

COVER STORY : HelpAge India marks International Day of Older Persons

HelpAge

NEWS



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HelpAge India

Fighting isolation,
poverty, neglect

EDITOR Speaks

Dear Reader,

Greetings! The last quarter of 2022 was an eventful one with many new initiatives being taken up for our senior citizens. HelpAge India marked 'International Day of Older Persons' with the launch of 'Saarthak' – a community-based initiative for the Mental Wellbeing of Elderly, in collaboration with the National Institute of Mental Health and Neuro Sciences (NIMHANS), with 'National Programme for Health Care of Elderly' (NPHCE) providing technical support. Mental health issues such as loneliness, depression and anxiety, have been on the rise among the elderly, especially since the COVID-19 pandemic, but little attention has been given to this vulnerable segment of the population.

On the other hand, in a move to digitally empower India's elders with focus on ensuring they are protected against internet fraud and scams, we launched 'Project Surakshit', an online safety skills program for 50,000 elders across India, with grant support from Google.org. Live workshops are being held across the country where senior citizens get guidance on how to identify online scams and what online safety measures to take, while paying their utility bills, doing online banking transactions, booking cabs etc.

Creating history, one of our landmark projects was launched in one of the remotest regions of the country, with the inauguration of the national helpline, Elderline (14567) for senior citizens in Ladakh, aiming to serve and protect elders living in this region. Operationalised by HelpAge India in collaboration with the National Institute of Social Defence, Ministry of Social Justice & Empowerment, Govt. of India and Department of Social & Tribal Welfare, Ladakh, we hope to reach the unreached vulnerable elders of this region.

A common theme that ran through the most significant landmarks of the past few months was of creating inclusion, access and a sense of community for senior citizens.

Lastly, we were honoured to be recognised for our service to the cause of impoverished elders in India with the Sat Paul Mittal Platinum Award 2022.

Our focus continues to be on keeping our elders safe, healthy and happy. The support that we extend to each and every elder and their family, would not be possible without you, our donors.

Sonali Sharma
Head - Communications

HelpAge India marks 'International Day of Older Persons'



Mr. Rohit Prasad, CEO, HelpAge India, Guests of Honour - Dr. Vinod K. Paul, Member, NITI Aayog, Govt. of India and Mr. Rakesh Bharti Mittal, Past President CII, VC, Bharti Enterprises light the inaugural lamp as HelpAge India marks International Day of Older Persons 2022 at the India International Centre, New Delhi.

On the eve of UN 'International Day of Older Persons', HelpAge India launched 'Saarthak' a community-based initiative for the Mental Wellbeing of Elderly, in collaboration with the National Institute of Mental Health and Neuro Sciences (NIMHANS), a leader in the area of mental health and neurosciences, with the 'National Programme for Health Care of Elderly' (NPHCE) providing technical support. The project aims to strengthen the community based mental health care support, by building the capacity of 10,000 non-specialist health workforce and community caregivers, on geriatric mental health across the country, over a period of one year and subsequent scale-up.

The project was jointly launched at Delhi's India International Centre, by Dr. Ritu Rana, Mission Head – Healthcare, HelpAge India, and Dr. P.T. Sivakumar, Professor of Psychiatry Unit, Head Geriatric Psychiatry Unit, NIMHANS, in the presence of Dr. Vinod K. Paul, Member, NITI Aayog, Govt. of India, and Mr. Rakesh Bharti Mittal, Past President CII, VC, Bharti Enterprises, at the function.

Launch of 'Saarthak'



Alongside in the national capital, corporates, educational institutions, and individuals were recognized for their exemplary contributions towards HelpAge's services for the disadvantaged elderly during the Award & Recognition ceremony.

SNAPSHOTS

from across the country

The day was also marked across the country through various events such as inter-generational walkathons, marches, fun activities for elders, seminars, etc. Here are a few glimpses of the activities across India:



GOA

A Walkathon was held in Panaji to raise awareness on the needs and rights of the elderly, which was flagged off by Hon'ble Chief Minister, Government of Goa, Dr. Pramod Sawant.



PUDUCHERRY

Pondicherry Tourism Development Corporation helped make the day memorable for elders by organizing an outdoor excursion for 150 disadvantaged old age home residents, by taking them on a boat tour to Paradise Beach.

Recognizing Partners & Changemakers

AWARDEES

- **M.M. Sabharwal Award** - SJVN Foundation
- **P.L. Roy Award** - REC Foundation
- **Samson Daniel Award** - Ryan International Group of Institutions
- **Gold Plate Award** - NSE Foundation and Cipla Foundation
- **Silver Plate Award** - The Hans Foundation and Adani Foundation
- **Bronze Plate Award** - Teva Pharmaceuticals, India

Covid Care Awardees

- HSBC India
- Procter & Gamble Health Limited
- Julius Baer
- JP Morgan Services India Private Limited
- Asian Paints Limited
- Nayara Energy Limited
- John Snow, Inc.
- UNFPA India

Plaque of Recognition: CSR

- NALCO Foundation
- ABB India
- Fullerton India Credit Company Limited
- GMR Varalakshmi Foundation
- Isthmus Industries Private Limited
- JSW Foundation

Plaque of Recognition: Social Impact

- Confederation of Senior Citizens Associations of Delhi
- National Institute of Social Defence (NISD)
- CSC Academy
- Akshayvat Bujurg Mahasangh
- Sri Chaitanya Seva Trust
- CanSupport

Plaque of Recognition: Educational Institutions

- Kendriya Vidyalaya Sangathan
- Techno India Group Public School
- St. Karen's Group of Schools, Patna
- Seth Anandram Jaipuria School, Ghaziabad
- O. P. Jindal School, Raigarh
- Lakshmi Pat Singhania Academy
- P V Modi School, Rajkot
- Delhi Public School, Secunderabad
- Police DAV Public School, Jalandhar
- St. Xavier's School, Hazaribagh
- Dr. Virendra Swarup Education Centre

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UTTAR PRADESH



In Lucknow, 101-year old Mr. Mahesh Chandra Dixit (Dada) was felicitated with the centenarian Shatayu Samman Award. Chandra is retired Director General Civil Aviation and was the first ever

recipient of the Ashok Chakra Award. The Chief Guest at the event was Mr. Asim Arun, Hon'ble Minister for Social Welfare, Uttar Pradesh and the Guest of Honor was Dr. Hari Om, Principal Secretary Social Welfare, Uttar Pradesh.

KARNATAKA



In Bengaluru, HelpAge India marked the day in association with the Department of Empowerment of Differently Abled & Senior Citizens, Govt. of Karnataka, with Hon'ble Chief Minister, Basavaraj Bommai gracing the occasion.

PUNJAB



The residents of HelpAge India's Patiala old age home were treated to a very special meet and greet with the Hon'ble Governor, Punjab, Shri Banwari Lal Purohit at Punjab Raj Bhavan on the occasion of IDOP.

TAMIL NADU



In Chennai, HelpAge marked the day with a memorable event, where assistive devices were distributed to senior citizens and Chief Guest, Tmt. D. Rathna, I.A.S., Director – Social

Welfare and Women Empowerment, Tamil Nadu, presented the Golden Award to Padma Shri Dr. V.S. Natarajan, Senior Geriatrician for his service to the welfare of the society and his contribution towards elder care for over 50 years.

ANDHRA PRADESH

In Hyderabad, 95-year-old Professor Chilukuri Santhamma was felicitated during the International Day of Older Persons event marked by HelpAge in the state. Sri Vikas Raj, IAS, Chief Electoral Officer & E.O, Principal Secretary to Government, did the honours. Santhamma is soon to enter the Guinness Book of World Records as the oldest living professor in the world.



MAHARASHTRA



The Government of Maharashtra organized a day long programme in Mumbai, celebrating and honouring senior citizens and organizations working for the elder cause. The Chief Guest was MLA Shri Rahul Narvekar, Speaker of Maharashtra Legislative Assembly. HelpAge India was felicitated for its outstanding service towards agecare and its intervention towards the welfare and development of senior citizens in Maharashtra.

VISION RESTORATION - Regaining Life's Radiance



65-year-old Ningavva Kunnur belongs to a remote village in the Dharwad district of Karnataka. She got married at a young age and had dreams of a happy family with children, who would bring joy in the couple's life and support them in their old age. However, it was not meant to be. She lost seven children during childbirth. Due to financial constraints the couple could not seek any medical solutions for their situation and eventually gave up on having children. 15 years ago, Ningavva lost her only source of support and companionship, with the death of her husband. Since then, Ningavva has been staying all alone in a tiny house with bare minimum facilities, surviving on the meagre financial support provided by the government.

Soon Ningavva began noticing the vision in both her eyes slowly started failing, making it difficult to carry on even simple daily tasks for survival. Being alone, she had no one to help her or accompany her to the hospital to get her eyes checked. Fortunately, she heard from her neighbours that there was a free eye check-up camp being organised in a neighbouring village by HelpAge India. Ningavva decided to go along with her neighbours.

In the camp, she was diagnosed with cataract in both eyes. She was told that since she could not afford the surgery, it would be free of cost for her and that she need not worry about affordability. It was a huge relief for Ningavva, and she readily agreed for surgery. She was then taken to HelpAge India's

partner hospital in Hubli, where she underwent the surgery and intra-ocular lens implants. For Ningavva, regaining her eyesight was like having her life back and the strength to take on whatever challenges life would now throw at her.

SPECIAL DIWALI CAMPAIGN

Aankhon Ka Tara



HelpAge India launched a unique campaign titled 'Aankhon Ka Tara', aimed at helping restore vision of India's disadvantaged elderly, who for the want of a simple pair of spectacles or cataract surgery, are unable to see or live life with dignity.

HelpAge India urged people to bring light into the lives of these poor & disadvantaged elders and contribute their bit. BIG FM partnered with HelpAge for this campaign across 8 cities.

HELPAge INDIA FEATURED AS NGO OF THE MONTH



HelpAge India was featured as 'NGO of the Month' on Social App Hub, a part of Vodafone Idea Foundation's 'Connecting4Good' program implemented by NASSCOM Foundation, that fosters the use of mobile technology for Social Good.

Impacting Elder Lives: Launches & Partnerships

LAUNCH OF 'Project Surakshit' WITH SUPPORT OF Google.org



In a move to empower India's elders HelpAge India launched an online safety skills program for 50,000 elders across India, with grant support from Google.org, to tap into the convenience of digitally accessible services, whilst

ensuring that they are protected against internet fraud and scams.

Announcing the grant, Sapna Chadha, VP, Marketing, Google India & South-East Asia, said, "The internet has been an enabler for many, and in particular, the elderly, to lead more independent and empowered lives, especially over the course of the pandemic. However, fraudsters frequently target senior citizens to take advantage of their differing levels of comfort with digital.

It is critical that we build online safety awareness amongst elders so that they can thwart the machinations of bad actors right at their fingertips. Google.org is pleased to fund HelpAge in extending their elder care efforts to this altogether new frontier of online safety to ensure that the elderly can develop greater confidence in digital.

We're looking forward to HelpAge bringing their longstanding experience of working with our elders to make these essential skills simple and easy to adopt."

RELEASE OF REPORT SUPPORTED BY UNFPA: 'Good Age Care Practices during COVID-19 Pandemic'



HelpAge India released a report 'Good Age Care Practices during COVID-19 Pandemic' that researched the role played by voluntary organisations in supporting the State and Central governments efforts during the pandemic. The report supported by UNFPA was released in Delhi on 'International Volunteer Day'. The launch was followed by a high-level multi-stakeholder panel, attended by Ms. Andrea Wojnar, Representative UNFPA India and Country Director Bhutan, Mr. Amarjeet Sinha, Former Secretary, Department of Rural Development (Govt. of India), Prof. Santosh Kumar, National Institute of Disaster Management and Mr. Harsh Jaitli, CEO, VANI, who shared their learnings from the ground.

LAUNCH OF LADAKH ELDERLINE



At India's pinnacle, a unique collaborative project to help elders in their time of need was launched, with the inauguration of the Ladakh national helpline for senior citizens **Elderline (14567)** by Ms. Padma Angmo, Secretary, Department of Social and Tribal Welfare Ladakh. The project is being implemented by HelpAge India in collaboration with the National Institute of Social Defence and Department of Social and Tribal Welfare Ladakh.

Samiksha: Strengthening Health Response Systems for Older Persons



HelpAge India held a panel discussion on 'Strengthening the Health Response Systems for Older Persons' where a special address was given by Mr. Rajiv Manjhi, Joint Secretary, Ministry of Health and Family Welfare, Government of India. Mr. Manjhi spoke about HelpAge India's role in the creation of the National Program for Healthcare of the Elderly (NPHCE), which he is leading and its vision on focussing not on ageing, but instead on healthy ageing.

Mr. Kiran Karnik, Chairperson, HelpAge India, also graced the occasion and addressed the audience. Mr. Karnik spoke about how COVID-19 was a learning experience that revealed the need to fine-tune our health systems and that in order to understand elder needs and challenges better, we need advancements in geriatric research.

CORPORATE SOCIAL RESPONSIBILITY

Providing basic healthcare to disadvantaged elders, is one of the main focus areas of HelpAge India. We are extremely grateful for the generosity and support of corporates, for supporting our healthcare initiatives, especially our Mobile Healthcare Units (MHU) programme. Here are some of the initiatives taken by our partners:

GEOJIT FINANCIAL



HelpAge India recently conducted multiple eye camps in Ernakulum, Kerala, with the support of Geojit Financial. Free eye screenings and cataract surgeries were conducted for senior citizens.

HITPA



With the support of HITPA, cataract surgeries will be conducted for disadvantaged elders, helping restore their sight and dignity.

JSW Group



JSW Group supported a new Mobile Healthcare Unit for disadvantaged elderly in Barmer, Rajasthan, to help provide sustainable healthcare solutions to elders through free and accessible medical services and health awareness.

AM/NS



ArcelorMittal Nippon Steel India (AM/NS) supported 2 Mobile Healthcare Units in Odisha and Gujarat. Special guests from AM/NS at the launch of the Paradeep-2 MHU in Gujarat included Mr. G. Suresha, ED, Mr. Vikash Ch. Yadavendu, CSR Head, and Mr. Debasish Swain, CSR Head - Paradeep.

KALBURGI CEMENT PVT LTD



HelpAge India is grateful to Kalburgi Cement Pvt. Ltd, for supporting a new Mobile Healthcare Unit in Gulbarga, Karnataka, through which it will be able to provide primary healthcare & create health awareness amongst poor and disadvantaged elders and their community.

BLANKET DRIVE WITH SELECT CITY WALK MALL



HelpAge India and Select CITY WALK joined hands for a blanket donation drive in Delhi to help spread warmth this winter. The general public were encouraged to donate blankets for the needy, to help them stay protected from the biting cold the city experienced this winter.



HELPAGE LITTLE CHAMPION



A special thank you from the HelpAge India family to the Little Champion supporter, Syed Rahamathullah Ahmed, Student of Class 5, SBOA Global School, Chennai, for his contribution to the elder cause under HelpAge’s Student Action for Value Education (SAVE) programme!

An ‘Anubhava Yatra’ for Raipur elders



Raipur Smart City organized a wonderful tour for senior citizens to witness the developments in Raipur, Chhattisgarh. The Mayor of Raipur, Mr. Aijaz Dhebar, accompanied elders on this tour and gained their valuable feedback and blessings.

HELPAGE INDIA HONOURED WITH THE SAT PAUL MITTAL NATIONAL AWARD



HelpAge India was honoured to receive the Platinum Award 2022 under the Sat Paul Mittal National Awards category for its service to the cause of disadvantaged elders in India. The award was presented at an event in Ludhiana by the Governor of Punjab, Sh. Banwarilal Purohit and was received by Rohit Prasad, CEO, HelpAge India. The Sat Paul Mittal Award, for outstanding service to humanity was instituted in 1992 by Nehru Sidhant Kender Trust, Ludhiana in the fond memory of its Founder President Late Shri Sat Paul Mittal.

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