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From Secretary's Desk...

Dear Fellow Senior Citizens,

Greetings to lead a good life amidst a stressful liveable environment. Let us hope that the dawn of 2021 ushers new era full of joy & happiness leaving behind the regulations for social distancing & masks through an appropriate medical interventions / antibody developments / immunity improvements and more. "A society for all ages" was the theme in United Nations while declaring 1999 as the "International Year of Older Persons". Concurrently our National Policy on Older Persons emerged along with formation of a National Council of Senior Citizens to advise the Government on the issues of seniors. Subsequently Maintenance and Welfare of Parents and Senior Citizens Act 2007 came in being. Gradually the seniors a fast growing community are being detached as a separate segment in the society that is quite an alarming threat to "society of all ages". In addition currently evolving lifestyle sailing mostly on screens; be it smart phones, computers, laptops, TV, projectors and more reliant on over 250 satellites in the outer space; the policies for seniors in the new normal deserves fresh measures. One such moves could be nurturing the social fabric through the livelihood projects under CSR by blending seniors knowledge with the youth in the projects / programs development process. A food for thought for further munching by the affiliated forums, associations & federations.

During the period October - December; we facilitated & heard the webinar of NNDC - India Foundation on October 05, 2020, Executive Committee meeting on October 29th and AGM on October 30, 2020. Both EC & AGM proceedings witnessed vibrancy by raising issues either in harsh or graceful way that are being looked into sportingly by AISCCON management. The vibrancy was observed in exchange of pleasantries as well amongst the participants from various locations Nation wide at the time of conclusion of AGM showcasing solidarity for AISCCON.

On December 19, 2020, we organised a briefing session for the central council members to take up further actions on submitting the online applications for MoSJ&E grants on various projects / programs by March 31, 2021. The outcomes of the meeting are highlighted in this Newsletter for your kind perusal and further actions as considered prudent. CSR Committee is available for rendering assistance in the process upon request. Meanwhile; all are requested to consider outsourcing the online services for registrations with Niti Aayog, preparation of projects / program profiles within the framework of available grants and submitting the applications to MoSJ&E from youth having requisite skills; preferably working in "Common Service Centres" of Digital India available at majority of the Districts in India. Following the webinars; an important suggestion has emerged for forming an "AISCCON Service Trust" aimed at blowing fresh winds in our minds. A brief highlight of the genesis from Dr. TVS Rao is placed for your perusal and providing your valuable inputs aimed at furtherance of this endeavour.

The CSR Newsletters can be downloaded from AISCCON website. Kindly provide details of your CSR activities for inclusion in the forthcoming CSR NewsLetter. Comments, queries from proactive minds & mentors shall be sportingly reviewed for furtherance of our common endeavour. Best wishes ...Stay in touch...wish you all the best for upcoming 2021. Cordially yours...

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Ad-Memoir of briefing central council members on December 19, 2020

AISCCON CSR committee organised a Webinar meet of Central Council & EC members to brief them on the current status of CSR and the process and upcoming opportunities of funding by MOSJE during 2021-22. The meeting was attended by 28 dignitaries. The highlights of the proceedings are as follows:

- Mr. MK Raina informed that CSR Act 2013 is witnessing increasing funding over the years . The major contributors are Reliance Industries , ONGC, TCS, IOL and HDFC Bank with combined outlay of over Rs. 3200 Crores in year 2019-20. Education, Health, Skill Development and Poverty alleviation are the focus. 3/4 of funding is being spent through implementing agencies.. First time 52 projects concerning elderlies came up out of over 4000 projects. Collectively we need to enhance our efforts for securing the CSR funds/GOI funding on which Mr. Baharani is going to elaborate on the process.
- Mr Manohar Lal Baharani made a presentation through ten power point slides that were circulated to all the dignitaries in advance. The highlights were placed on the schemes that are available for funding during 2021-2022 by MoSJ&E. The pre-requisites for making online applications by March 31, 2021 were explained in details with one typical example of mobile health care unit. Availing paid services from the youth through common service centres (CSC) of Digital India for making online applications, registration with Niti Aayog and other online requirements was recommended. The normal check points / minimum requirements / contents of the proposals for making the CSR and MoSJE applications were also highlighted. The funds available for 2021-2022 financial year are Rs.200 Crores. Emphasis was laid on the ownership of the project, operational sustainability after initial investments on setting up the facility and being passionate about doing it. The house was then made open for discussions that witnessed vibrancy and following action points emerged.
 1. Dr. TVS Rao briefed on their operating nine clinics for geriatric / palliative care and dementia with current operating budget of Rs. 30 lakhs / year. Now they have upcoming project expansion involving investment of Rs. 2 Crore. Dr. Rao requested an opinion whether this expansion should be taken up as AISCCON project or they continue on their own. To that Mr Manohar Baharani responded that taking up this project at AISCCON level has two distinct merits. Namely it will showcase bondage between affiliated federations and AISCCON and AISCCON as an organisation of national stature placing it to concerned authorities in Corporate sector will have more weightage. Mr Baharani suggested that we jointly develop the project profile covering details as briefed in the presentation and then CSR committee shall take it forward to AISCCON management for approaching the Corporates including the five mentioned by Mr. Raina. Dr. Rao confirmed that the further actions in developing the project profile including details of operational sustainability / financial transparency in systems shall be prepared by them to go ahead through AISCCON.
 2. Shri RN Mital outlined the dire need for toilet facilities in old age homes. At present we have one toilet per 10 to 20 persons. The norms should be at least one for five. Kerala has one per seven. There are 10835 old age homes and Mr. Mital proposed that AISCCON should take up implementation of toilets in about 500 old age homes across the country. The complete project concept circulated to all central council and EC members. The recommendation is required to be sent to MoSJE for possible funding as three months lead time is too short.

3. Mr. Vemparala and Mr. Jadon wanted to know about the provisions in Act on existence of monitoring and penalties on corporate houses by the Ministry of Corporate affairs concerning non-compliance of CSR funding & utilisation. Mr. Raina clarified that monitoring is in place and proposal of going upto arrest for non-compliance was strongly opposed but other provisions are in place and systems are improving.
4. Dr. RK Sharma expressed thanks for enlightenment process and his willingness to apply for mobile health care unit. Mr. Manohar stated that as per the details furnished about Sanatan Trust, they have all the pre-requisites for making an application except probably NITI Aayog registration and it is possible to complete the process by involving CSC of Digital India and we are available for any assistance through electronic channels.
5. Mr. Chidambra Rao mentioned about long term care (LTC) in rural world as per the provisions stated at page 76 of 77 page document for funding avenues during 2021 -2022. He offered to submit a proposal for taking up survey of 4-5 villages as pilot program for furtherance of this activities through funding support from MoSJE. We now await the proposal from Mr. Chidambra Rao
6. Mr. Avinash Lakare briefed on his experience of organising the training programs through “Regional Resource Training Centre” RRTC with funding from MoSJE. Mr. Lakare expressed confidence that once the project for trainings are well drawn the funding is coming and NISD Delhi is the nodal agency in this regard.
7. Mr. Narayanmurthy stated that there are 30 old age homes lying approved in Andhra Pradesh, foundations are cast but no further activities are happening. Can AISCCON intervene?
8. Mr. Bhanwar Seth mentioned that they are operating two physiotherapy centres but facing difficulties as well in operations. However he expressed willingness to extend full support for all the initiatives of AISCCON in promoting projects / programs.
9. Mr. DN Chapke appreciated the efforts of CSR committee and stressed the need for committed volunteers, right aptitude and AISCCON is there to take up the national projects.
10. Just an hour after concluding the Webinar, Dr. GVV Uma Maheshwara Rao informed that he is in attachment with 45 old age homes in A.P. & Telangana States. He shall now be working on making a proposal for medical & nutritional facilities in old age homes for rural areas covering illiterate orphan senior citizens in particular. The proposal shall be forthcoming in due course.

The meeting concluded thanking and summing up by Mr Manohar Baharani and wishing everyone all the best for upcoming new year 2021 with special thanks to Mr. RN Mital to keep showering blessings on us at the age of 93. We now look forward the affiliated forums, associations and federations to submit online applications for grants by March 31, 2021 preferably under intimation to AISCCON CSR committee. Thanks. Best wishes.

Gist of a recommendation received sequel to the webinars is...

1. Dr. TVS Rao : Many of the associations built on the objective of recreation have not imbibed the spirit of service except sporadic temporary activities here and there. AISCCON's CSR committee recently brought out a very useful set of guidelines incorporating the criteria the associations have to fulfil and the procedures for obtaining funding. But this message doesn't seem to have reached may of the associations. The proposal as the first task will be to put in place the AISCCON Service Trust. The Trust is needed to garner donations which will be easi-

ly forthcoming if we have a Trust with necessary income tax incentives, transparent & credible operations to instil confidence among the prospective donors. The Trust may have a key role to play in administering the projects / programs under the umbrella of AISCCON.

An appeal to all the Federations / Associations...

All the affiliated forums, associations, federations are welcome to suggest on the process for AISCCON Service Trust formation emerging by a democratic process. Say starting with inviting expressions of interest from all the members of AISCCON (not only limited to Central Council & Executive Committee). Then the group of founding trustees making baseline requirements for operation of the Trust including by laws, terms for holding an executive office, creating space for nurturing new leaders on a continual basis over timeline and so on. There are many good trusts which have boomed by strong foundations that were cast by its founders. For example IIT Bombay Heritage Foundation. All are requested to download their thoughts through an e-mail.

Gist of schemes for making online applications by March 31, 2021

The Ministry of Social Justice and Empowerment had announced an umbrella policy for senior citizens that is effective April 01, 2020. All new projects are to be submitted online by March 31, 2021 through the web site www.grants-msje.gov.in. The organisation should be registered with the statutory authorities including NITI Aayog, maintaining audited accounts, having a website and is open to inspection. 15000 Elderly Self Help Groups (ESHG) shall be eligible for grant of Rs.50,000 / year to each ESHGs for undertaking some activities such as running creches, teaching children in backward areas and more livelihood project options.

The grants for running mobile health care units is upto Rs.11.2 lakhs / year, for physiotherapy centre Rs. 17.48 lakhs / year, Day Care Centre Rs. 12.48 lakhs / year, Caregiver Training Centre Rs. 21.3 lakhs / year, Awareness generation Rs. 16.96 lakhs / year. NISD is empowered for the activities of caregiver training, awareness, workshop, helpline and related areas. There is budget of Rs.200 Crores is for 2020-21 and similar for the next year. Those who are interested please submit an online application through the web site www.grants-msje.gov.in. Those who find some shortfall in the pre-requisites are welcome to approach AISCCON for submitting online application on their behalf.

1/ Please go through the relevant pages of 77 page policy document of an umbrella policy for senior citizens and let us know the constraints observed in making the applications / developing the projects.

Food-for-thoughts for all Federations / Associations...

Honourable Finance Minister recently announced that Government will set up "Public Health Lab" at Block levels and begin a program of "Manodarpan" for Children. Suggestions under Elderly Self Help Groups (ESHGs) scheme for the possible avenues for Senior Citizens to get involved in realisation of such endeavours are welcome.

Sharing of experiences: Sneha Sandhya in Visakhapatnam, Andhra Pradesh, which established a medical trust to take affordable health care to the poor elders. This trust is running NINE outreach geriatric clinics, serving inmates of TEN old age homes with medical aid, is rendering palliative home care services to 100 patients at a time, and is running an 8-bedded hos-

pice in a private super specialty hospital. It organized training courses for caregivers and also the advocacy of palliative care. The trust was recognized and helped by some national and foreign institutions engaged in palliative care. It now has a 40-member team of doctors, nurses, caregivers, counsellors and volunteers. Many of them serve without any remuneration. And all its services and medicines are free to the patients, including hospice patients. Its budget is Rs.30 lakhs per annum. Its entire income comes from individual donations and CSR funding by banks and other corporate entities. Service is its mission and they strictly avoid publicity. Not even banners at their clinics. They shall develop project further for taking up at AISCCON level.

1. *Guidelines for developing CSR projects:*

The following inputs are normally envisaged in a project proposal aimed at convincing the Corporate houses to grant funding under their Corporate Social Responsibility domain:

1. Personal information, brief profile & contact details of the Head of the organisation & key personnel involved in the ongoing activities of the Federation / Association.
2. Organisation details i.e. name, date of registration, nature of organisation, (whether Charitable Trust, NGO, Section 8 - not for profit company or any other), city, brief on past experiences , achievements and current activities, current sources of revenue for undertaking the ongoing activities (from donors / volunteers / government support etc.). Preceding three years statement of accounts.
3. Problem statement ; key drivers to resolve the concerns of elderlies in the region ; proposed strategy. The issue should have impacts on social fabric in quantifiable / measurable terms.
4. Project details - the facilities, implementation methodology, agencies in the implementation, organisation supervising the implementation, commissioning, taking over and project life time operations. The project ownership until its life cycle including sustainability is to be established.
5. Financial Analysis : For project implementation & operation, sustainability for project life cycle.
6. Meeting donors concerns for funds getting utilised in trust worthy, transparent and credible manner for the intended purpose, progress reporting on implementation and social impact analysis / benefits. Donors may have some specific guidelines on the reporting formats.
7. Credentials of the promoters of the project & organisation like past awards / certificates, recommendation letters from dignitaries, bank statements, home work done (like field survey / back up offers obtained for project implementation etc..)

It would be our pleasure to go through the CSR grant proposal schemes, share our thoughts and recommend further course of action. In the market there are a number of Consultants available who charge a nominal fee for submitting the CSR grant applications to the prospective donors, follow up the proposal until fructifying the approval of grants. This could also be explored further by all the affiliated forums, associations and federations for implementing the projects / programs.

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