



Workshop on
CSR – AVENUE FOR WELL BEING

GIVE BACK BETTER

**RAJESHWAR DEVARAKONDA
MISSION HEAD - LIVELIHOODS
HELPA GE INDIA**

एक सवाल हैं

- आपके बचपन में
- _____ के दिन आयी हैं - पूरा तैयारी आपकी थी
- घर में सब के लिए कुछ न कुछ नया मिला
- पर आपको कुछ नहीं मिला..... आपको कैसा लगा ?



आपको कौन सा हाथ पसंद है?

..... देने वाला या लेने वाला



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Thinking

- 1. Person** Not all Senior Citizens are the Same
- 2. Problem** Not all Senior Citizens have the Same Problems but Similar
- 3. Product** Conversion of the Problem to Solution
- 4. Placement** Senior Citizens and SDGs – Gender – Climate – Mental Health
- 5. Premium** Senior Citizens – What is the value-Add – How are we different
- 6. Promotion** Sell the Idea – Market it.



PERSON

- 1. 10% Of The Population**
- 2. 46% Of Elderly Have Atleast One “Legal” Disability**
- 3. 49% Of All Elderly Are Women**
- 4. 36% Abused On A Regular Basis**
- 5. More Rural Than Urban**
- 6. 93% Elderly - Unorganized Sector**
- 7. Life Expectancy @ Age 60 = 18 Yrs**
- 8. 92% Of The Elderly Not Bedridden**

**ELDERLY EXIST AMONG THE PVTGS,
WOMEN, DIFFERENTLY ABLED,
BONDED LABOUR, MAHA DALITS,
AND EXTREME POVERTY LEVELS AT
40% - YET NOT CONSIDERED IN
THOSE GROUPS**



PROBLEM – Popular & Common

Narrative

Bed Ridden!

Dependent !!

Useless !!!

Burden!!!!



But these too are **Sr. Citizens**



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POVERTY ??

Where

**Consumption Expenditure > 85%
of Income**

Moving the **Line** to suit Narrative





PROBLEMS

**EQUITY ISSUES
& MULTIPLE
VULNERABILITY**

1. Failing Health
2. Economic Insecurity
3. Isolation
4. Neglect
5. Abuse
6. Fear
7. Boredom
8. Lowered Self-Esteem
9. Loss of Control
10. Unprepared for Old Age



PLACEMENT - CONSTITUTIONAL GUARANTEES

- **Right to livelihood** springs from the right to life guaranteed under Art. 21
- **Right to Life** is right to live in dignity
- **Preamble and Part IV** reinforce them compendiously as socio-economic justice, bedrock to an egalitarian social order.

Supreme Court of India pronouncement in the Right to Food Case (PUCL vs. Union of India)

The right to social and economic justice is thus a

FUNDAMENTAL RIGHT – OF EVERY INDIAN CITIZEN – INCLUDING ELDERLY



Meeting the Obligations

- **RIGHT TO WORK AND SOCIAL SECURITY**, among others an **integral part of the right to life**
 - International Covenant on Economic , Social and Cultural Rights 1966 (signed 1979)
- ***Right to life includes the right to live with basic human dignity with the necessities of life such as nutrition, clothing, food, shelter over the head, facilities for cultural and SOCIO-ECONOMIC WELLBEING of every individual***
 - Universal Declaration of Human Rights, Article 25



PRODUCT - Customised Approach

Welfare + Development + Rights

Ability **not** Age Varied Needs



Working Elders
ASSET LESS OR LESS
ASSETS
Livelihood support
through ESHGs



Destitute Elders
BED BOUND
Sustenance &
Palliative Care thru
C B Os



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Assisted Elders
ASSET LESS + NCDs
Livelihood support
through ESHGs
+ Health Care




Categories of Elderly Ability based Varied Needs & Responses



- **Working Elders**

- Mobile
- Ability to Pursue Livelihoods
- Asset less or less assets
- No Problems with ADL & in good health




Working Elders
Livelihood & Social
support through ESHGs



- **Assisted Elders**

- Ordinarily Mobile but with some difficulty
- Ability to pursue Livelihoods
- No Problems with ADL
- Hypertensive and/or Diabetic and/or Arthritic
- Needs Medical Assistance for Control.



Assisted Elders
Livelihood & Social
support through ESHGs
+ Health Care (NPHCE)



- **Destitute Elders**

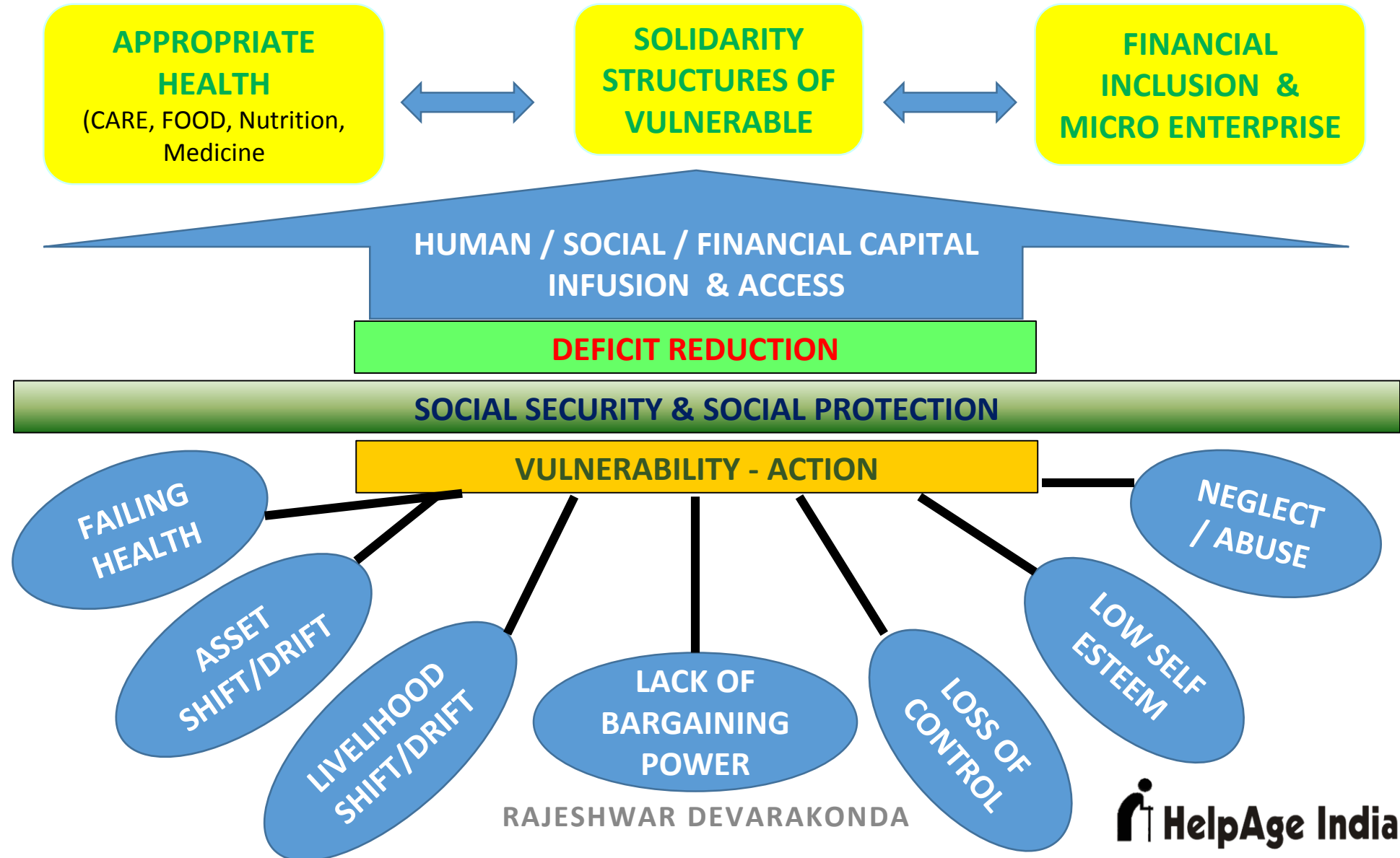
- Ordinarily immobile due to age or illness
- Need Assistance in Activities of Daily Living
- Need Medical and Subsistence Support



Destitute
Sustenance &
Palliative Care
Support



PREMIUM -The Inclusion Model[®]



What can ESHGs Do?

1. SAPTA SUTRA
2. Operating Diversified Livelihoods – 43 DIFFERENT LIVELIHOODS
3. Managing STOP-GAP Social Security
4. Advocacy for Social Security – RSBY/IAY/OAP
5. Enumeration and Linkage for Schemes
6. Palliative Care Management & Home Care
7. Fixed Day Health Service
8. Mutual Term Insurance – Quality of Death
9. Representation at State/District Tribunals of MPSCW Act.



GREEN LIVELIHOODS

Adapting Innovations – Fruit Plants + Natural Farming



Search for Less strenuous Livelihoods – Reducing capacity

26955+ Fruit Plants (6 varieties)

23187 Surviving

4593 Elderly & 13 Primary Schools
Practicing Bio Fertilizers

Geotagged  **HelpAge India**
Years of helping elders live with dignity

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LIVELIHOODS

- Individual Less Stressful



- Collective Livelihoods



WHAT NEXT.....



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DESTITUTE CARE



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SOCIAL ACTION



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When in Doubt

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