

**CSR & ELDER CARE**  
**(A Monthly e-News Letter from AISCCON)**

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<b>IN THIS ISSUE</b>	<b>EDITORIAL BOARD</b>
<i>“No Country for Old Men” Abuse / Torture of Elders Adopt an Old Age Home Forthcoming Events Shining Example of CSR support</i>	<i>Dr.R.H.G.Rau, Chief Editor Dr. Dr. P.Vyasamoorthy Dr. T.M.Dak I.M.Bhalla M.Chidambara Rao, M.K.Raina, V.YetendraYadav</i>

***“No country for old men” -- From Sri RN Mital, Chairman CSR Committee***

‘No country for old men’, a famous picture suits India exceedingly well. A UN supported study carried out by Age Watch ranks India almost at the bottom among around 96 Countries studied. Even much smaller and economically weaker Countries fared better.

It reminds me of a recent issue of ‘India Today’ in which the concerns of the Central Govt towards the unproductive cows was compared with that for the so called unproductive senior citizens. India has around 122.98 million cows, according to the 2012 livestock census

Interestingly, a look at the numbers reveal that the government's proposed expenditure on caring for unproductive cows far outstrips the amount of public money dedicated to the welfare for India's senior citizen populace.

Going by even the most conservative calculation, the proposal to establish a cow shelter to accommodate 500 unproductive cows in each district will have the government spending about Rs 778 crore every year on feeding them alone, on the other hand, the government in 2014-15 had just spent around Rs 22 crore on taking care of over 4,000 senior citizens in government-backed 187 old age homes. It provides some food for thought .

### *Abuse/torture of Elders\_Reported by Sri YVSR Moorthy*

An 80 year woman who was abandoned by her family was admitted to a well known Old Age Home in Kadapa, by some good Samaritans. But her condition was no better at the Home where inmates were harassed and even food wasn't served on time. Her condition deteriorated and was rescued from the Old Age Home by the District Judge G. Srinivas. Subsequently, she died at RIMS Hospital during treatment .Doctors said she died of starvation. She was anemic and her legs lost strength due to malnutrition. The woman died alone as her identity could not be ascertained.

### *Adopt an Old Age Home for the poor*

There are only about 236 Free Old Age Homes for the poor in India against the mandate of at least one in each District that is a minimum of 731 while WHO has advised that considering condition in India there should be at least 2 to3 Old Age Homes for the poor in each District.

Moreover, the facilities and services in most of the old age homes for the poor are in pathetic condition such as no primary health care, too few toilets, no fans in dormitories, not enough cots and beds etc. In many there is no arrangement even for regular cooking; serving regular nutritive food does not arise. The management waits for the left over in eateries and Marriage parties etc. Adoption of such free old age homes to provide at least the essential services and nutritive food to our poor elders will be a good activity under CSR.

### *Forthcoming Events*

1. AISCCON is organizing its 17<sup>th</sup> National Conference in Indore on 4<sup>th</sup> and 5<sup>th</sup> November 2017. More than 1500 participants are expected. The theme is CSR for the Elderly. Complete details are available at <http://www.17thaisccon.org>. Subscribers to this newsletter are requested to register themselves in time.
2. **NMDC Hyderabad is sponsoring a half a day workshop on CSR on 7<sup>th</sup> September 2017 (afternoon). Representatives dealing with CSR activity from corporates mandated to spend on CSR, NGOs and a few Senior citizens' Associations would exchange ideas on CSR for the elderly. It is an awareness creation event.**

*From the Chief Editor's Desk*

**Shining Example of CSR Support in Haridwar**

BHEL Haridwar has been supporting Senior Citizens Forum in Haridwar in a number of ways. The physiotherapy centre was bubbling with activity when your chief editor visited the same on 20<sup>th</sup> June 2017. Other areas of BHEL, Haridwar CSR support are:

- Donation of four E-Rickshaws for transport of senior citizens to hospitals and special needs
- Financial assistance in running the community centre for seniors offering counseling, consultation, homeopathy care, and recreational facilities. Even telemedicine is a part of this venture.
- Building a Lifelong Learning center, unique and first of its kind in India (under way)

This collaborative effort between SCF and BHEL Haridwar is a true success story. Hats off to all those who made this initiative so successful. It is hoped that similar projects for the elderly with the support of CSR will come up in the near future.

Editor's Note: Initially this newsletter was intended to be Bimonthly. Due to huge response from the subscribing community and as decided by the Executive Committee of AISCCON we are trying to bring it out every month. Thank you, readers!