



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 be blissful in the state of "Sat-Chit-Anand" to break free the self imposed barriers / boundaries of our mindset. Having surmounted the psychological pressures, isolation from society, emotional distress, suppression of feelings, dampening of physical activities during preceding 15 months of being home confined; our capacity has been built to manage issues of concerns unique to each one of us. Our well being through an appropriate medical interventions / antibody developments / immunity improvements and more are surely a priority. 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.

During the period April - June 2021; we facilitated through Webinar the Executive Committee meeting on May 25, 2021. The proceeding moved in a cordial manner and led to a number of decisions including forming a separate arm of AISCCON Trust for the charitable activities. On March 31, 2021, MoSJ&E notified an Annual Action Plan (2021-22) under Atal Vayo Abhyudaya Yojana (AVYAY) (A Centrally Sponsored Scheme for welfare of Senior Citizens) having a financial outlay of Rs.533.81 Crores. The key features of our interest are summarised in this news letter for kind perusal & further prudent actions by our affiliates in their respective domains of interest / activities. The CSR Committee prepared a proposal under AVYAY scheme and submitted it to AISCCON HQ on April 27, 2021 aimed at seeking an assignment from MoSJ&E on a nomination basis. For MoSJ&E grants during 2021-22, only one proposal is submitted online on March 30, 2021 seeking grant of Rs. 17.03 lakhs. This was intimated to us on April 10, 2021 by Mr. V. Narayana Murty, Secretary VIRRD Trust Hospital with a request for recommending through AISCCON. We sent a draft letter addressed to the concerned official in MoSJ&E to AISCCON, HQ on April 13, 2021 and HQ sent the recommendation to Ministry on April 25, 2021.

Trust affiliates having 80G status, have made fresh applications as per new regulations to maintain their status for soliciting grants / donations. Besides continuing efforts for welfare schemes; in our 7th CSR Newsletter we had submitted a concept note for CSR project at AISCCON level and solicited the views / comments from our affiliated forums / associations / federations. The inputs / value additions / suggestions on these lines are awaited. Any other viable proposals / valuable recommendations emanating from AVYAY Scheme of 2021-22 from the affiliates are most welcome. Based on the responses from Affiliates, we propose to have a meeting amongst the affiliates during September 2021. Based on outcome of meeting, we have plans to interact with CII, EEPCC and similar organisations to get us priority on CSR grants.

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

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

The Ministry of Social Justice & Empowerment notified on March 31, 2021 an Action Plan for the financial year 2021-22 under Atal Vayo Abhyuday Yojana (AVYAY) (A Centrally Sponsored Scheme for welfare of Senior Citizens). The eleven page notification covering various schemes worth Rs. 533.81 Crores were studied by CSR Editorial Board and then discussed it on digital platform on April 23, 2021. We also prepared a proposal to seek one assignment for catalysing CSR funds in favour of Senior Citizens and sent it to AISCCON HQ on April 27, 2021 for further action. The brief details of the schemes notified in the document is placed below. Some of them deserve mulling 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. All affiliates of AISCCON are requested to ascertain from the Ministry of Social Justice & Empowerment at respective State levels the progress and prospects on these schemes.

Sl. No	Provisions in the Notification (AVYAY) Action Plan for 2021-2022	Food for thought for us	Remarks
1	Shelter and Health for Sr Citizens a - (National Action Plan for Sr Citizens) b - Integrated Programme for Sr Citizens (IPSrC) Gross Budget Rs 300 Crores.	These funds are set for going to State Action Plan for Sr support Citizens (SAPSrC). Affiliates may find avenues for projects / programs that can be taken up by them in the domain of Shelter and Health. Chattisgarh has been talking of Elder Home for senior ladies. Mr. RN Mital has been talking of toilets in OAHs and many avenues prevail in Health Sector. Dr. RK Sharma from Indore could be the guiding light in this domain.	Once we find viable programs / projects and inclination of the State Government to support our endeavour, affiliates can move forward. CSR committee; upon request; is available for value addition in the project proposals.
2	Health and nutrition support for indigent elders Budget Rs. 39.6 Crores SCWF	Affiliates could identify / prioritise the requirements and influence the State Welfare funds flow to the needy in their respective region.	Our role can be surveillance and steering the funds flow in prudent ways

SI No	Provisions in the Notification (AVYAY) Action Plan for 2021-2022	Food for thought for us	Remarks
3	Rashtriya Vayoshri Yojana (RVY) Budget available Rs. 77.23 SCWF	This is for providing the physical aids and assisted living devices. Affiliates can contribute in the demand analysis and provide the needed support to the Government at State Level.	An avenue for pursuing active ageing through professional services.
4	Livelihood and Skilling for Senior Citizens (SHGs) Budget available Rs. 37 Crores SCWF	Education, Health, Skill Development and Poverty alleviation are the focus areas. We need to develop the projects / programs of our concerns falling preferably under Livelihood and Skilling for senior citizens to avail the funding of Rs. 37 Crores. The methodology needs to be ascertained at respective State offices of MoSJ&E	Upon getting a go ahead for any particular program / project at State Level, CSR committee; upon request; shall extend services for firming up proposals.
	National Helpline, Awareness Generation ,Training and Capacity Building Budget Available Rs.54.98 Crores SCWF	Affiliates may find out how of the budget is available for their respective States. Thereafter identify in which areas we need capacity building and awareness generation. Such as Digital Literacy, insights of Act 2007 and other avenues.	It is desirable to place the issues of interest / concerns to senior citizens so that their awareness programs, tailings and capacity building are more effective.

S I . N O	Provisions in the Notification (AVYAY) Action Plan for 2021-2022	Food for thought for us	Remarks
	Promoting Silver Economy Budget Rs. 20 Crores SCWF	This is most innovative step of the Action Plan. Promoting Silver Economy. The affiliates may discuss and come out with an interesting plans / projects for getting into economic activities as a part of Silver Economy. These need to be discussed at State Level. Examples could be Senior Citizens getting into teaching the moral science and other subjects to Youth.	CSR Committee is available for one to one brain storming sessions on this through digital platform with any of the affiliates desirous of venturing into Silver Economy domain.
	Channelisation of CSR Funds for elderly Care Budget Rs. 5 Crores SCWF	This is another innovative step taken by the Ministry of Social Justice & Empowerment to influence the Corporate Houses for giving more CSR grants for the concerns of Senior Citizens. Rs. 5 Crore is the funding to be spent in catalyst efforts for raising CSR funds to the tune of Rs. 250 Crores during 2021 - 2022. CSR committee prepared a proposal for getting an assignment of Rs.36 lakhs on nomination basis and assured to raise CSR projects worth Rs. 18 Crores. This proposal was sent to AISCCON HQ on April 27, 2021.	CSR Committee is open to share its proposal with any of its affiliates; upon request. We also encourage the affiliates to explore the possibilities of getting share of running expenses to influence the Corporates for orienting CSR funding in favour of projects / programs for the concerns of Senior Citizens.

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	<p>Key highlights:</p> <ul style="list-style-type: none"> i. The projects to include Mobile Health Care Units, Physiotherapy Centres, Creating a pool of trained care givers, cataract surgeries, Regional Resource Training Centres. ii. Forming Elderly Self Help Groups iii. Taking up new start ups as “Silver Economy” initiatives where Government can go upto 49% in equity investments. iv. Perform a catalyst role to influence Corporates for giving CSR funding in favour of concerns for Senior Citizens. MoSJ&E shall engage agencies through competitive process. v. Seek assistance from National Institute of Social Defence (NISD) in the areas of Advocacy, Capacity Building, Pilot studies and more. 	<p>We need to brain storm the prospects and avenues that dovetail with existing situations in various States and the domain of funding resources / priorities identified by MoSJ&E. This would call for discussions. CSR Committee is open to arrange a discussion with desirous affiliates through digital platform.</p>	<p>The National HelpLine for Elders is already operational in some of the States in India. Please try calling 14567</p>

Follow up actions / Present status solicited on the following:

Sequel to the highlights of the proceedings in the 6th & 7th quarterly CSR NewsLetters. As a follow-up action the present status on the following is solicited:

1. In the 7th CSR Newsletter a concept note on harnessing the treasure of indigenous medicinal knowledge amongst the senior citizens of rural/ tribal / remote areas of India was placed for comments / inputs from the affiliated forums, associations & federations. We encourage all affiliates to offer their valuable inputs as such knowledge 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.
2. 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

3. 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 present AVYAY 2021-22 Action Plan of MoSJ&E needs to be explored by those who wish to be the owner of such projects.
4. 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
5. 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. We are awaiting the proposal from Mr. Chidambra Rao. Mr. Chdambra Rao may like to have a look at the provisions of AVYAY 2021-22 action plan of MoSJ&E.
6. 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. Mr. MK Raina, in the capacity of Director, Shehjaar Homes & Mr. Sarvesh Gupta, President , Senior Citizen Forum, Haridwar have moved a proposal on April 27, 2021 to Ministry of Social Justice & Empowerment in this regard for one RRTC in Haridwar.
7. 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.
8. 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.
9. All affiliated Forums, Associations, Federations are requested to brain storm the possibilities in the two new domains in AVYAY Action Plan 2021-22 - namely promoting silver economy and channelising CSR funding for elders. These have Rs.25 Crores budget for the current financial year. Based on the inputs further actions shall be firmed up that include sending proposals to MoSJ&E, interacting with CII and others.

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. Those interested to voluntarily provide tele-counselling in Covid 19 regime can get a link for registration of interest and a consent form from Shri Tribhuwan Singh, through an e-mail: manodarpan-mhrd@gov.in.

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