



### Committee Members

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Dr. Deepak Bhattacharjee, Dr. GVV Uma Maheswara Rao & NT Narekar,  
IM Bhalla President & TPR Unny Secretary General (ex-officio)*

**website:** [www.aisccon.org](http://www.aisccon.org)

### **From Secretary's Desk...**

**Dear Fellow Senior Citizens,**

Greetings for being blissful in the state of "Sat-Chit-Anand". Over the years we have learnt that the developmental processes continues in pace with the humanity aspirations & demographic changes. The world is gradually acknowledging the newer issues of concerns to seniors citizens; a fast growing community in the society of all ages. Accordingly new initiatives are also coming forward at State, National and International levels. We have been making efforts to apprise you all gist of relevant provisions of CSR Act and notifications of MoSJ&E on a continual basis through our Newsletters / Webinars. 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 by blending with the youth energy.

We facilitated through Webinar a briefing session for entire central council members on September 23, 2021. We apprised complete gist of efforts of CSR Committee over the past 22 months. The proceedings will go along in gradually attaining the synergy of collective efforts besides drawing the road map for the upcoming one year. The proceeding summary is included in this Newsletter for your kind perusal and taking requisite actions forward. Let us hope that we collective take forward with Corporates one CSR project at AISCCON level by December 2021. Once synergy for implementing some sustainable projects / programs emerges using collective strengths emerges; AISCCON could approach to organisations like CII, EEPCC, PHD Chamber of Commerce & Industries & more for seeking the needed funds through CSR avenues.

We reiterate that on March 31, 2021, MoSJ&E notified an Annual Action Plan (2021-22) under Atal Vayo Abhyuday Yojana (AVYAY) (A Centrally Sponsored Scheme for welfare of Senior Citizens) having a financial outlay of Rs.533.81 Crores for FY 2021-22. The key features of our interest were summarised in 8th CSR newsletter. One of our proposal for Rs.36 lakhs under AVYAY is under consideration by AISCCON management for taking up with MoSJ&E. All affiliates of AISCCON are requested to ascertain from the Ministry of Social Justice & Empowerment at respective State levels the progress and prospects on AVYAY schemes. The vibrancy of responses from our affiliates, pro-active involvement in marching on collective efforts are the key drivers for CSR Committee to perform. Giving requisite priority to the concerns of senior citizens; respecting demographic changes; is being recognised by all concerned at National & International levels. We need to catch up with the new avenues coming on our way.

Trust affiliates having 80G status, have made fresh applications as per new regulations to maintain their status for soliciting grants / donations. 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 pro-active minds & mentors shall be sportingly reviewed for furtherance of our common endeavour. Best wishes ...Stay in touch...

Cordially yours...

Manohar Lal Baharani

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## **AISCCON CSR Committee - Interim Review - 23.09.2021**

The AISCCON CSR Committee organized a briefing session of its activities of preceding 22 months for central council members on September 23, 2021 . It was conducted through Webinar for two sessions of 40 minutes each.

In the opening welcome address Mr. M.K. Raina gave insights to CSR Act, flow of huge funds but with low priority for senior citizens, need for dissemination of information on the provisions of Act; in particular the requirement of placing CSR projects on the websites of Corporates. He also talked on AVYAY scheme of MoSJ&E and requested Secretary General -AISCCON to favourably consider proposal of Rs.36 lakhs for sending to MoSJ&E for possible grant on nomination basis.

Mr. TPR Unny, Secretary General spoke his words of wisdom. Mr. Unny praised the efforts of CSR committee even during Covid time, acknowledged the proposal of CSR committee and offered consent to revert on the same. Thereafter Mr. Manohar Baharani made a detailed presentation of the preceding 22 months activities. The highlights of the same along with soft copies of all previous eight news letters are available for downloading from our website [www.aisccon.org](http://www.aisccon.org) under the icon "CSR & News".

The CSR committee voyage began in December 2019 by an intensive interactions with various affiliated forums / federations and got good suggestions for schemes / insights into their ongoing praise worthy activities. In March 2020 the details of ten pre-requisites for seeking the MoSJ&E grants, inclusion by MCA in CSR the schemes of COVID19 & CSR project proposal making guidelines were circulated. A good number of suggestions emerged in Webinar of July 2020 and on Alzheimer's day September 21, 2020. 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. VIRRDD submitted an online proposal for Rs.17.03 lakhs to MoSJ&E on March 30, 2021. We circulated food for thoughts emanating from amendments to CSR Act. and a proposal at AISCCON level to harness the treasure of indigenous medicinal knowledge amongst the senior citizens of rural / tribal / remote areas of India.

Mr. Baharani further briefed on Nationally recognised Vietnamese model of Intergenerational Self Help Clubs (ISHC) having 70% elderlies and 30% youth as against our Elderly Self Help Groups (ESHG) and once again reiterated the need for employing two young employees one from MSW and another computer background to take care of various administrative support activities of HQ, its 13 committees and assist the affiliates as well in pursuing the projects of our collective endeavours.

Mr. Narayana Murty apprised the status & requested for an intervention on their Rs. 17.03 lakhs proposal lying with MoSJ&E. Mr. Avinash Lakare mentioned about efforts in getting the consultative status and taking forward other digital awareness programs. Dr. GVVUM Rao briefed on the welfare activities for nutritional support to OAHs by personal fundings. Mr. Singaraja and Mr. Mudafare Damodar appreciated the efforts, Mr. Sarvesh Gupta endorsed the views to blend the youth for implementation of CSR projects & offered to share the details of their physiotherapy centre successfully in operation for over 6 years, Mr. V.K. Sharma briefed on their giving scholarships to talented students from under privileged communities. The committee suggest that following points may be looked into by the Federation / Associations representative while going through for funding under CSR projects:

1) To speed the paper work, followup and implement the programs / projects energetic and dynamic youth clubbing is required.

- 2) Financial proposals should be thorough, self-explanatory and follow the guidelines issued by the CSR committee.
- 3) The transparency & professional approach needs to be adopted.
- 4) Must harness the avenues of collective potential and do brain storming.
- 5) Leader and the implementing team of the project / program must be well defined.
- 6) Ensure participation in the CSR committee webinars and Newsletters

Mr. Suresh Palgay offered the vote of thanks for the vibrant participation that was missed by many. In case any affiliates finds it difficult to download the Newsletters from AISCCON website, we can provide upon request. Comments / suggestions from the mentors are sportingly welcome.

### ***Fragrances of preceding 22 months deliberations for further munching and taking it forward to fructify the endeavours:***

<b><i>Brief outline of proposals surfaced</i></b>	<b><i>Contact Person</i></b>	<b><i>Further munching / actions</i></b>
Caring for left out Elderly in Kumbh Mela Haridwar 2021	Mr. M.K. Raina	Leave No One Behind (LNOB) - could not get pursued due to COVID19 guidelines by State Govt.
Project profile of care home for an elderly women in Ujjain city	Mr. Arvind Jain	Please share with Mr. CW Deoras, Bilaspur
Old age home in Vijayawada - only building map	Dr. GVVUM Rao	Needs development into a sustainable CSR proposal
Services to economically deprived in Goa.	Mr. Diogo M. Da Costa,	Apply under AVYAY 2021
Chennai - a number of proposals	Mr. Rajasekaran	Explore under AVYAY / CSR
Day Care in Chandigarh	Mr. I P Puri	Explore under AVYAY / CSR
A welfare proposal for consideration. Rs. 3500 per member participation, adding at least 2000 members, and a lump sum money is paid immediately whenever any of the member attains life transition.	Dr. GVVUM Rao	Dr. Deepak Bhattacharya jee to guide further course of action to fructify.
Budhape ke Lathee	Mr. Savesh Gupta & Mr. Suresh Palgay	Explore under AVYAY / CSR
Care givers training institute coupled with senior living for economically sound / secure seniors	Manohar Baharani	Approached TISS, NISD. Needs further exploration with philanthropic organisations / CSR grants
Grant proposal to Mr. Arvind Murthy, President Lions Club Haridwar for sending to Lions International Delhi	Mr. Sarvesh Gupta	Dr. Deepak Bhattacharya jee to facilitate further.
Ashram building utilisation on lease in Haridwar	Mr. M.K. Raina	Mr. Hanumantha Rao

Think of multi-featured projects like elder care home + Temple + Recreation + Reading + Primary health care + + + and look forward to CSR funding	Mr. DN Chapke	Mr. Hanumantha Rao requested to think on it in Vijayawada
AISCCON shall be willing to submit online applications of its associated forums / associations / federations to the Ministry of Social Justice for approval of grants.	Mr. TPR Unny	Some of the associates may not have Niti Aayog registrations (that AISCCON possesses) which is a prerequisite therefore this would be a good gesture of AISCCON.
A1000 sq. yards property, having 10 rooms, centrally located in Dehradun worth over Rs. 7 Crores. The terms shall be on no loss no profit concept. A team is likely to visit Dehradun.	Mr. M.K. Raina	Site visit is awaited.
Getting a building on lease from BHEL for Day Centre in Haridwar	Mr. Suresh Palgay	Follow with BHEL Haridwar
AISCCON to be in ideal situation to undertake the research activities and explore newer techniques such as music therapy, haldi, ayurvedic options and more for the ailments like dementia / Alzheimer/ any other of concerns to senior citizens.	Mr. Shailesh Mishra Silver Innings	To explore further
There are 725 districts but only 30 are having chapters on Dementia; thus a great challenge to cope up with the demand.	Mr. DN Chapke	Refer to an example of ACF in Vishakapatnam and come forward
We have many options and many organisations working for redressal of ailments in urban areas, 70% of elderlies reside in rural areas. AISCCON could consider undertaking research in rural areas of Chattisgarh, Jharkhand, Orissa and other States and come out with suitable measures to take care of ailments in the rural world.	Mr. CW Deoras	Explore under AVYAY / CSR
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. TVS Rao	project profile including details of operational sustainability / financial transparency in systems under preparation to go ahead with AISCCON.

Dire need of toilet facility in OAHs. There are 10835 OAHs, AISCCON should take up 500 OAHs	Mr. RN Mital	Explore under AVYAY / CSR plus find the willing owners of the projects.
Mobile Health Care Unit, Indore	Dr. RK Sharma	Explore under AVYAY / CSR and submit the application
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.	Mr. Chidambra Rao	Proposal awaited
Regional Resource Training Centre (RRTC) with funding from MoSJE. Once the project for trainings are well drawn the funding is coming and NISD Delhi is the nodal agency in this regard.	Mr. Avinash Lakare	Proposals awaited.
45 old age homes in A.P. & Telangana States.	Dr. GVVUM Rao	Details awaited
30 old age homes lying approved in Andhra Pradesh, foundations are cast but no further activities are happening.	Mr. V.Narayana Murty	Proposed action plan to pursue further is awaited
Harnessing the treasure of indigenous medicinal knowledge amongst the senior citizens of rural/ tribal / remote areas of India	Manohar Baharani	Consent from Affiliates to associate in this is awaited
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.	Mr. M K Raina	Followup with MoSJ&E

The endeavours like “Leave No One Behind”, “ Long Term Care “, “Care giver training institutes”, “RRTC” attract attention of multilateral organisations as well. Please be informed that the Help-Age International, UK has recently assisted Asian Development Bank (ADB) by preparing country diagnostic studies for six countries namely; Indonesia, Mongolia, Sri Lanka, Thailand, Tonga and Vietnam as a consulting assignment to develop an elderly care services so as to reduce the old age vulnerabilities in Asia. Such leads act as catalyst for us to do the brain storming sessions.

### **Food for thought under AVYAY & further actions by all the Affiliates:**

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 all the schemes notified are available in our 8th CSR Newsletter. The following two of them; being new and innovative; deserve munching and finding suitable avenues for affiliated forums, associations and federations..

1	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 brainstorming sessions on this through digital platform with any of the affiliates desirous of venturing into Silver Economy domain.
2	Catalysing CSR funds for senior citizens through Corporate Houses. An advocacy route having the budget of Rs. 5 Crore to raise Rs.250 Crore projects during the year 2021-22 under AVYAY scheme.	This is an 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 - 22	CSR committee willing to share its proposal to any desirous affiliates upon request.

***Field survey to ascertain program implementation and explore ...***

Honourable Finance Minister 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 contact: Shri Tribhuvan Singh, through an e-mail: [manodarpan-mhrd@gov.in](mailto:manodarpan-mhrd@gov.in)

***Editorial Board***

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