



Committee Members

*MK Raina (Chairman), Manohar Lal Baharani (Secretary),
TV.Hanumantha Rao, Sarvesh Gupta, Suresh Palgay, Ms Pushpalatha Yelisetty,
Dr. Deepak Bhattacharjee, Dr. GVV Uma Maheswara Rao & NT Narekar,
IM Bhalla President & TPR Unny Secretary General (ex-officio)*

website: www.aisccon.org

From Secretary's Desk...

Dear Fellow Senior Citizens,

Greetings to lead a good life amidst a stressful liveable environment. Trust one year of being home confined has strengthened our maturity levels for forming an enriched wisdom on the issues of concerns unique to each one of us. Trust every one had a good time during Holi festival. Let us hope that post this festival of colours ushers new era full of joy & happiness. Maintaining good health through an appropriate medical interventions / antibody developments / immunity improvements and more is priority. By now most of us must have taken the first dose of vaccination and getting ready for the next one soon. Marching on our mission envisioned in AISCCON Bylaws for civil society of all ages; we need to continually explore the avenues for utilisation of our rich experiences and vast knowledge for the benefit of the entire society. On January 22, 2021, Ministry of Corporate Affairs have updated the CSR Act. Certain provisions of interest to us are placed in this news letter - A food for thought for further munching by the affiliated forums, associations & federations.

During the period January - March 2021; we facilitated through Webinars the meeting of Vice Presidents on March 08, 2021 & an Executive Committee meeting March 17, 2021. Both VPs & EC meeting proceedings witnessed raising points with convictions either in harsh or graceful ways. The vibrancy was observed in exchange of diverse view points amongst the participants from various locations Nation wide. These meetings showcased solidarity for AISCCON.

On December 19, 2020, we had organised a briefing session for the Central Council members . This was for taking up further actions on submitting the online applications for MoSJ&E grants on various projects / programs by March 31, 2021. It would be great to know from the affiliates about the progress made by each one of them in this regard. In India the policies / Acts emerge from Central Government but most of the implementation is by the State Governments. The experience of Uttarakhand surfacing the devils in details of implementation on a welfare scheme for senior citizens is given in this newsletter for your kind perusal.

Preceding seven years have witnessed rising trend in exploitation of seniors savings, neglect on welfare schemes, ignorance on ground realities of old age homes / health care facilities and the evolution of isolation of senior citizens from the multi-coloured social fabric. Besides continuing efforts for welfare schemes; it is an opportune time to showcase the utility of seniors through some CSR project at AISCCON level. One concept note on these lines is placed in this Newsletter for munching by all the affiliates and providing consent along with requisite inputs for furtherance of the proposed endeavour. Any other viable proposals / valuable recommendations emanating from the affiliates are most welcome.

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...

Cordially yours...

Manohar Lal Baharani

e-mail: manoharlal.baharani@gmail.com

mobile : 8319723072

Follow up actions / Present status solicited on the following:

AISCCON CSR committee organised a Webinar meet on December 19, 2020 for 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 available in 6th quarterly CSR NewsLetter. As a follow-up action on the points discussed the present status on the following is solicited:

1. Dr. TVS Rao had 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. Mr Baharani had 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. Dr. Rao confirmed in December 2020 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. : Action awaited from Dr. TVS Rao
2. Shri RN Mital had 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: Initiative from affiliates in select locations of old age homes for becoming the project implementation "owner" is awaited along with funding required for implementation for taking up with MoSJE.
3. Dr. RK Sharma was informed by Mr. Manohar that as per the details furnished by him 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 in Indore : Action by Dr. R.K. Sharma
4. Mr. Chidambra Rao had 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 are awaiting the proposal from Mr. Chidambra Rao
5. Proposals for utilising the "Regional Resource Training Centre" RRTC with funding from MoSJE on trainings are solicited from affiliates. NISD Delhi is the nodal agency in this regard.
6. Mr. V. Narayanmurthy had stated that there are 30 old age homes lying approved in Andhra Pradesh, foundations are cast but no further activities are happening. Mr. Narayanmurthy may please provide the brief details of approvals for AISCCON to intervene.
7. Dr. GVV Uma Maheshwara Rao had informed that he is in touch 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 is awaited.

Gist of a Concept for association by all AISCCON affiliates is...

Senior Citizens of today; living in rural / tribal / remote areas in particular; are repository of knowledge of indigenous medicines besides being well integrated in their social fabric. The basic feature of such knowledge is that it is mostly unwritten; staying in the minds of local people and gets transmitted through an oral communication to the next generations. Many times this knowledge is available only in the regional language and dialects. There are many success stories of such traditional healing system. However due to withered family situations, advancements in the modern medical science both in research and its outreach, traditional healing practices are losing its appeal. Many expertise's are getting hibernated with the life transition of the knowledgeable senior citizens. The exploration of this indigenous medicinal knowledge and its scientific validation, recognition in the system of medicine and its popularisation is urgently required. We need to uphold this highly potential traditional healing practices of India. Inclusion of indigenous medicines and recognition of the elder's role in keeping their knowledge alive is important. It could be done like the way it is done with well established system like Ayurveda and Unani. The elderlies knowledge holders need to be involved in the process of validation practices of their medicinal knowledge like phytochemical and pharmacological screenings of extracts.

This treasure of indigenous medicinal knowledge amongst the senior citizens of rural/ tribal / remote areas of India deserves acquisition, compilation, peer review, consolidation. Thereafter it becomes worthy of placing in global market (India and other developing countries of ASIA / Africa / South America) highlighting its utilisation prospects before the same gets hibernated. The borderless knowledge world through various digital platforms / windows does provide number of avenues. The probable barrier is the initial investments required for such talent acquisition that is praiseworthy but very effort intensive besides being a challenge & half. Thus furtherance of such an endeavour has merits to explore the funding sources through select philanthropic organisations / CSR avenues. AISCCON having its outreach to 2 million senior citizens; majority in rural India; through its affiliated forums, associations and federations; is in an ideal situation to take the lead role in harnessing this indigenous medicinal knowledge of local communities.

All the affiliated forums, associations and federations are accordingly requested to munch this thought and provide us consent by June 25, 2021. Thereafter it can be pursued further as an AISCCON CSR project for the next three years. Your consent should highlight the scope of services that will be offered by you for talent sharing and / or acquisition proceedings in your area, availability of amount of efforts in quantifiable terms, estimate of funding required to take care of direct expenses, time line needed, details rural areas to be covered, types of common ailments identified in your region and more. Upon attaining the milestone of having such detailed inputs from ten or more affiliates the matter shall be taken up further with other relevant Institutions, Organisations and Universities. We would require to supplement our efforts with AISCCON as the lead of the Consortium for this task. Once the complete proposal gets formulated as a Consortium led by AISCCON say by December 2021, it shall be submitted to the leading Corporate Houses for providing the requisite funds under CSR. With AISCCON's praise worthy outreach in rural India, this move shall showcase the matured competence prevailing in rural India. The critics / comments / value additions / suggestions for further enrichment of this concept are sportingly welcome.

Conceptualised & submitted by: Manohar Baharani, AISCCON.

Field survey to ascertain program implementation and explore ...

Honourable Finance Minister recently announced that Government will set up “Public Health Lab” at Block levels and begin a program of “Manodarpan” for Children. All the affiliated forums, associations, federations; those having outreach in rural India in particular; are requested to ascertain to what extent the program is implemented on ground and provide us the feedback. Thereafter Suggest explore under Elderly Self Help Groups (ESHGs) scheme of MoSJ&E the possible avenues for Senior Citizens to get involved in realisation of such endeavours.

Food for thought & further actions to all the Affiliates of AISCCON:

The Ministry of Corporate Affairs (MCA) have made certain amendments to CSR Act on January 22, 2021. Some of them deserve munching and finding suitable avenues for affiliated forums, associations and federations. The table below gives a gist of our interest for further action to explore the CSR funding prospects for us.

Sl. No	Changes made in the CSR Act	Food for thought for us	Remarks
1	In addition to the CSR policy, Corporates now are required to display the approval of CSR schemes on their web site	This will show case their CSR activities transparently and will provide us an access to know their ongoing priorities/ possible avenues for us. For leading corporate house operating in respective regions, it is now desirable to check their websites at regular intervals to see which of the schemes find priority and what is available for senior citizens to look forward to.	Once we find that a Corporate has inclination for seniors, we can submit our schemes for possible considerations in their next Board Meeting
2	Earlier the CSR schemes were planned for one year. Now Corporates can plan long term schemes up to 3 years	Unspent funds of one year can also be carried forward for another two years. We can now approach the Corporate Houses who have unspent funds to consider our schemes.	It gives us also an option to think of three year programs for funding support

Sl. No	Changes made in the CSR Act	Food for thought for us	Remarks
3	Now the Corporates having CSR outlay of Rs. 10 Crore or more per year shall have mandatory requirement of organising an impact assessment studies for all the projects / programs valued Rs. 1 Crore or more from an independent agency.	AISCCON and all its affiliated forums, associations, federations can think of taking up such assignments as an independent agency. This would require ascertaining the availability of requisite competency amongst the members.	An avenue for pursuing active ageing through professional services.
4	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.	Education, Health, Skill Development and Poverty alleviation are the focus areas. We need to develop the projects / programs of our concerns falling preferably under these domains	There are companies available to pursue the CSR funding proposals that are well conceived & documented. Select companies are willing to serve us on No-charge basis as well.

Gist of an experience 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 were to be submitted online by March 31, 2021 through the web site www.grants-msje.gov.in. The details were circulated by us in 6th CSR News Letter dated December 30, 2020.

Experience of Uttarakhand State as shared by Mr. M.K. Raina, VP, AISCCON on pursuing a proposal for the grant in aid for Day Care Centre at Haridwar is as follows.

In response to the Supreme Court judgment in December 2018 directing the Government of India to implement corrective measures for the welfare of Senior Citizens, Govt. of India, Ministry of Social Justice & Empowerment, came out with an Umbrella Scheme for Senior Citizens known as NAPSrC. The scheme has been given an allocation of Rs 200 crore per annum for grants in aid for various welfare initiatives through the Centre or through the States. These programs include Day Care Centres as well among many other initiatives. Under this scheme, the funding request for projects like DAYCARE CENTRE has to be submitted and processed through the respective State as has been defined in APPENDIX-2, State Action Plan for Senior Citizens (SAPSrC) of the above scheme. We at Shehjaar Homes made concerted efforts since January 2021 for grant in aid for Haridwar Day Care Centre for 2021-22 for which last date was 31.3.2021. The application had to go through the Uttarakhand State. Our State came out on January 12, 2021 a notification seeking expression of interest through their website. There terms & conditions were:

1. Security deposit of Rs 2 lakhs.
2. Institution should have worked 5 years in Uttarakhand in the area of Senior Citizens Welfare.
3. Institution should have worked in two other states including one of the hilly state..
4. The Institution should have five years experience in execution of work plans of state and their associates which is financed by Govt., semi govt., /NGO or self-financed
5. Institution should have worked with NRLM or any other scheme, self-help group formation & process.
6. Minimum turnover of Rs 50 lakhs per year for the last three years.
7. Institution should have implemented three projects of a minimum of Rs 50 lakhs each.

The above terms and conditions came as a big surprise being in the total contradiction of intent of NAPSr.C by the Central Government. State Government transformed a welfare scheme as if it is a Project Owner - Contractor relationship endeavour.

The irrelevance of terms was referred & vigorously pursued with the concerned in State Government, MoSJ&E. As a gesture Rs. 50 lakhs condition of point No. 7 above got relaxed to Rs.25 lakhs. Such gesture on part of Directorate evidences that they are not aware of the financial conditions of the Senior Citizens; State's meagre amount pension dependents in particular; more so in a hilly state like Uttarakhand. Final outcome was withdrawal of expression of interest notification by the State Government. On further follow-up with the Central Government level; our mail has now been acknowledged by the Joint Secretary office of Ms Radhika Chakaravarthy MoSJ&E intimating that our matter has been forwarded to Joint Secretary, Mr. Surindra Singh of Senior Citizen Division. Further, we have to wait how the Ministry of Social Justice & Empowerment takes this up with the concerned State Government. We have not been able to apply to the state tender this year due to above-stated reasons. But our this effort will at least correct the processing procedure for next year. We believe many State Governments are also unaware of the implementation of NAPSrC in their States. The Centre should seek a status report from all States to know the implementation of schemes defined under SAPSrC on the ground.

This is a glaring example of how the devils in details get surfaced leaving behind un-utilised funds in many cases. The matter is continually being pursued further hoping better situation for the next financial year. It would be great to hear from affiliates any example of submitting a grant in aid application successfully under NAPSr.C by March 31, 2021 for funding support during 2021-2022.

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 be explored further by all the affiliated forums, associations and federations for implementing their projects / programs.

Editorial Board

1 Manohar Lal Baharani 2 Sarvesh Gupta 3 Suresh Palgay 4 MK Raina

Contacts Address for communication

1. MK Raina , Flat 403, Building A-20, Haridwar Greens , Roshanabad, Haridwar-249402 Uttarakhand. Email: mkrainas@gmail.com; (m) 9760002072
2. Manohar Lal Baharani, "Laxmi Villa", G-3 / 376 Gulmohar Colony, E-8, Bhopal 462039 manoharlal.baharani@gmail.com; (m) 8319723072 / 8989406337