

COVER STORY : Launch of national report 'Bridge the Gap: Understanding Elder Needs'

HelpAge

NEWS



Vol.19 No.1

April - June 2022



 **HelpAge India**

Fighting isolation,
poverty, neglect

EDITOR Speaks



Dear Reader,

A warm greeting, after a gap of two long and uncertain years of the COVID-19 pandemic. We now are coming out with our published Newsletter once again after this long hiatus. It has been a difficult and trying time for us all and we hope the worst is over. I hope you are doing well. As we return to some form of normalcy, we marked our first on-ground event on a national scale, the UN recognized 'World Elder Abuse Awareness Day' on June 15, with the launch of our national research report - 'Bridge the Gap: Understanding Elder Needs'. The report focussed on the gaps that needed to be addressed vis a vis elder needs, at both a societal and policy level, for elders to live dignified lives, especially keeping the post pandemic context in mind.

The report with state-specific findings brought out some startling facts, which forces one to re-look at the frame through which we view our elderly. Elders today are aspiring to work, they don't want to be viewed as only dependents, but as contributing members of society. Therefore, it is important we provide much needed social pension and create an enabling environment for elders with provisions for adequate healthcare, digital literacy training and include them in the decision making process within the family fold.

Meanwhile on the ground, we have been forging ahead with our programs of supporting vaccinations for elders and their communities and have completed more than 9.5 lakh vaccinations. The pandemic has brought elder healthcare needs to the forefront. Keeping this in mind, we launched a number of new Mobile Healthcare Units in different states with the support from our corporate partners. The pioneering Government initiative the 'Elderline' of which we have become implementing partners across 8 states, is reaching out to more than 3.24 lakh elders annually. While village elders are becoming change makers through HelpAge supported Elder-Self-Help-Groups and are empowering other elders in the village to become self-reliant and independent.

Our focus continues to be on keeping our elders safe, healthy & happy. The support that we extend to each and every elder & their family, wouldn't have been possible without our donors & benefactors.

A special mention must be made of our teams on-ground who worked tirelessly through the multiple lockdowns, putting themselves at risk and standing strong against all challenges.

Sonali Sharma
Head - Communications

HelpAge India marks 'World Elder Abuse Awareness Day'



NATIONAL CAPITAL - DELHI: Launch of HelpAge's national research study 'Bridge the Gap: Understanding Elder Needs' by (from left) - Ms. Anupama Datta, Head - Policy, Research & Advocacy, HelpAge India, Mr. Rohit Prasad, CEO, HelpAge India, Ms. Kanika Dewan, Director, Shikhar Dhawan Foundation, Mr. Sriram Haridass, Deputy Representative, UNFPA, Shri R. Subrahmanyam, Secretary, Ministry of Social Justice & Empowerment, Govt. of India, Dr. Dnyaneshwar Manohar Mulay, Member, National Human Rights Commission, Mr. J.R. Gupta, Chairperson, Confederation of Senior Citizens, Prof. (Ms.) Pamela Singla, Head, Department of Social Welfare, University of Delhi, RJ Khurafati Nitin of 92.7 BIG FM and Shri Rajeev Kumar Saksena, Deputy Director, Estate, Dept. of Social Welfare, Govt. of NCT of Delhi.

HelpAge India marked '**World Elder Abuse Awareness Day**' this June across the nation, to raise awareness about elder abuse and highlight the gaps in elder needs. Across the country, HelpAge released its national report '**Bridge the Gap: Understanding Elder Needs**'. In the national capital, the report was released by chief guest, Mr. R. Subrahmanyam, Secretary, Ministry of Social Justice and Empowerment, Govt. of India, at the India International Centre, followed by an in-depth panel discussion.

The report focuses not just on the core existential issues that elderly deal with on a day-to-day basis, but also takes stock of the entirety of their experience. Based on the UN Principles on Ageing of self-fulfilment, participation, independence, dignity and care, the aim of the report is to understand the overarching gaps, which prevent the elderly from living, happy, healthy and productive lives.

The report is a dip-stick study to understand the overarching gaps in income & employment at old age, health and well-being, elder abuse & safety and social & digital inclusion of elderly. It is based on a sample size of 4,399 elder respondents and 2,200 Young Adult Caregivers, largely across SEC A, B, C categories, across 22 cities in India.

Thousands of senior citizens participated in various HelpAge events marking the day across India, from signature campaigns, to walk-a-thons, seminars, pledge campaigns, cycle rallies, dance performances & plays by school children and much more.



A special countrywide campaign titled **#BridgeTheGap** was launched to highlight the various gaps in addressing elder needs and to encourage the younger generation to spend quality time with their elders and grandparents. It focused on one of the key gaps elders face – social inclusion – and how families play a key role in bridging this. Enthusiastic young participants sent videos & photos of themselves 'joining hands' with their favourite elder. The campaign received tremendous support across the country with over 700 entries.

SALIENT FINDINGS OF THE REPORT

Bridge The Gap: Understanding Elder Needs

- * 47% elders are dependent on Family for income source
- * 34.4% elders are dependent on Pension or other cash transfers
- * 71% elders are not working
- * 61% elders feel they aren't 'adequate and accessible employment opportunities'
- * 36% of elderly are willing to work
- * 40% want to work for as long as possible
- * 30% elderly are willing to volunteer and contribute to the society
- * 78% elders reported no availability of App-based /Online health facilities
- * 67% do not have any health insurance
- * 59% elders feel that Elder Abuse is prevalent in society
- * 10% elders admitted to being a victim of Elder Abuse
- * 46% of the elders were not aware of any abuse redressal mechanism
- * 79% of the elders feel that their family does not spend enough time with them
- * 71% elders do not have access to smartphones

SNAPSHOTS OF EVENTS ACROSS THE COUNTRY

GUJARAT



In Gujarat, the report 'Bridge The Gap: Understanding Elder Needs' was released by Shri Ashish Bhatia - IPS, DGP of Gujarat (centre) along with his team. Also in attendance were Mr. Nilesh Nalvaya, State Head - Gujarat & Rajasthan, HelpAge India (left), along with his team.

WEST BENGAL



In West Bengal the report was released by Dr. Shashi Panja, Hon'ble Minister In-Charge, Department of WCD & SW and Dept. of Self-Help-Groups and Self Employment (centre). Other noted guests on the panel were (from Left) Mrs. Mitali Banerjee, MMIC, Mrs. Leena Gangopadhyay, Chairperson, Women's Commission, Mrs. Sanghamitra Ghosh, IAS, Principal Secretary, Dept. of WCD & SW, Mr. Kundu, Punjab National Bank and Ms. Anuradha Sen, Director, Advocacy, HelpAge India.

CHHATTISGARH



In Chhattisgarh, Ms. Anila Bhediya, Hon'ble Minister of Child and Woman Welfare, Govt. of Chhattisgarh, released the report as Chief Guest on the occasion of World Elder Abuse Awareness Day. On the dias (from left) are Dr. (Prof) C. L. Urkurker, Director (Retd.) Agriculture Science College, Raipur, Mr. Pankaj Verma, Joint Director, Dept. of Social Welfare, Govt. of Chhattisgarh, Mr. P. Dayanand, IAS, Director, Dept. of Social Welfare, Govt. of Chhattisgarh and Dr. (Prof) Arvind Neral, State Medical College and Mr. Subhankar Biswas, State Head - Chhattisgarh, HelpAge India.

TELANGANA



Shri Justice G. Chandraiah, Hon'ble Chairperson of Human Rights Commission, Telangana State, addresses the gathering of elders and youth, on the occasion of World Elder Abuse Awareness Day event in Hyderabad, Telangana.

KARNATAKA



In Bengaluru, the report was released by Shri Halappa Basappa Achar, Cabinet Minister of Mines & Geology, Department of Women and Child & Empowerment of Differently-Abled and Senior Citizens, Govt. of Karnataka (centre). (From left): HI staff, Mr. Shivamurthy, Adviser to Minister, Ms. Latha Kumari, Director, Dept. of Empowerment of Differently-Abled and Senior Citizens, Mr. M. Prakashan, State Head - Karnataka, HelpAge India, Ms. Shoba Rajan, Joint Director, Corporate Fund Raising, Karnataka, HelpAge India and Dr. Nandan Kumar, Private Secretary to Ministry (extreme), along with HelpAge India's team at Vidhana Soudha.

...continued from page No.3

HIMACHAL PRADESH



Shri Suresh Bhardwaj (left), Urban Development Minister, Himachal Pradesh, launched the HelpAge India national report along with Shri Puran Mal, Counsellor, Municipal Corporation, Shimla, Shri Bhanu Gupta, SDM, Shimla (Urban) and Dr. Rajesh Kumar, State Head, Himachal Pradesh & Ladakh, HelpAge India.

BIHAR



In Bihar, the national report was released by Shri Nikhil Anand, Assistant Director, Social Welfare Department, Government of Bihar, to mark World Elder Abuse Awareness Day organized by the HelpAge Bihar team.

UTTAR PRADESH



A signature campaign was organized by National Service Scheme, University of Lucknow, Uttar Pradesh, and Prof. Poonam Tandon, Dean Students' Welfare, along with students participated.

MADHYA PRADESH



In Bhopal, the HelpAge report was released by a panel of noted invitees. From left are Mrs. Sanskriti Gaur, State Head – Madhya Pradesh, HelpAge India, Mr. Mahendra Shukla, (Retd.) Director General of Police, Madhya Pradesh, Mr. K.C. Shrivastava, (Retd.) IAS, Mr. Surendr Shukla, Deputy Director, Nehru Yuva Kendra, Madhya Pradesh and Mr. Manohar Lal Baharani, Secretary, CSR Committee AISSCON.

ODISHA



Mr. Ashok Chandra Panda (fourth from right), Hon'ble Minister, Social Security and Empowerment of Persons with Disabilities (SSEPD) Department, Govt. of Odisha, released the HelpAge report, along with Mr. S.K.Priyadarshi (third from left), Cuttack-Bhubaneswar, Ms. Sulochana Das (centre), BMC Mayor, Mr. Ambika Prasad Nanda (third from right), CSR Head - Tata Steel, Ms. Bikash Manna, HelpAge International, Ms. Nabanita Ratha (right), Professor Department of Sociology, Utkal University, Ms. Kasturi Mohapatra (second from left), Ex-Disability Commissioner and Ms. Bharati Chakra (left), State Head , HelpAge India, Odisha.

PUDUCHERRY



Elders gather in the streets of Puducherry for a cycle rally to mark World Elder Abuse Awareness Day organized by HelpAge India's Elderline team.

MAHARASHTRA



Ms. Priya, a representative of the transgender community visited Mumbai's Churchgate Railway Station and interacted with HelpAge's volunteers during an awareness drive, as part of the World Elder Abuse Awareness Day program.

KERALA



Students of Skill Adani perform a dance at Vizhinjam, Kerala, during the World Elder Abuse Awareness Day function, while elders look on.

ELDER EMPOWERMENT: Breaking the Barriers of Age



102-year-old Lakshi Maity from Kolaghat, West Bengal, is a true change-maker for the simple fact that she has effectively disrupted the status quo at her village and beaten the myth of ageing, as she continues to work despite her age and is an inspiration for others in her village. This is her story of survival.

Maity can be found sitting with her mound of vegetables in the market on any given day, smiling and greeting buyers in local Bangla dialect. She has earned a legendary position in the larger town.

"My husband died 48 years ago due to illness. We went days without eating. To keep the house running, I took over his vegetable vending business. My vegetable business thrived thanks to the backing of our Elder-Self-Help-Group, which HelpAge helped set up 8 years ago, by providing

them the initial seed money. The Group later helped my son's tea-snacks vending business," Maity explains.

Not only has the centenarian become self-sufficient, but she has also served as a fulcrum and catalyst for change, for the entire community, along with her son, daughter-in-law and two grandchildren.

Just like Maity, more than 1 lakh elderly have been provided social security by HelpAge, through more than 8000 Elder-Self-Help-Groups, 70% of these Groups today are now functioning independently as a sustainable income generation model. Its Elder-Self-Help-Group model has been adopted by National Rural Livelihoods Mission under the Ministry of Rural Development and by the Ministry of Social Justice & Empowerment. HelpAge India is supporting the Ministry of Social Justice & Empowerment under its Action Groups Aimed at Social Reconstruction (AGRASR) Program through a Technical Support Unit providing hand-holding and training across 15 states and is the Technical Support Agency for the National Rural Livelihoods Mission.



Senior Citizens 'Get Active! Stay Active!' at the TCS World 10K Bengaluru Senior Citizens Run

Over 700 senior citizens participated in TCS World 10K Bengaluru Senior Citizens Run this May, showcasing their undying spirit, as they advocate HelpAge's motto of active ageing – 'Get Active, Stay Active' for which HelpAge came on board as Institution partner. The event was organized by Procam International and sponsored by TCS. It also witnessed the spirit of 90+ Ramachandran who took part in the run, challenging his younger counterparts.



IMPACTING ELDER LIVES: Partnerships & Advocacy

Mental Health Awareness



Ms. Bharati Chakra, State Head, Odisha, HelpAge India (left) had the honour of speaking on the mental health of older women at the 'National Parliament for Women and Issues & Challenges faced by them' organized by the State Commission for Women, Odisha. It was supported by the National Commission for Women and attended by the Women Commission members of all states.

Building Awareness



In a program organized by Janseva Foundation and the Ministry of Social Justice & Special Assistance, Govt. of Maharashtra, Mr. Prakash Borgaonkar, State Head - Maharashtra & Goa (right) addressed a gathering of 1000+ Senior Citizens on June 15, World Elder Abuse Awareness Day at Balgandharva Rangmandir, Pune. He spoke about the significance of the day and the various initiatives by HelpAge India.

Shaping the Future



Mr. Girish C. Mishra, National Director - Livihoods & Emergencies, Jharkhand & Bihar, HelpAge India, facilitated an orientation cum sensitization session of newly recruited officials of the Bihar Administrative Services on the implementation of The Maintenance and Welfare of Parents and Senior Citizens Act, 2007, as well as the various schemes for the elderly, before they embark on their roles as Assistant Director, Social Security, in the various districts of the State.

Impactful Partnerships



HelpAge India has entered into a partnership with West Bengal State Rural Livihoods Mission (Anandadhara). Together we will be working under the NRLM and Action Groups Aimed at Social Reconstruction (AGRASR) program to help elders regain their independence and dignity through sustainable methods of income generation.

CORPORATE SOCIAL RESPONSIBILITY

Over the years the elder cause has received increasing support from Corporates, especially in the area of elder healthcare. Corporates are becoming more and more aware of their role and the impact they can make in society by contributing their bit. HelpAge thanks them for their generosity & sensitivity in supporting the elder cause. Here are some initiatives taken by some of our supporters.

MILACRON INDIA



Milacron India helped HelpAge India make a difference in the lives of disadvantaged elders & their community in Ahmedabad, Gujarat by supporting a Mobile Healthcare Unit which will ensure them affordable healthcare.

HONDA INDIA FOUNDATION



Honda India Foundation helped us make a difference in the lives of poor elders & their community in Vitthalpur, Gujarat by supporting a Static Medical Unit (SMU). Noted guests from Honda present were Mr. Vinay Dhingra, Director - GCA, Mr. Katsuyuki Ozawa, Director - GCA, Mr. Takashi Yashima, Director & CFO.

VOITH GROUP



Faridabad Mobile Healthcare Unit organized a multi-specialty health check-up camp with the support of Voith Group.

ORIENTAL CONSULTANTS INDIA



A new Mobile Healthcare Unit supported by Oriental Consultants India Private Limited was launched in Manesar, Haryana. In attendance were (from left) Ms. Rojibala, State Head - Delhi/NCR, HelpAge India, Ms. Ashima Saini, Head - Resource Mobilization, HelpAge India, Mr. Yasunori Hashimoto, Managing Director, Oriental Consultants India, Mr. Kamal Sachdeva, Director, Oriental Consultants India, Ms. Priya Kumari, Deputy Director, Oriental Consultants, Mr. Kamal Balani, Deputy Director - Resource Mobilization, HelpAge India and Mr. Manoj Rawat, Social Protection Officer, HelpAge India.

SHYAM METALICS



HelpAge India supported by Shyam Metalics launched a Mobile Healthcare Unit to provide accessible and affordable healthcare to disadvantaged elders in villages of

Sambalpur, Odisha. Noted guests present were Mr. Berries Dumdum, Tahasildar, Rengali. From Shyam Metalics were Mr. Rochak Bhardwaj- CSR Head, Mr. B. Panda, AGM - Safety and Environment, Mr. Indrajit, AGM - Safety.

TEVA PHARMACEUTICALS INDUSTRIES LTD.

A new Mobile Healthcare Unit was launched in Ambarnath, Maharashtra, supported by TEVA. Present at the launch were Mr. Sunil Bhansode, Ambarnath THO, Mr. H.C.



Krishna Prasad - Sr. Director TEVA, Dr Hemant Mamania, V.P. and Site Head, Mr Prakash Bargaonkar Head- Maharashtra and Goa were present.

STUDENT ACTION FOR VALUE EDUCATION (SAVE)



Students from Delhi Public School, Howrah (West Bengal), celebrate 'World Music Day' and 'World Yoga Day' at Kalyan Ashram old age home, with elder residents and seniors.



Young school students of Venkateshwar School, Dwarka (Delhi), visit and interact with elder residents of Bindapur old age home, bringing a smile on their faces and learn from listening to elder experiences.



Students visit residents of an old age home in Jammu (J & K), as part of an awareness drive to mark 'World Elder Abuse Awareness Day', and tie HUG bands on elder hands, signifying HelpAge's inter-generational bonding initiative of 'Help Unite Generations'.



Total No. of Pages: 10

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. Sonali Sharma
Associate Editors: Ms. Neerja Dasani, Ms. Ishanti Ghose

**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/-**