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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

JULY 2018

ISSUE : 1

A SPECIAL ISSUE OF "LINKAGE"

*on the observance of
commemoration of*

13TH WORLD ELDER ABUSE AWARENESS DAY

and

4TH WORLD YOGA DAY"



Best wishes to all  **அனைவருக்கும் நல்வாழ்த்துக்கள்**

YOGA
Burn that extra fat
the easy way

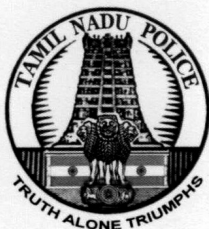


முதியோர்களே !
நம்முடைய சக்தியையும்
பெருமையையும்
வெளிக் கொணர்வோம்

ELDERS !
Let us
Empower Ourselves

Message from the Chief Guest

Md. Shakeel Akhter, IPS.,
Addl. Director General of Police,
Armed Police,




10, Lutheran Garden,
Kilpauk, Chennai – 10.
Phone : (O) 044 -25322233.
Email : copshak@gmail.com



I am happy to learn that Linkage is going to release a special journal / publication. According to the population census of 2011, there are 104 million elderly persons in India and they are expected to grow by 300 million by 2050. 71% of this elderly population is residing in rural areas and 29% in urban areas. Off late, the family structure in the joint family system has gone under great change. The joint family used to sustain and care for the elderly persons, but this seems to be soon going to be a thing of the past. Financial support for the elderly is diminishing since the cost of both living and Medicare is rising. Large populations of senior citizens have to be looked after well with proper home, health, security and dignity. Our Parliament has passed the Maintenance and Welfare of Parents and Senior Citizens Act 2017 keeping this need in mind. Similar acts have been passed by various States. As per this act, it is obligatory for the children or relatives to provide maintenance to the senior citizens and parents. As we know, parents in India would rather suffer than move the courts for not taking care of them. At the same time, there is a lack of knowledge of their rights and there is an inability of elderly persons to approach the Police and the Court. Poor implementation of the act by various State Governments is also a major impediment.

In this scenario, the role of Senior Citizens' Bureau becomes very important! I convey my best wishes to the Bureau and the Linkage Journal for this special publication.


 66.6.18
 (Md. SHAKEEL AKHTER)

Elder Abuse - A violation of Older People's Human Rights

Elder abuse can be defined as a 'single or repeated' act, or lack of appropriate action, occurring within any relationship where there is an expectation of trust which causes harm or distress to an older person'. Elder abuse can take various forms such as physical, psychological or emotional, sexual and financial abuse. It can also be the result of intentional or unintentional neglect. In many parts of the world, elder abuse occurs with little recognition or response. Until recently, this serious social problem was hidden from the public view and considered mostly a private matter. Even today, elder abuse continues to be a taboo, mostly underestimated and ignored by societies across the world. Evidence is accumulating, however, to indicate that elder abuse is an important public health and societal problem.



21st June is recognized as the International Yoga Day by the United Nations. It was first observed in 2015. The idea behind the observance of this day is to raise a global awareness of the several benefits of Yoga. The practice of Yoga finds its origin in India. Yoga is Sanskrit word that means to join or to unite, symbolizing the union of body and consciousness.

Courtesy: UNO

Courtesy: Internet

International Network for the Prevention of Elder Abuse - INPEA**World Elder Abuse Awareness Day**

"My World...Your World... Our World – Free of Elder Abuse"
Core Campaign Message

Purpose and Aspiration of Core Message

The key objective of World Elder Abuse Awareness Day (WEAAD) is to raise awareness of elder abuse (which encompasses neglect and mal- or mistreatment) throughout the world. To do this effectively, and in a co-ordinated fashion for maximum international impact and solidarity, the International Network for the Prevention of Elder Abuse (INPEA), together with the international members of the WEAAD Steering Committee, are suggesting participants adopt a core message, and set of sub-messages. These develop the generic aim of 'raising awareness' and help enable a development of awareness into action.

The core message should be used in conjunction with the WEAAD theme:

"My World...Your World... Our World – Free of Elder Abuse"

The proffered core message will narrow down and focus the objective of raising awareness, whilst remaining sufficiently broad to encompass national priorities, diversity and culture without exclusion. It may be used in a variety of contexts to motivate and inspire; and it will facilitate the illustration of a compelling aspect of elder abuse common to all nations, and all victims. It will appeal to and have meaning for audiences of professionals, older people, and the general public.

The core message is easily adaptable for use in media communications, publications, presentations and interviews.

Core Message: Never ignore elder abuse.

Sub-messages:

- Most elder abuse is hidden.
- Ageism (age discrimination) is a major cause of elder abuse.
- Ageism and disempowerment lead to elder abuse being hidden.
- Empowering older persons is the most effective tool in the response to elder abuse.

Context of Core Message

The nature of abuse as a hidden problem is now universally accepted. INPEA, as coauthor of the report *Missing Voices* (2002) with the World Health Organization, states that "abuse, neglect and financial exploitation of elders are much more common than societies admit". *Missing Voices* demonstrates clear links between elder abuse, and disempowerment and discrimination.

Awareness into Action

INPEA agrees with the statement in *Missing Voices* that, "Ultimately the challenge for us all is not only to listen to what has been said, but to believe and act upon it". The following are paraphrased proposed strategies from the report. INPEA will support the development of action to bring about achievement of these strategies as a result of WEAAD:

- **Empowerment of Elders:** To enable older adults to act for themselves and on their own behalf. To enable older adults to exercise their rights and advocate for their own interests.
- **Awareness:** To ensure that the general population is aware that elder abuse happens and is a problem. Older adults need to be aware of the problem and of their rights, as well as available services and resources.
- **Education:** To educate people to perceive older people more favourably as positive contributors to society. To educate and train people, including professionals involved in the care of older people, to recognise and act on abuse or suspicions of abuse.
- **Intergenerational Relationships:** This is linked to awareness and education, and places an emphasis on the need to encourage closer and positive contact between generations and to foster positive attitudes among youth. The social isolation and neglect of older adults needs to be broken, through intergenerational relationships, among others.



Ryan Sampson
Age Concern England,
WEAAD Steering Committee, INPEA
www.inpea.net/weaad.html

International Day of Yoga - Google

IDY-2018 presents on occasion for all organizations devoted to the promotion of Yoga to come forward and spread the message about the rewards of regular practice of yoga among the general public. Every individual stands to gain from the regular practice of yoga through long term benefits in health, happiness and well being. Yoga professionals can play an important role in making IDY an effective national movement for health and wellness. Here are some suggested activities to reach out to the people and induct them into the blissful world of yoga:

International Yoga Day is used to celebrate to make the people to get them every kind of knowledge and information about the facts and effects of Yoga on the health of the people. Yoga gives the people much more calmness and peace with lots of Confidence and Courage to the people by which they can do many of the activities in a better way. Yoga makes the people to create a better attitude towards every people by which there is lot of better coordination with many of the people. Yoga gives lots of Confidence and knowledge which is helpful for the people to create a lot of better attitude amongst every citizen to focus on the developmental and welfare activities for the people.

Yoga is a type of Meditation which gives everyone lot of peace and makes them aware of their goals which they have to do it in their life for everyone's betterment. It gives everyone happiness and joy with lot of achievement of many of the tasks. It is very important for the people to know all the effects of the Yoga to create a positive in them for doing the Yoga. Yoga is used to practice by lots of people today to get them relief from every Mental as well as Physical problems. Yoga keeps the people to maintain their Body better in such a way that they can manage every task with proper ideas and Confidence without any mistakes.

Yoga gives the people lots of energy to do many tasks with full Confidence and refreshment of the Body to do it properly. Yoga makes the people to carry out lot of tasks with proper Confidence and also with much more strength to make every task in a better way. Yoga helps those people who are used to suffering from many types of mental as well as physical pain. Due to Yoga, people get immediate relief from the Mental as well as Physical pain.

Yoga makes the Body to get much of the relief from any Physical problem by which every people can't do any activities with proper planning and ideas to do any activity accurately. Yoga is used to give every type of internal knowledge about the Self. It is very important for the people to get all the knowledge and information about the development and welfare of the people. People are reluctant to get all the activities to be fulfilled in a better way to achieve every target with great success.

Yoga gives the people every kind of calmness and also opens the third eye of the people to look around the World with lots of ideas and plans to develop the World in a better way.

Today people are used to do meditation for their self Relaxation and Body to grow in a better way. People are curious to do many type of activities by which they can be able to go ahead in future. So Today there is race between every citizen in the Country to go ahead in life than the other people. There are many companies in which people are used to work for many hours for achieving lot of target. So it is important for every people to do Yoga for their better life and their body to get relaxed for other activities to be done.

Celebration of the International Yoga Day

International Yoga Day is used to celebrate by lots of people from many Countries in order to do all the activities in a better way without any harm to the Physical as well as Mental Body. International Yoga Day is celebrated on the 21st June to make the people to get aware about the effects and facts of the Yoga for the proper health. It is very easy to make

every task possible with proper Yoga and Meditation which gives lots of energy to the Body to do every task properly and accurately. Yoga creates lot of great vibrations in the people to make them to develop and change all their Bad things into the Good things.

Yoga makes every people to survive with proper planning and ideas to concentrate on many of the tasks in a better way. Yoga maintains Body to get a proper shape and size to the Body by which people are used to do lot of tasks easily and accurately. Yoga develops the Body of the people in a much accurate way by which it makes the people to cultivate every activity to improve all the activities which are necessary for the people. Yoga cultivates the people to do every activity with proper planning and management to tackle and handle all the activities to get the people to move ahead in life. It is very important for everyone to respond as per the tasks to do it with lots of hard work and ideas.

Yoga is used to cultivate lot of activities with many ideas and plans for the better improvement and development of the people. Yoga not only develops the mind and behavior of every people, but it also makes the people to increase their concentration without any harm to the Body. It is much important for anyone to develop their concentration for achieving any task in a successful manner. People are more inspired about the Yoga as it makes the people to develop their Body parts for their own as well as other people's development.

Every people today are given lot of tasks to handle and tackle in the Company. They are forced to do lot of Complex as well as Simple tasks to achieve the goals in a better way. Companies give much of the burden to the people to do their tasks in a limited period of time. So people become nervous and have lot of tension on their minds to do any tasks in a particular time period given to them. So every people should Yoga for some time to get relief from many of the activities which give the people all the burden on their mind.

Objectives of the International Yoga Day

International Yoga Day makes the people to do all the activities in a much better way to change the attitude of the people for the development of the Country. Government has developed lot of things by which people can come ahead to do Yoga and Meditation for their own and others improvement in their behaviour and mind. People should be able to react for doing Yoga and Meditation in order to focus and do their tasks with proper concentration and confidence. It is very important for the people to do many of the activities to fulfill with proper Yoga and Meditation. So there are many of the Objectives and goals for doing the Yoga and Meditation and they are as follows :-

Yoga gives every Natural and Amazing profits to lots of people.

Yoga makes the people to connect to the Natural Environment.

Yoga is necessary to get the people to come across the use of Meditation.

To make the people to let them to get every knowledge and benefits of the Yoga and Meditation.

Yoga is necessary to make the people to decrease the rate of Diseases in the World.

Yoga also brings the people to come closer for the health related activities from their work schedule.

Yoga spreads peace and Honor with better development and Growth of all the activities in the World.

Yoga helps to give every people relief from every kind of Bad conditions and also from much more of the Stress.

Yoga makes the people to strengthen the Coordination of the World.

Yoga makes the people to get them aware about all the Mental as well as Physical problems and also their Solutions.



Message from the Chairman Emeritus

As per UN mandate, World Elder Abuse Awareness Day (WEAAD) falls on 15th June and International Day of Yoga (IDY) falls on 21st June. Due to various unavoidable circumstances, the commemoration of these days are observed on other dates by voluntary organizations like Senior Citizen Bureau.



Senior Citizen Bureau (SCB) is the pioneer in celebrating the observance of the commemoration of WEAAD, for the past 12 years regularly since it was launched by WHO in 2006. We have been sensitizing the students from various colleges and schools about elder abuse prevailing in all sectors, such as family, society and government. Awareness against elder abuse is created in the joint programs with educational institutions by means of short plays, songs, debates and competitions.

International Network to Prevent Elder Abuse (INPEA) has classified Elder Abuse into 4 Categories, viz., 1) Oral 2) Emotional 3) Physical and 4) financial, which are serialized according to the intensity and occurrence in general. Neglect, disrespect and mere thought of ill-will are also amounting to Elder Abuse. This day is marked by wearing "Pink Ribbon" to publicize WEAAD.

Elder Abuse can also take the form of intentional or unintentional neglect of an elder adult by the care giver. Elder Abuse refers to mistreatment of older people by those who are supposed to care for them. If a person is old, then children, spouse, relatives, doctors, nurses or servants are expected to look after them. If such persons harm elders or neglect them, then it is called abuse. It is an act not doing something that is needed, e.g. not giving food, not providing medical care, etc. It is an act doing something harmful to elders like beating or throwing them out of house.

Surveys conducted by HelpAge India reveal that 80% of the elderly population is subject to elder abuse. Most of the elder abuses are taking place in our homes. Except a few cases, the rest is invisible and unreported. Elders silently bear the brunt. After enactment of "Parents and Senior Citizens Maintenance Act – 2009", both by the central and state governments, the picture is slightly changing. But still all the aspects of the Act are yet to be implemented.

It is the 4th year we are celebrating IDY International Day of Yoga, our ancient and traditional practice of Yoga. WHO / UNO has recognized the importance and benefits of Yoga and mandated all its member countries to observe IDY on June 21st every year.

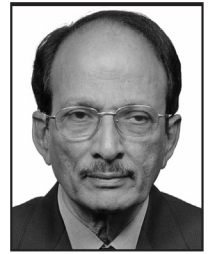
I am happy and proud to say that Ethiraj College for Women, a prestigious institution which excels in both academic and social arenas, is supportive to the cause of Senior Citizens. We are collaborating with them for the past 5 years in spear heading the elder welfare and inter-generational bonding. It is very significant that we have jointly launched a novel project "Talk to a Granny" in 2017. The project will enable the lonely Senior Citizens to be contacted by the NSS volunteers of Ethiraj College for Women periodically. It is my privilege and honor to convey our appreciation and gratitude, to the Principal / Secretary and to the Chairman of this renowned institution for their unstinted support and cooperation.

With Best Wishes.

- Captain Dr. M. Singaraja

Message from the Chairman

I started my career in 50's when I am in early 20's in advertising mainly in newspaper in Madras. I serve advertisers without any charges as we get good commission from Newspapers. The HINDU EXPRESS were using flat bed printing machines later they shifted to ROTARY machines. We had to give advertising matter in Paper mould matrices instead of wooden mounted zinc blocks which the maximum scene in 80's. This change the technology in those days had affected small agents. I was able to adapt and doing well in my business. In late 50's due to formation of Andhra Pradesh the capital shifted to Hyderabad. I formed the local newspaper and using flat bed machines for advertising rates are very low and started a travel agency which is also service free as we get commission from Railways and Airlines which are few. I moved to Madras in 60's with growing in technology in 90's there is complete change in business. Most of the Airlines stopped giving commission and they expected us to charge from the client for services. I could not reconcile to charging my clients and closed my office in Chennai in mid 20's and shifted H.O. to Hyderabad and continued as Non Active Chairman. I was still associated with Travel associations which also I gave up 3 Years ago.



Even my younger days I was associated in Social and Cultural Associations particularly children. In 60's I was conducting Radio programs for Telugu Children. Those days programs are live not recorded. So we have to have rehearsal with Children for one or two days takes lot of time. I was constantly travelling both in the country and abroad so I had to give up my Radio programs with Children.

For the past decade being a Senior myself I was feeling the need to have company of Elders and Share own experiences. I was fortunate to attend SCB World Elders Day and Observed Captain Singaraja's involvement and dedication and Joined a Life Member on that day and later became Chairman due to Captain stepping down voluntarily for health reason.

For past two months his support in spite of his health he still shouldering the entire burden with help from some EC members. As a Senior I personally feel by attending SCB programs meeting members awakes our hidden energy.

Dr.Capt. Singaraja is our Idol and the least we could do is to physically present in SCB's forth coming activities. The programs are for us Seniors and we should take active part. The technology is confining indoors, But let us go out when opportunities are there.

- C. Nagendra Prasad

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

S.No.	NAME (Thiru/Tmt.)	MEMB NO.	DOB
1	Prabhakaran, S	LM:660	1-Jul-1939
2	Vasudevan, S.K	LM:18	1-Jul-1940
3	Balasubramanian, V.A	LM:669	2-Jul-1939
4	Rajasimham, TN	LM:905	2-Jul-1935
5	Baby Parimala, S.	LM:800	4-Jul-1952
6	Balaraman, M	LM:681	4-Jul-1938
7	Kandaswamy, A.C	LM:352	4-Jul-1939
8	Rajaratnam, L.V	LM:60	6-Jul-1939
9	Ganapathy, N	LM: 410	9-Jul-1945
10	Navaneethakrishnan, KR.	JSH:817	10-Jul-1946
11	Raghunatha Rao, D	LM:863	10-Jul-1942
12	Balakrishnan Rao, N.	LM:593	11-Jul-1929
13	Rajaram, S	LM:808	14-Jul-1930
14	Gnanasambandam, V	LM:785	15-Jul-1940
15	Govindan, T.V. Dr	LM:562	15-Jul-1946
16	Sanjeeva Rao, A. Dr.	LM:495	15-Jul-1946
17	Vir Prakash Jain	LM:767	15-Jul-1955
18	Viswanathan, S	LM:587	15-Jul-1955
19	Guruswamy, G. Er	LM:780	16-Jul-1942
20	Easwaran, C.G.Er	LM:501	16-Jul-1940
21	Ramani, S	LM:663	16-Jul-1948
22	Janakam, M	LM:784	19-Jul-1931
23	Murugesan, M	LM:661	19-Jul-1939
24	Ramaswamy, S. Prof. Dr.	LM:539	20-Jul-1924
25	Davaram, W.I., I.P.S.(Retd)	LM:772	20-Jul-1939
26	Janarthanan, S.K	LM:447	20-Jul-1946
27	Swaminathan, E. Er.	LM:674	22-Jul-1945
28	Chockalingam, V. Dr. Prof	LM:682	27-Jul-1945
29	Ameresan, M.S. Dr	LM:21	30-Jul-1937

Your liberal contribution to Sun Shine Fund is solicited.**National / International Days - July**

01-Jul	World Health Day	I
01-Jul	State Bank of India Foundation Day	N
11-Jul	World Population Day	I
26-Jul	Kargil Memorial Day	N

Note: N = National / I = International**முதியோர்கள் துன்புறுத்தப்படுவதை தடுத்து நிறுத்துவோம்**

முதியோர்கள் பல வகைகளில் துன்புறுத்தப் படுகிறார்கள். உலக நாடுகள் அவை (UNO), அய்.என்.பி.ஈ.ஏ. (INPEA) என்ற உலகத் தொண்டு நிறுவனத்தின் மதிப்பீட்டை ஏற்றுக் கொண்டு, அவற்றை நான்கு வகைகளாக அடையாளம் கண்டுள்ளது.

அதாவது, 1. வாய்மொழிப் பேச்சு மற்றும் சைகை மூலமாக 2. உதாசீனம், ஒதுக்குதல், தனிமைப்படுத்தல் என உள ரீதியாக 3) அடி, உதை, கூடு, கொலை போன்ற வன்முறை மூலமாக 4) பணம், சொத்து சக்திக்குகாக சண்டை, சச்சரவு செய்து கொடுமைப் படுத்தவது, இவை முதியவர்களை துன்புறுத்துதல் அல்லது இழிவு செய்தல் ஆகும். இதை தடுக்க ஜூன் 15ம் நாளை “உலக விழிப்புணர்வு நாளை” அறிவிக்கப்பட்டுள்ளது.

இதற்குரிய விழிப்புணர்வு செய்தி “எனது உலகம், உனது உலகம், நமது உலகம், முதியோர் துன்புறுத்தப்படுவதை ஒழிப்போம்” என்பதாகும். இந்நாளின் அடையாளச் சின்னமான இளஞ்சிவப்பு நாடாச் சருளை அணிவதில் பெருமை கொள்வோம்.

- M.S.R.**Acknowledgment****Thanks a lot and God bless you:****I. DONATION**

Dr P S Rajam, EC member	Rs 10000
Prof S S Rajagopalan, LM	Rs 2000
Capt Dr M Singaraja, LM 03	Rs 1082

Senior Citizens Help Line

Police Control Room – 1253
 HelpAge – 1800-180-1253
 Emergency Response Service – 108
 Emergency Medical Response – 104
 Geriatric House Call – 9500 78740
www.seniorcitizensbureau.org

Talk To A Grany – Vanakkam Thaathaa Paati

It is a novel project launched by Senior Citizens Bureau and NSS-Ethiraj College for Women. Many Senior Citizens are suffering from loneliness that causes stress. Those elderly who want to have a periodical friendly call from the NSS volunteers, at a convenient time, may visit our web site www.seniorcitizensbureau.org, and contact any of the office bearers for details.

News from Networking Associates

HelpAge India released a Nation wide report on “Elder Abuse in India 2018, Changing Cultural Ethos & Impact of Technology ” on June 14, 2018, at Bentinck Girls HSS, Vepery, Chennai – 7. Tmt V Amuthavalli, IAS, Commissioner, TN Social Welfare Directorate, Advocate Tmt Adhilakshmi Logamurthy, Sec women Lawers Association, Madras High Court participated.

Probus Club of Chennai administered the pledge against Elder Abuse in 3 schools of Gopalapuram neighborhood.

Care finder, Chennai has completed 3 years of serving the elder community and is stepping into the fourth year. Care Finder is integrating with brand CovaiCare – pioneers in elder care living. Mr Srikumar, the founder president of Care Finder is also the CEO of Covai Property Centre (India) Pvt Ltd., 13/4, Covai Care Tower, “Gem Nirmaalayam”, V.G.Rao Nagar, Ganapathy, Coimbatore-641006.

Obituary

Mr ML Swamy, (94), Founding President of FOSWEL, Cupertino California, USA, peacefully passed away on 4th June at Cupertino California at 7-00 am.

We have lost a multi faceted technocrat and a Social Scientist. He was an expert consultant in Water resources, irrigation and Hydro Power to World Bank. He widely travelled all over the globe. He conducted 212 FOSWL meetings without a break.

FOSWL Anna Nagar, Chennai, held a condolence meeting to the departed leader on June 21, 2018.



SENIOR CITIZENS BUREAU

(Estd.3/1996 & Reg. # . 370/2002)

(A.O) 09, Montieth Road, Egmore, Chennai - 08, Website: seniorcitizensbureau.org

Ph: 044-2855 3031, E-Mail: chairman@seniorcitizensbureau.org



MISSION

- To give back to Society something in return of all that it has done for us, and exemplifying it through our commitment to serve.

- To put to use the wealth of our collective wisdom and experience by providing free information and guidance to various sections of society.

- To sensitise the community, especially the Youth, about the social ethics and value systems of our Society, especially in the care of the Aged, and inculcate the philosophy of Humanism.

- To promote the Joy of fellowship and bonding, as a means to develop unselfish love for one's fellowmen.

- To promote the well-being of the Elderly in body, mind and spirit.

VISION

- To raise and pool resources for the economic, physical and mental welfare of the Elderly.

- To highlight the worldwide movement on Ageing and its objectives and programmes, and seek to promote the well-being of the Elders through the agency of the State and of Society.

- To promote community projects at all levels for the care of the Aged.

- To Publicise the rights of the Elder Citizens and the means of securing them, and their duties and obligations to Society.

- To ensure to the Aged their legitimate share in all spheres of life, enabling them to live with dignity and respect instead of merely subsisting on sympathy.

BHS GERIATRICS AND DIABETE CENTER

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- Physiotherapy, Occupational Therapy, Speech therapy.
- Exclusive Homoeopathy unit run by Dr. R.Lakshmi Devi

Dr. B. Harishankar

MBBS, PGD Geriatrics, C.Diab.,

Panel Doctor – Dr. V.S Natarajan's Geriatrics

House call Project.

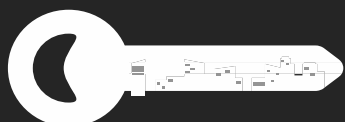
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Chennai - 40



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W - Block, 282,
Anna Nagar Western Extn,
Chennai - 101



FLAT AREA - 1055, 1375 S.FT

Ram Nagar (North Extn)
Velachery
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