



Committed to serve

Link Age

(R.O.) New No.90, Rama Naicken Street, Nungambakkam, Chennai 600 034.

**A Monthly Journal for Service and Advocacy
to all Age Groups, by Senior Citizens Bureau**

Bestow
unconditional love

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From the Editor cum Chairman

Continuing Education

It is desirable that every adult, particularly the top management of any organisation, periodically updates his / her knowledge thru continuing education. This has become very essential in the present day fast changing technology. It is imperative that head of the organisation adopts himself first to the new techniques or developments or changes in order to implement the win-win situation in a competitive field. The same thing applies to the NGO or VO (Voluntary Organisation) in a different mode, i.e. service or advocacy.

The platform of continuing Education by face to face, offers many advantages and benefits, unlike virtual or e-platform. It gives an opportunity to exchange / share / interact with different stake holders in one venue. It is very flexible and different. You can clarify with faculty on the spot, and trigger many useful thoughts. Sharing is immediate and open to all.

I was thrilled to receive a mail in January 2016 end, about the "International Training Programme in Social Gerontology From" ILC-I / Pune, to be held at TISS / Mumbai from April 10 to 15, 2016. The announcement in Link Age / February 2016 issue and my individual appeal to many did not evoke any response. Appreciating the significance and importance of the subject as well as the organisers, I ventured to attend inspite of Physical pain, prohibitive fees and long duration w/o in-house boarding and lodging.

It was rewarding as I was sure. There were 27 participants, including Senior Citizens - 2, Mid Aged-Teaching Professionals - 3, Corporate Reps. - 4, & NGOs - 5, Youth-Research Scholars - 6, Medical Professional - 6 and Entrepreneurs - 3. There were two from South (Chennai), 2 from Nepal, 2 from North East. The majority is from Maharashtra followed by Gujarath and Rajasthan. Resource persons were specialists in their fields. There were 37 well structured sessions covering the entire gambit of the Gerontology.

I was the senior most participant and enjoyed the love, care, dignity and respect extended to me by all. They all appreciated my references to relevant case studies and the core areas of the subject. The gain out beat my pain. I wish and hope many will participate in coming years. INIA and ILC-I have signed a MoU to conduct the International programme every year. ❖

(Dr. Capt. M. SINGARAJA)



**Group photo picture of the participants of
"International Training Programme" in "Social
Gerontology", held in Mumbai from April 10 to 15, 2016.**

**Front Row : (L-R) : Our Chairman,
Mr. Jayanth Umranikar, Chairman/ILCI,
Dr. Marvin Famosa, Director / INIA,
Ms. Rosette Farrugia Bonello, INIA,**



**Please exercise your
franchise on 16.05.2016
without fail.**

**It is your democratic right and responsibility.
Senior Citizens have the privilege of
separate "Q" and ramp / wheel chair facility.
Please facilitate 100% polling.**

189th Programme**SENIOR CITIZENS BUREAU**

[R.O.] 90, Rama Street, Nungambakkam, Chennai - 600 034.

Ph : (044) 2823 1388; E-Mail : singaraja@gmail.com



and

U3A CHENNAI*Coridally invite you for a***Workout Session on
"PHYSICAL AND MENTAL WELLNESS
FOR THE ELDERLY"***by***The Sociologist and Psychologist****Dr. (Capt.) M. SINGARAJA,**

(Chairman, Senior Citizens Bureau & U3A Chennai.)

Date & Time : 21.05.2016 (Saturday), at 3.30 p.m.**Venue :** 94 (30), Chetty Street, Ayanpuram, Chennai - 600 023. (Land Mark : Near Gopikrishna Theatre, Railway Quarters Bust Stop **or** VOC Bus Stop, New Avadi Road, Near Anna Nagar Crematory)**All are welcome.****S. Jayakumar**

Secretary General, SCB

Note : The workout session is for about an hour, from 4.00 pm to 5.00 pm, with registration and welcome drink at 3.30 pm. Pant - T-shirt / Salwaar- Kamees will be comfortable for the workout. High Tea will be served at 5.30 pm. The host Tmt. R. Nirmala will distribute the jack fruits from her house tree.

Book Launch

An English book "Generation Gap - Real Life experience retold" authored by Padmasri Dr. V.S. Natarajan, and Hema Narasimha will be launched at 6 pm. on 18.05.16 at Vani Mahal (Obul Reddy Hall), G.N. Chetty Road, T. Nagar, Chennai - 17. All are welcome. ❖

EC Meeting

E C Meeting for the month of April, was held at 2.30 pm, on 24th April 2016, at Intuition of Valuers, Mylapore. It was presided over by Dr. Capt. M. Singaraja, Chairman / SCB. The Minutes of the last meeting held on 19.03.16, was read and adopted unanimously. The trial balance and statement of accounts for Year Ending 31-3-2016 was presented by Vice Chairman Mr. Prakash H Lulla and adopted unanimously for sending to the auditor. A resolution was passed to get facility of Internet Banking and ATM card from our Banker, Axis Bank, Mylapore, Chennai. Then April born members were warmly greeted, particularly Padmabushan Dr. M. Sarada Menon (92), and Thiru S P Ambrose (88), IAS (Rtd.) both Members of SCB Advisory Committee. Then the Chairman gave an over view of the past and forthcoming programs. 11 of our members recently attended a Camp on Art of Graceful Ageing by CCVS / Allahabad. A few more members are going to attend the same at Rishikesh in June 2016. Members interested in attending World U3A Conference in Oct 2016, at Osaka, Japan are requested to watch for the details in Linkage. After a Vote of thanks proposed by Secretary General Mr. S. Jayakumar, the meeting was adjourned. ❖

SCB -187th Programme - COMPREHENSIVE EYE CHECK-UP CAMP**Dignitaries after Lighting the Lamp****Vision Test in progress****Refraction in progress****Intra Ocular Pressure test in progress**

The members of SCB and other Senior Citizens gathered from 9.00 am on 22.04.2016 for a Comprehensive Eye Check Up Camp, at M.N Eye Hospital in their premises at Kilpauk Garden, Chennai- 10. The Camp was headed by the Chairman of Senior Citizen Bureau Dr. (Capt.) M. Singaraja and the MD of M.N Eye Hospital Dr. Chalini Madivanan. The traditional lamp (Kuthuvilakku) was lighted by all the dignitaries. After invocation with flute recital by Mr. Mathapati, AGM of Kilpauk IOB Branch, our Banker. Dr. Chalini in her welcome address, stated that M.N Eye Hospital has been rendering its services since 1986 in Tondiarpet. They are spreading their services through their branches in Adyar and Kilpauk. M.N Eye hospital is a fully equipped tertiary eye care system, where-in all eye care problems are treated under a single roof. Dr. (Capt.) M. Singaraja, in his presidential address, appreciated the services of Dr. Chalini and Dr. Madivanan, being a reputed group of health care professionals. He complimented them for their yeoman service in controlling the blindness, particularly to the disadvantaged through numerous camps. Dr. Pratheeba Devi Nivean, oculo-plastic consultant at M.N Eye hospital made a brief informative presentation on

eye care of the elderly. She said cataract is the commonest cause of reversible blindness and glaucoma is the most common cause for irreversible blindness. She also added Diabetes and Hypertension can affect the retina of the eye and so it requires regular check up including intra ocular pressure measurement after 40 years. She being an oculo-plastic consultant, focused about the cosmetic aspects of the specialty. Being youthful is what everybody desires. There are options to treat the wrinkles, excessive skin and fat prolapsed by injection and minor surgical procedures. The chairman honored Dr. Chalini and Dr. Pratheeba Devi Nivean. After light refreshment, comprehensive eye check up for more than 35 participants were done, which included Vision Testing, Refraction, Intra Ocular Pressure measurement and Retinal Evaluation. All were treated accordingly free of cost. Out of 35, 10 patients were diagnosed to have cataract, 5 patients with glaucoma, 7 patients with retinal diseases and 1 patient with dry eye. 3 patients were given glasses and 3 were given medications. Few patients were advised to have further investigations for their ocular problems. ❖

SCB -188th Programme – “Corporate Social Responsibility (CSR) for the Welfare of Elders”**Chief Guest Addressing****Honouring the Chief Guest****A Section of the Audience**

Senior Citizen Bureau and U3A Chennai jointly with HelpAge India Chennai, organised a presentation on “Corporate Social Responsibility (CSR) for the Welfare of Elders” on 24th April 2016, at Institution of Valuers, TNHB complex, Mylapore, Chennai-4. After invocation, Mr. Prakash H Lulla, the SCB Vice Chairman welcomed the gathering. All the participants stood in silence for a minute to pay homage to late Prof. Dr. S. Muthukumar, an Honorary member and supporter of SCB. The Chairman, Dr. Capt. M. Singaraja, paid tribute to Prof. Dr. S. Muthukumar, (85), a reputed Educationist and Social Activist. He was one of the founding trustees of Catalyst Trust and Editor of Kudimakal Murasu. After his retirement as VC of Bharathidasan University, he served as Secy. in Tamil Nadu State Education Reforms Committee. He was the Chief Guest in our first World Elder Abuse Awareness Day, held on 24.06.2006. Then he introduced the Chief Guest and Guest Speaker Mr.R.N.Mital, National Advisor/ISU3A & IPP/AISCCON, Hyderabad. Mr.V.Sivakumar, Tamil Nadu State Head, HelpAge India, in his address, spoke about HelpAge India and joint programs held with SCB-U3A Chennai. Dr. Capt. M.Singaraja, in his presidential address, mentioned how this meeting was possible with HelpAge India, Chennai. He appreciated the growing awareness about CSR and participation by other SCFs. He quoted extensively from the concept note on CSR prepared by the School of Development Studies, TISS (Tata Institute of Social Science), Mumbai. Then the chief Guest in his informative Power Point Presentation, brought out the salient features on CSR and underlying need for the welfare of elders, as follows.

- CSR is not a new concept. Tatas, Aditya Birla Group, TVS Group, GMR and many other business Houses have been spending generously for the welfare of society.
- In Dec. 2009 MCA issued an advisory to all Public Sector Enterprises to support CSR which was followed by an appeal on 8th July 2011 to all Corporate Houses to spend at least 2% of their average net profit for social causes. The contribution was voluntary.
- From 1st April 2014 contribution to CSR has been made mandatory. All Companies having minimum revenue of Rs 1000 crores or net worth of 500 crores or a net profit of 5 crores or more in a year have to spend at least 2% of their average net profit for the last 3 years on CSR activities. Section 135 was included in Companies Act defining rules and scope of this provision.

SECTION 135 of COMPANIES ACT 2013

- Section 135 in Companies Act includes schedule VII which defines the social issues which qualify as activities under CSR and the rules for their implementation.
- Only activities which benefit the issues specified in schedule VII in project/programme mode will qualify as CSR activity. One time activity also will not fall under the purview of CSR.
- The CSR activity can be carried out through 1) its own dedicated team set up for this purpose, 2) a registered trust, 3) a registered society/NGO, 4) a Section 8 Company.

- Heavy punishment is provided if a Company contravenes the provisions of this section. This provision, however is kept in abeyance for the initial few years.
- It is apparent from the fact that in the Companies Act passed by Rajya Sabha in 2013 the age related issues were even not included in schedule VII of section 135, listing social causes which qualify for CSR support. It was only through a campaign launched by Aiscccon and Help Age that on February 27, 2014 Age related issues were included through an amendment which unfortunately appears to be half hearted and does not cover all concerns and issues of an ageing society. We had to be satisfied by the assurance that they will be very liberally interpreted.

AGE RELATED ISSUES NOW INCLUDED IN SCHEDULE VII of SECTION 135

- Elder Issues • Setting up of Old Age Homes • Setting up of Day Care Centres
- Enhancing vocational Skills of the Elderly • Such other facilities For Senior Citizens

PRESENT SCENARIO & CHALLENGES

- We need more Old Age Homes for the indigent, night shelters for the homeless, Day Care Centres, Physiotherapy clinics, Nursing Homes, Palliative Care Centres, Mobile

health care facility, Geriatric Wards in all Hospitals and so on. CSR can play a very important role in this field.

- Health care expenses will be a major burden. Take Alzheimer's for example. Its risk explodes from 1 in 8 at age 65 to 1 in 3 at 85. It cost in 2010 Globally 605 billion dollars. Imagine its cost to India with 80+ population increasing at 700% by 2050.
- According to WEF the NCD's alone are going to cost India during next 2 decades more than USD 4.58 trillion which is more than double our GDP.
- Issues arising out of fast ageing of Society can throw up challenges which can prove to be disastrous if ignored. The socio-economic burden due to depleting work force, increasing burden of welfare expenses can hinder economic development of society.
- Measures & research supported by CSR can go a long way in mitigating such problems.

PROBLEMS in INITIATING CSR Activity**Problems faced by Corporate houses**

1. Not fully aware of the concerns of senior citizens.
2. Not familiar with areas of intervention.
3. Not included in their CSR Policy.
4. No one approached them with a convincing project.
5. Difficult to determine credibility of NGO/Assn.

1. Locating right Donor a problem.
2. In 60% cases top management takes CSR decisions and accessing them is difficult.
3. Long time for approval.
4. Delayed release of funds.
5. Most Donors support only capital costs.
6. Most SCA's do not have 80G exemption which is regarded as proof of credibility. They have to partner with qualified NGO.

There are a few suggestions.

- All senior citizens' associations and NGO's if should get themselves registered as a trust or society (if they are not) and get recognition by the IT Department under section 12A preferably 80G.
- If they are already engaged in philanthropic activities, they should get themselves enrolled as a NGO with IICA or an appropriate authority.
- Since the general awareness about ageing issues in the community and the CSR teams of the Corporate Houses is very very poor, it will be useful to meet the management of the Donor Corporate Houses periodically and inform them of the age related problems. Submit a memorandum giving details about our concerns and problems even if you do not have a project in mind.
- Study requirements of your community and prepare a brief project report and discuss it with the head of the CSR team of the Company in your area, provide them all the data which they require. If you face difficulty, take the help of CSR Consultant in your area. They will do all the negotiation and paper work for you. They can even look after the execution of the Project.
- We should first concentrate on Companies which are elder friendly and meet them in a delegation. We must not ignore taking advantage of CSR for the benefit of the community.

A BLOG TO HELP YOU

- I have prepared a Blog which is accessible as <http://csr4elders.wordpress.com>. It gives all the information required to take help under CSR.

Mr Mital was then honoured. Mr. D. Rajasekaran, President FOSCATN, lamented the inherent incapability of SCFs. Mr. S. Dass, Former State Head, HelpAge India / Composite AP, encouraged the SCFs to make small beginning. He gave the examples of success stories and assured his assistance, if needed. Mr. P Vyasa Moorthy, Depty. Secy. Gen. / ISU3A, struck that a unified effort is needed. Dr. T S Kanaka, Founder and Chairperson, SSPHCR Foundation, appreciated the efforts of HelpAge India. Probn. R T Namasivayam, VP/ Probus Club of Chennai, felt the need of guidelines to get the benefits of CSR, to which Mr. Mital and Mr. S. Dass explained the procedure. There was a lively Q & A session, in which Er. A K Chakravurthy, Mr. P M Pandian, Mr. K. Sivakaminathan and Mr. E. Nagaraj Sharma, participated. Mr. R. Muthukrishnan, Senior Manger / HelpAge India, proposed a vote of thanks. After National Anthem, lunch was served. ❖

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Birthdays : May

Wishing you a Cheerful, Peaceful and Prosperous Life

Sl. No.	D.O.B	Memb No.	Name (Thiru / Tmt.)
1.	01-05-1943	LM 664	L. Lalitha
2.	01-05-1943	LM 860	P.M. Rangasami
3.	02-05-1948	LM 773	G.S. Raghupathi
4.	03-05-1935	LM 498	Dr. S. Sundara Velayutham
5.	04-05-1939	LM 862	N. Reddappa Reddy
6.	05-05-1944	LM 487	Dr. S. Venkataswamy
7.	07-05-1937	LM 370	S. Esakkimuthu
8.	07-05-1936	LM 139	S. Narasimhalu
9.	07-05-1950	LM 885	S. Padmanaabhan
10.	09-05-1950	LM 678	K. Ramakrishnan
11.	10-05-1938	LM 514	Dr. P.N. Padmanabhan
12.	10-05-1939	LM 463	Dr. Vimala Rajappa
13.	12-05-1924	LM 367	Cdr. S.V. Iyyer
14.	12-05-1939	AM 319	P. Appa Rao
15.	14-05-1933	LM 749	Er. D. Ponnu Duraisamy
16.	15-05-1947	LM 523	Dr. D. Deenadayalan
17.	15-05-1924	LM 16	Dr. Kamatchi Sundaram
18.	15-05-1937	LM 228	Rtn. PDG. A.R. Ramakrishna Raja
19.	17-05-1933	LM 109	Er. M. Sadasivam
20.	18-05-1946	LM 418	A.G. Arumugham
21.	18-05-1926	LM 114	G. Rengasamy
22.	18-05-1928	LM 598	S.R. Satagopan
23.	19-05-1943	LM 795	N. Krishnaveni
24.	19-05-1938	LM 419	Er. R. Madhavan
25.	19-05-1964	LM 895	Lt. Col. P. Nallathambi
26.	20-05-1935	LM 877	A. James
27.	23-05-1940	LM 836	P. Sivarama Krishnan
28.	24-05-1924	LM 080	T.J. Xavier Pillai
29.	24-05-1951	LM 798	S. Seethalakshmi
30.	25-05-1945	LM 904	A. Vimala Daisy
31.	27-05-1941	LM 20	Dr. H. Ramasubramanian
32.	28-05-1930	LM 745	A.G.S. Maniam
33.	28-05-1959	LM 868	G. Ulaganathan
34.	30-05-1927	LM 6	N. Subramanian
35.	31-05-1947	LM 676	Er. P. Panneer Selvam

Your liberal contribution to Sunshine Fund is solicited

National / International Days May

01-05	International Labour Day (Workers Day / May Day)	(I)
02-05	World Mother's Day	(I)
03-05	World Press Freedom day	(I)
04-05	World Red Cross Day	(I)
07-05	World Laughter Day	(I)
08-05	World Migratory Birds Day	(I)
08-05	International Thalassaemia Day	(I)
11-05	National Technological Day	(N)
13-05	International Nurses Day	(I)
15-05	International Family Day	(I)
17-05	World Telecommunication Day	(I)
21-05	National Anti-Terrorism Day	(N)

Note : N = National I = International

Acknowledgment

Thanks a lot & God Bless You

I. Sunshine Fund

1. Thiru VR. Govindarajan	LM : 730 ₹	750/-
2. Tmt. D. Ambika	LM : 54 ₹	500/-
3. Maj. Joy Koruthu	LM : 42 ₹	200/-
4. Thiru M. Mahadevan	LM : 160 ₹	500/-
5. Thiru S.P. Ambrose	LM : 14 ₹	2000/-

Note : AM/LM = Annual / Life Member JSL = Journal Subscriber Life
PM/DM/HM = Patron/Donor/Honorary Member

Welcome to Our Family Fold**I. NEW MEMBER**

1) LM: 933 Ph : 8939596263 DOB - 16.10.1944

Thiru S.V. Sankaran,

Villa 110, Serene Pelican, 49, Main Road, Annachikuppam, Seliamedu Post, Bahour, Puducherry - 607 402.

2) LM:934 Ph: 9488153595 DOB: 20.03.1943

Thiru K. Raman

Thirukural Illam, 41/13 A, College Road, Sivagangai - 630 561.

II. RENEWAL - ANNUAL MEMBERS

- 1) Thiru R. Selvaraj, AM: 459
2) Thiru Prakash H Lulla, AM : 41

Change of Address

LM:755, Ph : 044 - 28343625, DOB : 21.10.1935

Tmt. Parvathi Umashankar

C-1, "SRINIVAS" New No. 8 (Old No.84), Bazullah Road, T. Nagar, Chennai - 600 017.

Congrats

Thiru S.T.Krishnamoorthy (77), LM:741, has won the following medals in 5th State Master's Swimming Championship-2015, in the age group of 75-79 Men, held at Aquatic Complex Velachery, Chennai, on 17th and 18th Oct 2015.

- 1st place in 50m Breast Stroke and Back Stroke
- 1st place in 100m Back Stroke,
- 1st place in 4X 50m Medley Relay and Free Style Relay

News from our Networking Associates

FOSWL India, Chennai Anna Nagar invites you for its monthly meeting at 5.00 P.M., on Sunday 29.05.2016 at Karuna Enclave, SMF Annex, opp: Hotel Akshyam, Shanthi Colony, Anna Nagar, Chennai- 40, for a talk by Mr. P R Sai Ganesh, on the Topic "Thanjavur painting" with Video Demonstration. For details please contact: Dr. Sarma V S, Ph: 9710737650, CANarayanan KR, Ph: 9787926785.

Obitury

Thiru P.K. Umashankar (83), LM : 754, Anna Nagar (WE), passed away on 07.01.2016.

Thiru P.A. Doss,(90), LM:882, Nungambakkam, passed away recently.

Prof. Dr. S. Muthukumaran,(85), Educationist and Social Activist passed away on 14.04.2016

Our heartfelt condolence to the bereaved family