

COVER STORY: Launch of 2023 report on 'Women & Ageing'

HelpAge

NEWS



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 **HelpAge India** | Fighting isolation, poverty, neglect

EDITOR Speaks

Dear Reader,

An integral part of our elder population which often is the last and lost in line, when it comes to addressing their needs, are older women. This year marking 'World Elder Abuse Awareness Day', for the first time we delved into exploring this area and released a nationwide research report titled 'Women and Ageing: Invisible or Empowered?'. The report which was released across the country, shed light on the status of older women in India and their needs. It explored the aspects of elder abuse and discrimination, ownership of older women to financial resources, employment opportunities, health care needs, digital inclusion, safety and use of redressal mechanisms among others.

There was also a deep focus on conducting awareness & training sessions vis a vis elder caregiving. As per the report, 67% of older women are taking care of family members who are unable to carry out their daily activities. HelpAge India's elderly caregiving training programme is helping reduce their burden, by upskilling unemployed youth from disadvantaged backgrounds to become caregivers and link them to gainful employment. We are proud to share that this programme is now certified with the National Skill Development Corporation under the 'Skill India' programme.

We also continue to track the impact we are making on ground, through the lives we have touched. The journey of Nirod Baran Adak from West Bengal, that you will read in this edition of the Newsletter, is one such inspiring story. He is not only an example of active ageing but also a contributor to climate change, a true ecological warrior who has impacted the community.

Another new initiative, that aims to bring together generations, is our 'Digital GuruCool' programme, which combines our Student Action for Value Education (SAVE) and our Digital Literacy programme for senior citizens. It is heart-warming to see students take on the role of 'digital gurus' by teaching senior citizens how to navigate the digital world through their smartphones.

We will continue in our efforts to empower India's elders and help them live healthy and dignified lives. For this, we look forward to your continued support and goodwill. Let us together fill their lives with love and joy as we enter the New Year!

Wishing you a very Happy & Prosperous New Year 2024!

Sonali Sharma
Head - Communications

Launch of Report 'Women & Ageing: Invisible or Empowered?'



NATIONAL CAPITAL - DELHI: Launch of HelpAge's nationwide research report '**Women & Ageing: Invisible or Empowered?**' by (from left) – Mr. Rohit Prasad, CEO, HelpAge India, Mr. Kiran Karnik, Chairperson, HelpAge India, Mr. J.R. Gupta, Chairperson, Confederation of Senior Citizens, Delhi, Ms. Anupama Datta, Head - Policy, Research & Advocacy, HelpAge India, Prof. Pinky Mathur Anurag, Director, Centre for Human Rights Studies, OP Jindal Global University, Dr. Meera Khanna, Social Activist and Trustee, Guild for Service, Ms. Sharmila Tagore, Veteran Actress, Dr. Mala Kapoor Shankardass, Rtd. Sr. Faculty, Department of Sociology, University of Delhi, Ms. Rita Dhamija, ACP - Crime Against Women (CAW), Delhi Police, Dr. Imtiaz Ahmed, Mission Head – Agecare, HelpAge India and Ms. Rumjhum Chatterjee, Vice Chairperson, HelpAge India.

HelpAge India, marked UN-recognized '**World Elder Abuse Awareness Day**' (June 15) with the release of its nationwide report - '**Women & Ageing: Invisible or Empowered?**' at the India International Centre, New Delhi. It also launched its campaign focusing on women's needs, titled **#MainBhiHoon**. A first-of-its-kind report, it explores the aspects of elder abuse and discrimination, access and ownership of older women to financial resources, employment and employability, health care, social and digital inclusion, safety and security, awareness and use of redressal mechanisms and much more.

The survey was conducted by research agency - Ipsos Research Private Limited. The report was spread across the length and breadth of the country covered both rural & urban India spanning across 20 States & 2 Union Territories and 5 Metro Cities, with a sample size of 7911, covering SEC B, C & D categories.

The report findings have helped facilitate dialogue around the financial, social, digital, health and well-being related needs of older women at various levels. We are now working with stakeholders across the private and public sectors to initiate collaborative efforts to best address the challenges faced by older women and provide policy and implementation level solutions, to ensure holistic inclusion of the female ageing population of our country.



“We should stop looking at old age as a burden. We have to re-look at how we see age. We have to reframe old age as a time, when there are new things to learn” - Sharmila Tagore, Veteran Actor.

SNAPSHOTS

from across the country

Thousands of senior citizens participated in various HelpAge events marking the day across India, from signature campaigns, to seminars, pledge campaigns and much more. Here's a glimpse of the activities across the county:

LADAKH



The Hon'ble Lt. Governor Brig (Dr.) BD Mishra, graced our event at Leh Elders Village, Ladakh and released the nationwide report.

CHHATTISGARH

Shri R.K. Vij, Former Spl. DGP, Chhattisgarh, graced our event in Raipur, released the report and addressed the issues of ageing through a moving speech.



SALIENT FINDINGS OF THE REPORT

Women & Ageing: Invisible or Empowered?

- 81% older women live with their families.
- 44% older women are widowed.
- 50% older women consider elder abuse to be prevalent.
- 16% older women have faced elder abuse.
- 18% fear retaliation or further abuse.
- 16% have no awareness of available resources.
- 60% older women lack awareness on redressal mechanisms available for abuse.
- 80% older women are not aware of government welfare schemes.
- 16% are aware of the Maintenance & Welfare of Parents & Senior Citizens Act.
- 71% older women are not in a position to make decisions for themselves.
- 65% older women reported not having health insurance.
- 69% older women in India don't own any assets (such as vehicle, immovable/immovable property).
- 51% of the older women have reported being 'never' employed.
- 74% are not working.
- 32% older women want work till as long as possible.
- Nearly 70% of the older women have reported a lack of adequate and accessible employment opportunities.
- 53% of the older women do not feel financially secure. Of the 47% who do feel secure, 80% are dependent on their children for finances.
- 73% older women do not have any savings.
- 67% older women are in caregiving roles.
- 43% elderly women worry about getting physically hurt. 76% say its due to 'fear of falling' and 46% stating due to weak eyesight.
- 60% older women have never used digital devices.

Top 3 Suggestions to Prevent or Reduce occurrence of Elder Abuse

- Raising awareness on elder abuse through education campaigns (59%).
- Strengthening laws and penalties for elder abuse (51%).
- Providing training to caregivers to recognize and address elder abuse (43%).

BIHAR

In Patna, the day was marked with the report launch by chief guest, Justice (Retd.) Vinod Kumar Sinha, Chairperson, Bihar State Human Rights Commission.



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PUDUCHERRY



The Hon'ble Chief Minister of Puducherry, Mr. N. Rangasamy released the report on 'Women & Ageing: Invisible or Empowered?', along with Mr. C. Udaya Kumar, I.A.S, Secretary - Welfare and Mr. A. Kumaran, Director - Social Welfare. They also participated in a signature

campaign, before flagging off a bike rally in solidarity with the elder cause. The Chief Minister urged people to raise awareness, foster respect, and cultivate a more inclusive society that uplifts and empowers our elderly women.

PUNJAB



Senior Citizens Home, Punjab, held a seminar to raise awareness about elder abuse, where the nationwide report was released by special guests Mr. Raman Bahl, Chairman - Punjab Health

Systems Corporation & Mrs. Archana Bahl. They were joined by Ms. Inderbir Kaur, Punjab Police District In-charge and Mr. Neeraj Mahajan, Chairman - Naya Yug Nayi Soch Welfare Society, who participated in the discussion on the issues faced by older women in India. Talented students from Science Sapiens Coaching Centre presented a beautiful cultural programme highlighting the issue of elder abuse, and interacted with the elders, sharing some heartwarming moments.

TELANGANA



Ms. J.J. Shobha (centre), an Arjuna Awardee and Olympian in athletics, released the nationwide report at Hyderabad, Telangana, marking the day. The event also witnessed some sensitive performances by the employees of JP Morgan Chase & Co. who through songs and skits emphasized the widespread issue of elder abuse, aiming to raise awareness and foster empathy towards the silent sufferings of older women.

TAMIL NADU



In Tamil Nadu, Dr. Justice S. Vimala, Former Judge – High Court of Madras & Member, State Law Commission – Govt. of Tamil Nadu released the report marking the day. The

first copy was received by Dr. G. Vanitha, Dty. Commissioner of Police, Crime Against Women and Children, Greater Chennai Police. Tmt. G. Jayalakshmi, Addl Director – Commissionerate of Social Welfare & Women Empowerment – Tamil Nadu, took the HelpAge pledge for elder care, along with students from Velammal Engineering College - Surapet, Stella Maris College & Madras School of Social Work.

Mother Nature's Elder Custodian



79-year-old **Nirod Baran Adak** from Saluka village in West Bengal has created an ecological revolution that is transforming the land and lives around him. A member of the Baba 'Burohari Elder-Self-Help-Group' a part of the Maa Dakshineswari Village Level Federation, under project 'Saksham', he is an active participant in our livelihood programme enabling him to live a financially stable and independent life as a farmer.

But life wasn't always so for Nirod, the turning point came four years ago, when he participated in a HelpAge India training programme on organic farming in Supaul, Bihar, where he learnt how to make organic waste decompose, liquid manure, fertilisers, etc. He soon began preparing his own organic manure and pesticides, and used them on his patch of agricultural land and began to see much better results in his yields. His profit margins increased considerably with the money he was saving, by not

buying chemical fertilisers and pesticides. With a desire to help others, Nirod began training other farmers in his village helping them make a profit, as well as, improving the health of their lands. Seeing the remarkable results, neighbouring villages soon began seeking his expertise. He has now trained over 50 Elder-Self-Help-Groups!

A tireless ecological warrior, Nirod Baran is truly Mother Nature's custodian. When the world is grappling with the climate crisis, this motivational elder is helping plant a better future for us all!

IMPACTING ELDER LIVES THROUGH AWARENESS & TRAININGS

Raising Awareness on Mental Health



Dr. Ritu Rana, Mission Head - Healthcare, HelpAge India, spoke about the importance of community based Geriatric care for elderly during a session on mental

health and senior citizens, at the 13th National Conference of Indian Association of Epidemiologists, held in New Delhi.

Combating Social Isolation with Tech



HelpAge India CEO, Mr. Rohit Prasad, talks about the role of Digital technology in combating social isolation and delivering happiness,

and bridging the gap through Tech Innovations for ease of senior living, at the National Health Conclave 2023 in Bengaluru, Karnataka organised by Vayah Vikas & AHPI.

Collaborations for a Cause



HelpAge India's elderly caregivers training programme is now certified with the Domestic Workers Sector Skill Council of the National Skill Development

Corporation (NSDC) under the Hon'ble PM's flagship programme - 'Skill India'. HelpAge's programme helps upskill unemployed youth from disadvantaged backgrounds to become elderly caregivers and links them to gainful employment. The MoU was signed at HelpAge's head office in New Delhi by Ms. Mona Gupta, CEO, DWSSC and Mr. Rohit Prasad, CEO, HelpAge India.

Skill Training for Geriatric Care



After the completion of a Skill Training Programme for Geriatric Care in Gujarat, 50 incredible women were awarded certificates of participation. This three-month course by HelpAge India, aimed to tackle the caregiver crisis in India, by nurturing skilled and knowledgeable caregivers, who would go on to provide much needed care for our elders.

Promoting Active Ageing



HelpAge India and Koratty Gram Panchayath signed an agreement to establish an Active Ageing

Center in Nalukettu, Kerala. This initiative will be key in educating communities about elderly care, training youth as caregivers, and enhancing the skills of health workers in geriatric care. The agreement was signed by Mr. Rohit Prasad, CEO, HelpAge India (centre), and Mr. Jyothish Kumar, Secretary of Koratty Gram Panchayath (left).

Silver Stories of Independence



HelpAge India marked Independence Day with its campaign '#SilverStoriesofIndependence', where we shared the stories of those elders above the age of 90, who helped build young India.

Mr. Charan Singh, 99 years, served in the Indian army during World War II. **Ms. Ravuri Manorama**, 98 years, took part in the Quit India movement and **Mr. Amar Nath Pandey**, 91 years, participated in the celebration of India's freedom movement as a 14 year-old. HelpAge is proud to serve these amazing elders who gave so much to the nation, through its various programmes.

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 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.

TE CONNECTIVITY



HelpAge India, with the support of **TE Connectivity**, recently launched a **Mobile Healthcare Unit (MHU)** in **Pune**, Maharashtra. Our endeavour is to ensure easy access to healthcare services for destitute elders, by servicing remote and hard to reach areas, conducting health camps and providing health check-ups. Mr. S. Vishwanath, the Managing Director & GM – India, TE Connectivity India Pvt. Ltd., graced the launch event.

UDAIPUR CEMENT WORKS LIMITED



HelpAge launched a new **Mobile Healthcare Unit** supported by **UCWL**, a subsidiary under **JK Cement**

India, in Udaipur, Rajasthan, which will provide healthcare services to elders. Ms. Vinita Singhania, Chairperson, Udaipur Cement Works Limited attended the launch along with Mr. Shrivats Singhania, Director & Chief Executive Officer, Udaipur Cement Works Limited.

GIVE INDIA



HelpAge India held multispecialty health camps supported by **Give India**, where medicinal, nutritional and mobility support was provided to needy elderly and their community in Chhattisgarh, Uttar Pradesh, Punjab and Maharashtra.

NEWSPACE INDIA LIMITED



A Physiotherapy centre was launched with the support of **New Space India Limited (NSIL)** in Prayagraj, Uttar Pradesh, to provide treatment to elders with musculoskeletal diseases and mobility issues. Present at the

launch were: Justice S. C. Verma, Former - Lokayukt, Uttar Pradesh, Mr. Sumit Kumar, Chief Manager, Business Development (NSIL) and other representatives from NSIL and HelpAge India.

GURU KRUPA FOUNDATION



Guru Krupa Foundation came onboard to support the maintenance of **Tamaraiikulam Elders Village (TEV)** in Cuddalore, Tamil Nadu. TEV houses 75 vulnerable elder residents, it provides shelter to those who lost their homes, families & livelihoods and have nowhere to go. American Friends of HelpAge India (AFHI) facilitated this generous grant.

JSW GROUP



A new **Mobile Healthcare Unit** was launched with support from the **JSW Group** in Patiala, Punjab, which will bring essential healthcare

services to disadvantaged elders and their communities in the region. The MHU was launched by Mr. Gurlal Singh Ghanaur, MLA Ghanaur, in the presence of Mr. Vikas Jain, Plant Head, JSW, and SMO, Dr. Rajneet Randhawa, JSW.

CORPORATE SOCIAL RESPONSIBILITY

SUN TV NETWORK LTD.



Sun TV Network Ltd. supported 2 Mobile Healthcare Units (MHUs) for Coimbatore & Trichy, were launched in

Chennai, Tamil Nadu. These MHUs will provide healthcare for poor elders & create awareness, in remote areas of the regions.

WEIR MINERALS



A new Mobile Healthcare Unit (MHU) was launched in Bengaluru, Karnataka, with the support of **Weir Minerals**. Ms. Rebecca Frazer, Regional HR & SHE Director, APAC, Weir Minerals, was present at the launch. Our healthcare programme provides primary healthcare to destitute elders with our MHU bringing health services to the doorsteps of senior citizens in the most remote parts of India.

TERRI MINING PRIVATE LIMITED



With support from **Terri Mining Private Limited**, HelpAge India launched a new Mobile Healthcare Unit (MHU)

in Godda, Jharkhand. The launch event was attended by Mr. Prabhakar Jha, Site Director of Terri Mining Pvt. Ltd., Mr. Manish Jha, Local Head of Corporate Social Responsibility at Terri Mining Pvt. Ltd., along with representatives from HelpAge India.

FACT



Shri. Kishor Rungta, Chief Managing Director - **The Fertilisers and Chemicals Travancore Limited (FACT)** along with Mr. Rohit Prasad, CEO, HelpAge India, flagged-off the new Mobile Healthcare Unit (MHU) launched as a CSR initiative of FACT in Ernakulam, Kerala. This MHU will help us serve the elderly and their community in nearby villages and will be managed by HelpAge India.

LAXMI ORGANIC INDUSTRIES LTD.



Laxmi Organic Industries Ltd. supported a new Mobile Healthcare Unit (MHU) in the Ratnagiri district, Maharashtra, helping us reach elders & their community.

CIPLA FOUNDATION



Northern India was hit by devastating floods, and our Disaster Relief team was immediately on-ground helping with the relief

and rehabilitation efforts. In Himachal Pradesh, with the support of **Cipla Foundation**, we provided health services and relief kits to those affected and helped set up community kitchens.

Youth Action for Senior Empowerment

Inter-generational initiatives are essential for an age-friendly society, and we hope to help our elders become digitally & financially literate through this very bond of inter-generational exchange, through our workshops. Our new 'Digital GuruCool' programme, combines our Student Action for Value Education (SAVE) and our Digital Literacy programme for Senior Citizens, bringing together both generations. Students take on the role of 'digital gurus' by teaching senior citizens how to navigate the digital world through their smart phones. Starting with the Shriram Millenium School and The Shri Ram School in the Delhi NCR region, we extended our partnership with schools across the country, and conducted a marathon of workshops marking 'Grandparents Day'.



Young Champions



As a part of our on-going efforts to sensitize school children and youth about elder issues, students of Classes 1 & 2 from Spring Dale Senior School,

Amritsar, Punjab, collected over three lakh rupees to support the elder cause.



To help senior citizens become financially independent and secure, we conducted a Financial Literacy workshop for seniors with the help of young Mastercard employee volunteers.

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