



Committed to serve

Link Age

(R.O.) "Rohini", 9, Red Cross Road, Egmore, Chennai - 600 008.

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

Bestow
unconditional love

VOLUME : 14

OCTOBER 2017

ISSUE : 04

INVITATION - WED - 209th Programme

SENIOR CITIZENS BUREAU (SCB)

Rohini", 9, Red Cross Road, Egmore, Chennai - 600 008

Phone: 044 - 2855 3031

Email id : chairman@seniorcitizensbureau.org
and

NATIONAL SERVICE SCHEME (NSS)

ETHIRAJ COLLEGE FOR WOMEN (Autonomous) (ECW)

70, Ethiraj Salai, Egmore, Chennai - 600 008

*Solicit your august presence for observing the
commemoration of*

WORLD ELDERS DAY - 2017

at 9.30 AM on Friday, the 13th October, 2017

at Ethiraj College for women campus II, Mini Auditorium,
70, Ethiraj Salai, Egmore, Chennai - 600 008.

Chief Guest

Hon'ble Justice K. GNANAPRAKASAM

Retd. Judge, High Court of Madras

Guest of Honour

Dr. Tmt. A. NIRMALA

Principal & Secretary, Ethiraj College for Women, Chennai

Thematic address by

Dr. Capt. M. SINGARAJA

Chairman Emeritus, Senior Citizens Bureau

Presided over by

Sri C NAGENDRA PRASAD

Chairman, Senior Citizens Bureau

Dr. Mrs. Navaneetha Lakshmi

NSS Program Officer, ECW

S.Jayakumar,

Secretary General/SCB

NOTE: 1) House call service provider "Health Above 60", will do free test for BP, Sugar and BMI from 09-30 am at the venue. Also they will distribute First aid box kit, free of cost.

2) There is a cultural program by the NSS students of ECW and the members of SCB lined up from 11-30 to 12-30. Pl give your name to participate to our VC, Thiru Prakash, Ph.98418 66747.

3) Our EC member Thiru TV Hariharan is sponsoring Lunch Packets as usual this year also. It will be distributed at 1pm at the end of the program.

4) All EC members are requested to assemble at 9 am at the stage in the venue with the master of the ceremony Thiru Prakash, VC and Thiru P Sethuseshan and Mr S Jayakumar

UN THEME – INTERNATIONAL DAY OF OLDER PERSONS 2017 (IDOP 2017)

Stepping in to the future: Tapping the talents,
contributions and participation of Older Persons in
the Society.

Congrats



Our Chairman Emeritus Dr.Capt.M. Singaraja, has been conferred Dr.Sugan Bhatia Memorial Award for his book "VOICE OF THE VETERAN". All India Confederation of Senior Citizens Associations (AISCCON) has instituted this award in 2017.

This first award will be given away during 17th National conference of AISCCON to be held on 4th / 5th November 2017 at Indore, MP. The book "VOICE OF VETERAN" was released by Honorable Governor of Tamil Nadu, on 4th Oct, 2014, during the celebration of World Elders Day by Senior Citizens Bureau, at Ethiraj College for Woman.

Our EC member Dr.T.S.Ramaswamy, is felicitated on completion of his 60 years of legal profession on 23/09/2017 at Thakkar Baba Vidyalaya, T.Nagar, Chennai- 17, in the august presence of M/S. K.Parasaran, L.Ganesan, M.P., Dr.Venkatakrishnan, Probn RT Namasivayam.

24 year old software developer, Er. S.G. Thilak Desingh, grandson of our Chairman, Emeritus, Dr. Capt. M. Singaraja is fortunate to hit the news. The Hindu Down Town has published almost a full page write up with picture under the heading "CODER AND BOOK SELLER", about his week end start up venture, <chennaiusedbooks.com>, recently in all its editions. It is linked to www.thehindu.com/news/cities/chennai/coder-and-bookseller/article1982753.ece.

Chairman's Appeal

Our Organization with over 2 decade's existence with eminent personalities heading with over 400+ members, - I feel, of late members participating is diminishing slowly.



With time and Technology many changes are taking place. We have to adapt to the fast changing technology and we at SCB are keen to help our members for the change. We are associating with HDFC life CSR project New Zeal, which offers check in care home etc for the first time in India. Our WhatsApp group started recently with only four members registering so far! Our website commissioned with lot of efforts by Chairman Emeritus Dr. Capitan Singaraja. I observe only very few visiting it. I appeal to members to visit our web often. Our's is one of the few Associations where we share our EC meeting information, so that members tell us what they require.

Our Organization is run by members, volunteering their services. We have no office or full time staff to serve you like a commercial organization. Our encouragement is your participation by attending our programmes. If due to physical constraints you are not able to participate please give your advice how we can IMPROVE TO MEET your requirements.

We understand with distance and LACK OF EFFICIENT TRANSPORT SYSTEM physical presence for some of you is difficult. We can explore LOCAL AREA MEETS. Each and every one has to take initiative to form a self help group locally. Let it start even with 3 or 4 members. They can help in educating members in use of smart phone, using Apps etc. You can form a group to attend our functions. The fellowship among us is important WE NEED COMPANY OF EACH other. Participation is only way you meet more people to

exchange views. We cannot invite eminent person if our attendance is limited to 20 / 30 persons. The HALL RENTAL HAVE gone up and if our participation is low we cannot get sponsors. Our Reserves are only 6 lacks and with low interest we cannot even meet our office running expenses.

YOU SHOULD TELL US WHAT TYPE OF PROGRAMMES YOU NEED. We need more persons to volunteer with their services in our office work. Articles for LINK AGE. And helping at our functions. Most of our EC members are in Eighties or over 75 have been full time workers for the past few years.

DIGITAL CHANGE IS WHAT HAPPENING IN INDIA. Your Railway tickets on Phone your Banking on Phone your shopping / booking cine tickets etc. WE MUST GET USED TO THE TECHNOLOGY so that WE DO NOT DEPEND ON our Grand Children.

India has Second largest Senior Citizens Population of around 12 crores about 10% of the population. Many suffer loneliness resulting in DEPRESSION. 33% living with families have complained of abuse including physical TORTURE.

We need more couples to join as members particularly in the age group 60 to 70 so that they can assist super seniors.

MANY CORPORATE ARE NOT AWARE how they could help to mitigate the hardship faced by the aged. MAKING CORPORATE LIFE MEMBERS will help us to INTERACT with THEM. MANY OF US HAVE WORKED AND RETIRED FROM CORPORATES and have good contacts to help us to increase the Institutional membership and we will be happy to call on them.

LET US CHANGE FOR BETTER LIFE.

News From Networking Associates

Prof Artur Horbovy, President, Ukraine U3As, organized a Senior Study Tour visit to Kiev University Museum with Prof François Vellas, AIUTA President and the Rector of Kiev University on September 14. University Kiev Museum is an example of inter-generational cooperation between students and researchers of all ages. It provides a wonderful collection based on ancient civilisation in Ukraine. This University Museum is an example for worldwide U3As.

A workshop on CSR (Corporate Social Responsibility) and Aging was organised by Heritage Foundation and the CSR Committee of AISCCON on

7th September at Hyderabad, jointly with the Institute of Public Enterprises, the National Institute of Personal Management. It was sponsored by NMDC. The guest speakers were from NMDC, HAL, BDL, GVK, BHEL and ITC. Thanks to the initiative of M/S KR Gangadharan, RN Mital, P.Vyasamoorthy and MK Raina.

FOSWL India, Anna Nagar, Chennai invites you for its monthly meeting at 5 PM on Sunday the 22nd October, 2017, at Karuna Enclave SMF Annex, Opp. Hotel Akshyam, Shanti Colony, Anna Nagar, Chennai, 600040. For details: Contact Mr Jayakumar, Ph: 93818 01446

SCB - 208th programme - Elder Care Services by HDFC Life - New Zeal**Chairman Emeritus Honouring Mr. Gopi Kannan**

Senior Citizens Bureau, in association with HDFC Life - New Zeal organised a presentation on ELDER CARE SERVICES by HDFC Life - New Zeal on Saturday the 16th September, 2017 at 3.30 PM at the Conference Hall of Andhra Chamber of Commerce, III Cross street, Nandanam,, Chennai . The meeting was presided over by the Chairman of SCB, Sri C Nagendra Prasad. After his welcome address. the guests of HDFC Life- New Zeal were honoured. Captain Dr M Singaraja spoke explaining at length the efforts of HDFC - New Zeal officials in this regard.

Ms Rubini, Nutritionist gave an excellent talk on age care and nutrition. Salient features of this scheme were then explained by New Zeal specialist Mr V Arun. Mr S Gopikannan , Senior Manager & Associate, AVP-Hub operations Mr Sankar Swaminathan, in India with the socio-cultural shift in the society triggered by increasing popularity of nuclear families coupled with individuals

**Office Bearers of Scb with officials and Specialists of New Zeal Elder Care Services**

venturing away from their native for career opportunities, there is a distance created in the life of parents/senior citizens. Senior citizens contribute 8 % of India's population which increases to 19% by 2050. (UN 2011)

This void creates a big question mark on who takes care of the day-to-day needs (not restricted to medical care) that may not require skilled support but are generally catered to by own children, Thus after two years of field study, HDFC Life came up with the initiative under the realm of CSR called New Zeal in November, 2016.

Service category from New Zeal is Check in Care, Home care, Social Care, Health care. Leisue Care and Emergency. Senior citizens can enrol to HDFC Life - New Zeal Elder Care services at no cost. Please contact phone 7823971944, E mail: care@newzeal.life. Web: www.newzeal.life.

**Minutes of the EC meeting on 16th Sept., 2017
at Andhra Chamber of Commerce, West CIT Nagar**

EC meeting for the month of September 2017 was held at Andhra Chamber of Commerce conference hall at 5.30 PM on 16th September, 2017. Our Chairman Sri C Nagendra Prasad presided over this meeting. Among those attended were our Captain Dr M. Singaraja, Mr S Jayakumar, Secy General, Mr P.Sethusesshan, Joint Secretary, Mr S. Prabhakaan, Editor in charge, LINKAGE, Mr C Pannirselvam, Mr Sainath, Er V S Balakrishna Raja, Vice Chairman, and Mr R Ramakrishnan. Our Chairman after welcoming all, discussed about the forthcoming World Elders Day celebrations and his efforts to fix up a guest speaker. Then he discussed about the entertainment programme, about Lunch arrangements with proper division of work among the members. He also informed that World

Elders Day special issue may be released in November only as against in October month with as many Ads as possible at our usual and last year's tariff rates, It has been decided to have only four pages for October issue of Linkage, He emphasized the involvement of all our members, with formation of local residential associations, Lunch groups.

The chairman also spoke about our adapting granny, forming self-help groups to help each others of the area, Joining the whatsapp group for SMS and easy communication, Popularise our schemes / activities in face book/internet need enough volunteers. Secy General has to take care of IT related matters. The meeting ended with a vote of thanks by the Secy General.

Registered with Registrar of Newspapers for India No.TN/ENG/2004/13996 Date of Publication 7th / 8th of Every Month
Postal Regn. TN/CH(C)/37/2016-2018 and Licenced to post w/o prepayment WPP No.TN/PMG(CCR) WPP/41/16-18

Birthdays : October*Wishing you a Cheerful, Peaceful and Prosperous life*

S.No.	NAME (Thiru/Tmt.)	MEMB NO.	DOB
1	N.Ramlingam	LM:42	01.10.1935
2	D.V.Raju	LM:409	01.10.1939
3	Er. S. Murugaiyan	LM:293	03.10.1939
4	V.Balasubramanian	LM:536	05.10.1929
5	V. Chellappa	LM:530	05.10.1932
6	P. Sethu Seshan	LM:866	05.10.1944
7	V.V. Balasubramanian	LM:887	06.10.1934
8	Lokiah Naidu	LM:825	07.10.1934
9	Er. P.S. Shankar C.E. (EB)	DM:732	10.10.1942
10	V.K. Ramgopal (Lion)	LM:770	10.10.1943
11	P.S. Rajam	LM: 502	10.10.1944
12	Er. E. Subbarayan	LM:658	10.10.1953
13	Prof. Dr. R. Baahirathi	LM:582	11.10.1950
14	V.S. Venugopalan	LM:576	15.10.1928
15	T.V. Ramamurthy	LM:790	15.10.1933
16	N.Y. Dhandapani	LM:797	16.10.1939
17	S.V. Sankaran	LM: 933	16.10.1944
18	M.S. Varatharajan	LM:776	17.10.1932
19	A.R. Guru Raja Rao	LM:127	19.10.1936
20	C.P. Shanmugam	LM:775	19.10.1939
21	Parvathi Umashankar	LM:755	21.10.1935
22	V. Jaganathan	LM:535	23.10.1935
23	M. Chidambaram	LM:577	24.10.1933
24	Er. V.R. Vaidyanathan	LM: 125	24.10.1934
25	C.N. Prasad	LM:846	25.10.1930
26	Dr. D.S. Ramaiah	LM:739	26.10.1927
27	Er. V. Sudarson	LM:677	30.10.1949

*Your liberal contribution to Sun Shine Fund is solicited.***Acknowledgment***Thanks a lot and God bless you:***Donation for World Elders Day:**

1.	Er. S. Renganatha Rao	LM 29	Rs. 500/-
2.	Mr. S. Prabhakaran	LM 660	Rs. 500/-
3.	Dr. Captain M Singaraja	LM 002	Rs.1081/-

Sunshine Fund:

1.	Mr. T. Rajarathinam	LM 465	Rs. 900/-
2.	Mr. N. Balasundaram	LM 458	Rs. 1,000/-
3.	Mr. P. Sethuseshan	LM 866	Rs. 1073/-

National / International Days - October

01-Oct	International Day of Older Persons	(I)
02-Oct	Mahatma Gandhi's Birth Day (International Non- Violence Day))	(I)
02-Oct	Lal Bahadur Sastri Birth Day	(N)
03-Oct	World Habitat Day	(I)
04-Oct	World Animal Welfare Day	(I)
05-Oct	World Teachers Day	(I)
06-Oct	World Wild animal Day	(I)
08-Oct	Indian Air Force Day	(N)
09-Oct	World Post Day	(I)
11-Oct	Loknayak Jay Prakash Narayan Birth Day	(N)
13-Oct	UN International Day for Natural Disaster Reduction	(I)
14-Oct	World Standards Day	(I)
16-Oct	World Food Day	(I)
16-Oct	World Allergy Awareness Day	(I)
21-Oct	World Iodine Shortage Day	(I)
24-Oct	United Nation (UN) Day	(I)
30-Oct	World Thrift Day	(I)
31-Oct	Anniversary of Indira Gandhi	(N)

Note: N = National / I = International**Change of Address**

Dr. G. Vijayalakshmi, LM: 526
No. 39, Outer Circular Street,
Kilpauk Garden Colony, Chennai - 600 010.

Mr V Lkshminarayanan LM: 605
Arihant Flats, 94/4, Arya Gowda Road,
West Mambalam, Chennai - 600 033.

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**PUBLISHED IN THE SECOND WEEK OF EVERY MONTH ON 7TH / 8TH AND
POSTED AT PATRIKA CHANNEL, EGMORE RMS. DATE OF POSTING: 7TH OCTOBER, 2017**

If undelivered please return to:**LinkAge**

C/O Senior Citizens Bureau,
9, Red Cross Road, Egmore,
Chennai - 600 008.

To.