

HelpAge India voices the concerns of elders to help them live a more dignified existence. Established in 1978, its mission is *"to work for the cause and care of disadvantaged older persons and to improve their quality of life"*.

HelpAge advocates for their needs such as, for universal pension, quality healthcare, action against elder abuse and many more at the national, state and societal level, with the Central and State governments. The organization's programs are focused on direct interventions in the areas of **healthcare, agecare, livelihoods, disaster response** and **advocating for elder rights**. The aim is to serve disadvantaged elders in a holistic manner, enabling them to live healthy, active, dignified lives.

### HelpAge Program & Services



**Mobile Healthcare Unit:** This program seeks to provide sustainable healthcare solutions to elders and their communities. The core of the program is a sponsored Mobile Healthcare Unit (MHU). This Unit provides primary healthcare to the needy elderly, while simultaneously educates the community on preventive healthcare. Each MHU has a doctor, pharmacist and a social worker. There are more than 160 Mobile Healthcare Units working across the country, in over 22 states, and more than 2000 community locations, providing 3 million treatments.

**Restoration of Vision:** In India 66.2% people are blind due to cataract. 90% are elderly. Credible and competent eye hospitals are selected for carrying out surgeries with HelpAge India's support. All surgeries are performed only in base hospitals and not in make-shift camps. Since 1980, this program has benefitted more than 9 lakh elders, restoring their sight & dignity.



**Support a Gran:** There are thousands of destitute elders who need basic support. Over the years HelpAge India has enabled more than 30,000 destitute elderly sustain themselves with regular supplies of food rations, clothing and basic healthcare. Today, the program supports needy elders supporting their day-to-day sustenance, so they can live a life of dignity.

**Livelihood Support:** Elders struggling to survive, especially in rural India, live lonely, and impoverished lives. HelpAge organizes them into viable and sustainable Elder-Self-Help-Groups (ESHGs). The elders in these groups choose a viable livelihood activity that can generate income and pool their resources to support each other. These ESHGs are then federated into higher level community institutions so that they gain additional robustness. This model of HelpAge India has been adopted by the Ministry of Rural Development.



As per population projections there are 138 million elderly in India.

90 percent elders still need to work in order to survive.



**Pledge  
your  
support  
now!**

[www.helpageindia.org](http://www.helpageindia.org)

*“You don't stop laughing when you grow old, you grow old when you stop laughing.”*

- George Bernard Shaw



*Support an Elder  
Support HelpAge!*

**HELP AN ELDER!  
Call the Elderline  
14567**

**HelpAge India**

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**Geriatric Physiotherapy:** Under this program, elders with musculoskeletal diseases such as back pain, arthritis, paralysis and other age related mobility challenges are treated. The aim is to enable the elder mobility levels and make daily living easier. The services are provided through stationary physiotherapy clinics, mobile services to remote communities and elder residents of homes for the aged.

**Cancer and Palliative Care:** Cancer treatment in our country is highly priced and majority of elders are not covered by any form of medical insurance. HelpAge India provides palliative care to end-stage cancer patients, in partnership with a number of credible and competent cancer hospitals and organisations. Over 99,000 treatments have been supported since 1998.



**Old Age Homes/Day Care Centres:** A roof over their heads is the critical need of the destitute elder, sick and often abandoned by family. HelpAge India has established model homes for the aged in places such as Patiala & Gurdaspur in Punjab, Cuddalore in Tamil Nadu and Kolkata in West Bengal. Besides these, HelpAge has also supported old age homes across India.

**Elderline - 14567:** Is a National Helpline for Senior Citizens, an initiative of the Ministry of Social Justice & Empowerment (Govt. of India) in collaboration with National Institute of Social Defence (NISD), with HelpAge coming onboard as implementing partner in select states. The 'Elderline' project, offers assistance to older persons in need of emergency care & protection, helps create linkages with govt. schemes, provides emotional support, counselling, guides senior citizens on issues troubling them, not limited to technical, financial and legal support and provides information & critical help during disasters such as Covid19.



**Digital Literacy for Elders:** The increasing pace of change in technology often excludes elders from the mainstream social fabric. To tackle this, HelpAge has started an easy 'Digital Literacy' program introducing elders to the online world. Partner institutions, organizations and volunteers are encouraged to conduct basic tutorials for elders, using the HelpAge Handbook for senior citizens – *Computers and Smart Phones learning made easy.*

**Student Action for Value Education (SAVE):** Addressing the increasing gap between generations, HelpAge works hand-in-hand with schools across the country to inculcate values of care, love and respect towards the elderly, in young students so they grow to become responsible and caring individuals and are sensitive to the needs of the older generation.



**Disaster Mitigation:** The worst affected during disasters are the poor elderly, physically & economically vulnerable, they are often unable to reach relief vehicles in time. HelpAge provides immediate relief to such elders & their communities providing much needed relief, followed by rehabilitation measures, so they can live with dignity. HelpAge India's Disaster Rescue and Relief Unit was established in 1980, a first among voluntary organizations. It has been working during floods, earthquakes, cyclones and more recently the Covid 19 pandemic.