legal & financial awareness sessions and on the ‘Maintenance and Welfare of Parents and Senior Citizens Act’, reaching out to 48,224 senior citizens through Senior Citizen Associations.
- Advocates with the Government for age-friendly policies and laws on old age pension, Maintenance and Welfare of Parents and Senior Citizens Act and the National Policy on Senior Citizens.

**NATIONAL STOCK EXCHANGE**

NSE Foundation has given consistent support to HelpAge India’s livelihood program primarily focusing on the three concepts of social, financial and health inclusion, through the Elder-Self-Help-Groups model and their higher order federations. More than 16,000 rural elderly have been mobilized under projects ‘Shraddha’ & ‘Aalambana’ implemented in Bihar, West Bengal, Maharashtra, Telangana, Tamil Nadu and Rajasthan.

**SIVN FOUNDATION**

SIVN Foundation has been a consistent supporter of HelpAge India’s healthcare initiatives for over 9 years, via the project ‘Satluj Sanjeevani Seva’. 13 Mobile Healthcare Units as well as health camps, are running across 4 States with their support. Treatments have been provided to needy elders and community members. The association started with 6 Mobile Healthcare Units in 2013, SIVN Foundation expanded its support over the years, across Himachal Pradesh, Uttarakhand, Bihar and Maharashtra, in remote and virtually inaccessible areas.

**THE HANS FOUNDATION**

The Hans Foundation has been supporting HelpAge India’s healthcare interventions for 4 years, via 16 Mobile Healthcare Units (MHUs) at Uttarakhand, Punjab, Telangana, and a Diagnostic Centre at Uttarakhand. The projects have provided OPD treatments over 4 years to needy elders and community members.

**ASIAN PAINTS**

Asian Paints is one of HelpAge India’s long-standing CSR partners. It supports 7 Mobile Healthcare Units, at Kasna (Uttar Pradesh), Khandala (Maharashtra), Sriperumbudur (Tamil Nadu), Rohtak (Haryana), Patancheru (Andhra Pradesh), Ankleshwar (Gujarat) and Mysore (Karnataka). In addition to this, Asian Paints has also supported HelpAge India with 3 health centres.
GE Power continues to support 3 Mobile Healthcare Units across 3 Indian states. Alstom Bharat Forge, a GE group company, expanded support by adding one more Mobile Healthcare Unit to the existing MHU fleet. GE also supported Covid relief interventions of HelpAge India this year.

ABB India Foundation

ABB supports HelpAge India’s healthcare initiatives. The company currently supports 4 Mobile Healthcare Units in Karnataka, Maharashtra, Haryana and Gujarat. The MHUs provide preventive healthcare and free medicines to poor and needy patients.

Adani Foundation

For over 7 years Adani Foundation has been supporting 8 Mobile Healthcare Units and a Stationary Healthcare Unit across 6 states in India. The company’s support has helped HelpAge India bring healthcare to the doorsteps of the unreached.

CIPLA Foundation

CIPLA Foundation has been supporting 6 Mobile Healthcare Units at Patalganga & Kurkumbh (Maharashtra), Baddi (Himachal Pradesh), Indore (Madhya Pradesh) and Bommasandra (Karnataka). CIPLA Foundation also supported HelpAge India’s livelihood initiative & Covid relief work.

Oberoi Group

The Oberoi Group continued to support 2 Mobile Healthcare Units in Agra (Uttar Pradesh) and Shimla (Himachal Pradesh).

Delhi International Airport Limited (DIAL)

Delhi International Airport Limited has been supporting 2 new Mobile Healthcare Units in Delhi NCR.

Isthmus

Isthmus expanded its support by adding 2 more Mobile Healthcare Units to the existing MHUs, taking the total number of MHUs supported by them to 4. The company is bringing preventive healthcare to the doorsteps of needy elders.

Fullerton India

Fullerton supports 5 Mobile Healthcare Units across Gujarat, Karnataka and Odisha, providing free healthcare & medicines to needy elders and their community.

HFCL

Himachal Futuristic Communications Ltd. (HFCL) supports 2 Mobile Healthcare Units across 3 Indian states including a Specialized Mobile Medicare Unit in Solan (Himachal Pradesh).

ANZ Bank

For the 5th consecutive year, ANZ Bank supported HelpAge India’s vision restoration program. They supported cataract surgeries in Karnataka along with supporting disaster relief efforts during the Chennai floods. ANZ has restored vision of 10,000 older persons, in partnership with HelpAge India.

Sun TV Foundation

Sun TV Foundation supported 2 Mobile Healthcare Units in Tamil Nadu.
REC Foundation is supporting the construction of an old age home in Leh-Ladakh.

Fujitsu Consulting supported HelpAge India’s vision restoration program via cataract surgeries, eye checkup camps along with spectacle distribution and recreational activities at old age homes in 5 states – Delhi NCR, Maharashtra, Karnataka, Chennai and Telangana. The support continues with a Mobile Healthcare Unit at Maharashtra.

ICICI Securities supports HelpAge India’s age care initiatives across 3 states in Punjab, Tamil Nadu & Ladakh.

JP Morgan supports 5 Mobile Healthcare Units and has also supported Covid relief interventions.

Procter & Gamble continues to support HelpAge India’s disaster relief efforts during Covid, by providing ration.

HSBC India supports HelpAge India’s livelihood projects across 11 states.

TEVA Group supports 5 Mobile Healthcare Units across 5 states.

HCL Foundation supported 5 Helplines across 5 states and 2 Mobile Healthcare Units along with a physiotherapy centre in Chennai, Tamil Nadu.

OTHER CORPORATE SUPPORTERS

BLUE DART EXPRESS
Blue Dart supported HelpAge India’s vision restoration program with 1000 cataract surgeries in Maharashtra.

BALMER LAWRIE & CO. LTD.
Balmer Lawrie has been supporting a Mobile Healthcare Unit in Manali (Himachal Pradesh) for many years.

CHENNAI PETROLEUM CORPORATION LIMITED
CPCL supported 2 Mobile Healthcare Units in Tamil Nadu.

NLC INDIA LIMITED
NLC India is supports an old age home in Chennai (Tamil Nadu).

3i Group PLC
3i Group supported 2 Mobile Healthcare Units in Khandwa (Madhya Pradesh) and Darbanga (Bihar).

SHYAM STEEL FOUNDATION TRUST
Shyam Steel Foundation Trust supported 2 Mobile Healthcare Units in Durgapur (West Bengal).

L&T - MHI POWER BOILERS PRIVATE LIMITED
L&T - MHI Power Boilers Private Limited supports 2 Mobile Healthcare Units in Khurja (Uttar Pradesh) and Faridabad (Haryana).
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PALLAVI BHATNAGAR, LUCKNOW
PANMAKAR, INDORE
PDA KRISHNAKANT BASRUR, BENGLURU
NIRMAL KANT GUPTA, RAXAUL
NIRAJ J TRIVEDI, MUMBAI
NINA UDDHAV BHEDASGAONKAR, PUNE
NIKHILNATH BHATTACHARYYA, 24 PARGANA
NIKHIL BUSSA, THANE
NEVILLE M CONTRACTOR, PUNE
NEETA ABHAY KAVISHVAR, SURAT
NEERJA TILAK SHARMA, BANGALORE
NAVEEN KANUMURI, BANGALORE
NAVEEN CHAUDHARY, MUMBAI
NAVAZ ERIC DASTUR, MUMBAI
NAUSHAD PATEL, MUMBAI
NANDINI N NAGARAJAN, SECUNDERABAD
NAJIM RAHULAN, MUMBAI
NAGENDRA KUMAR AMBASHANKER, MUMBAI
N S KISHORE KUMAR, MUMBAI
N C NARASINGHAM, NAVI MUMBAI
N VINAYAK, CHENNAI
N RAMASWAMI, BANGALORE
MYRA SHROFF, GOA
MUSTAFA MANSURALI CHAKERA, NEW DELHI
MUKUNDAN M G, CHENNAI
MOORTHY, CHANDRAPUR
RAJASHREE GOPALAKRISHNAN, THANE
RAHUL RAJABHAU UBGADEKALYANI UBGADE, BANGALORE
RAGHUNATH PRASAD, LUCKNOW
R V SHAH, MUMBAI
R CHANCHAL KUMAR, BANGALORE
R ARAVAZUAGAN, MUMBAI
R L SHANTHI, NOIDA
PULKIT GUPTA, NEW DELHI
PUKHRAJ GAJRABAI LUNKAD TRUST, CHENNAI
PUJA SHARMA NAVIN, MUMBAI
PRVEEN THAKUR, KANGRA
PREETHAM SOLOMON, BANGALORE
PRDEEP KUMAR GUPTA, ROORKEE
PRAVIN MOUDGILL, NEW DELHI
PRAVANJAN GOCHHAYAT, KARNATAKA
PRASHANT, GURGAON
PRAKHAR GUPTA, NEW DELHI
PRABHAT GUMMADI, HYDERABAD
PRABHAKARA H R, NEW DELHI
POLLY H SIDHWA, MUMBAI
PHILIP EAPEN, CHENNAI
PH SINGH, REWARI
PAUL V MENACHERRY, MUMBAI
PARIKH ENTERPRISES PVT LTD, AHMEDABAD
PANKAJ JALOTE, NEW DELHI
PANKAJ JAIN, FARIDABAD
PALLAVI GUPTA, MEERUT
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FINANCIAL SNAPSHOT 2020-21

HELPAGE INDIA'S MISSION
To work for the cause and care of the disadvantaged aged persons and to improve their quality of life.

GOVERNING BODY
Mr. Kiran Karnik Chairperson
Ms. Rumjhum Chatterjee Vice Chairperson
Mr. Arun Nanda Hon. Treasurer
Mr. Pramod Bhasin
Mr. K. T. Chacko
Mr. Kaushik Dutta
Mr. J. C. Luther
Ms. Gita Nayar
Ms. Radhika Bharat Ram
Mr. Arun Seth
Mr. Rohit Prasad

CEO & Ex-officio Member
Mr. Rohit Prasad

As of December 2021

Where our money came from:

- Programs : 83%
- Fund Raising : 12%
- Administration : 2%
- Depreciation : 3%

How money was used:

- Programs : 83%
- Fund Raising : 12%
- Administration : 2%
- Depreciation : 3%

On what programs was the money spent:

- Social Protection : 42%
- Social Mobilisation : 9%
- Disaster Management : 11%
- Other : 2%

Note: The above list are not a comprehensive list of all our large donor groups. They have been listed based on certain parameters. Any omissions are regretted.

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