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From Secretary's Desk...

Dear Fellow Kind Hearted Senior Citizens,

Greetings to enjoy your unique lifestyle by being blissful. Over two years of bumpy rides by CSR committee activities have culminated into certain findings on the voids in our efforts and how the Ministry of Social Justice & Empowerment and Ministry of Corporate affairs are steering their action plans concerning senior citizens. The recent past have adversely impacted the lives of seniors on many counts. For example the facilities earlier granted for senior citizens were being gradually withdrawn / reduced like on travel concessions, interest rates, medical insurance, digital literacy mission etc.,. There is no visible sign of an intent of Governance system to improve the lives of seniors; rather the focus is shifting from social justice to social economy by creating portal for employment of senior citizens, contributing in the equity of start ups exclusively for producing goods / services for elderlies, promoting silver economy and more such initiatives.

With this pattern of steering the policy by Governance system, we need to be in pace with change to access the benefits from ongoing avenues. Therefore, in this newsletter abstracts of some of the recent initiatives by Ministry of Social Justice & Empowerment and Ministry of Corporate Affairs have been brought out. All affiliated federations / associations / forums are requested to kindly go over the details, browse the new web portals mentioned in this news letter and utilise the openings suiting to your specific situations. We at CSR committee are available to catalyse / support your endeavours; upon request; aimed at fructifying your endeavours.

We facilitated through Webinar AISCCON's EC meeting held on January 17, 2022 that witnessed a series of decisions drawing the roadmap for the growth and prosperity of our confederation; particularly on the carrying forward the following proposals:

- Hold AISCCON annual conference in Mumbai Metropolitan Region to attract CSR funding.
- A ten member AISCCON delegation to meet the Presidents of CII and FICCI.
- Webinar arrangements licence for AISCCON costing about Rs. 18,000 per year.
- A 3-4 days training for affiliates in our HQ for awareness on CSR avenues.
- Engaging outside consultants for making CSR proposals for affiliates.
- AISCCON takes up one or two projects at National level.
- Consultative process to frame out 4-5 proposals for meeting with CII / FICCI

Besides above; for upcoming elections the returning officers have been appointed concurrently with ongoing efforts for arriving consensus on a Presidential candidate. The committee that continues for term 2022-2025 are expected to carry forward the decisions for implementation. A concern was raised in 17th January 2022 EC meeting that any trend of reversing earlier EC decisions is to be obviated; so that the fruits of decisions taken / road map drawn could surface on the ground. Let us catch up with the dynamic present in an ever changing world; else we shall be left in the world that no longer exists!. We pray to God for the departed soul of Dr. GVVUM Rao, (an Active member of CSR Committee) to rest in peace. Best wishes.

Cordially yours...

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The websites to be browsed

A/ National Helpline for senior citizens - 14567

A Better Day A Call Away - Call Toll-Free - 14567. This helpline is much more than just an information call centre. It has other features like guidance, emotional and field support with human interface. The full details of features of this scheme were circulated in the AISCCON News of January 2022 issue. This helpline involving an investment in the range of over Rs. 2.5 Crores per day i.e. over Rs.900 Crores / year, employing over 1000 human resources in 36 States & UTs of India deserves beneficiaries to take full advantage of this service facility. In particular:

1. Old Age Homes: Finding availability, its hygienic conditions, availability of toilets (one per five inmates - finding shortfalls), bringing out some reforms and helping the needy elders.
2. Care Givers : Ascertaining availability of Care givers, house hold upkeep, cooking, shopping, exchange of pleasantries, medications, physiotherapy, general care giving, banking, post office, railways, air travel and related services.
3. Senior Citizen Associations / Day Care Centres : finding membership requirements, existing members profiles, watching their activities - are they limited to an entertainment & self care like physiotherapy, yoga, sports, library etc., or some thing more for the community / fellow seniors who are unable to reach / afford Day Care Centre facilities.
4. Resident's Welfare: Ascertain availability of home services.
5. Police : How to secure the needed services from Police
6. Para Legal Volunteers : To understand our rights as per the prevailing laws of land / policies / Acts.
7. Maintenance Tribunal: Understand the problems of implementations and facilitate implementability to ease out the problems being faced by the seniors on this account.
8. District Social Welfare Official: Appropriate interventions for getting the welfare measures under the prevailing limitations.
- 9 Physiotherapy Centres : Information on availability, cost aspects, affordability, home services and related aspects.
10. Child Development Program Officer : Work out how to link the Seniors with child development through "ManoDarpan" program announced by the Minister of Finance in 2020.
11. Revenue officers: Facilitate the payments of taxes and any other requirements.
12. Legal Aid : Facilitate for outsourcing the legal aid at an affordable cost and optimum timeline.
13. Shelter Homes : Get an idea about it for helping those in need.
14. Government Health Care facilities : to avail proper medical treatment in district hospitals. Tthe field officials could visit district hospitals along with patients and go over all the administrative proceedings.
15. NGO's : Get in touch with the NGO's working for the cause of seniors and draw upon their services as available.
16. District Legal Service: Help in soliciting the legal services as may be required.
17. For all kinds of information services / guidance such as on digital literacy and more.
18. Emotional support through digital platform.

Making the prudent use of this facility can immensely contribute in the welfare of senior citizens. We encourage the affiliates to enhance the outreach of National HelpLine 14567 to its members and disseminate of the features so that fellow elderlies can utilise. The facility is presently having vast capacity to serve with large data base, networking with various organisation and also having field human resources to get in touch with the senior citizens for mitigating their concerns.

The website www.elderline.dosje.gov.in also provides the details of Government Policies and Plans relevant to the senior citizens in India. We encourage all affiliates to regularly visit this website and get acquainted with ongoing trend of support that the Government is offering over timeline.

B/ CSR - Initiatives of The Ministry of Corporate Affairs:

The Ministry of Corporate Affairs (MCA) have made certain amendments to CSR Act on January 22, 2021. Some of them deserve mulling and finding suitable avenues for affiliated forums, associations and federations.

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.

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 besides planning the scheme for three years duration of implementation.

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 by our members.

The major contributors were 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 were their focus. Ministry of Social Justice & Empowerment, through National Institute of Social Defense are in the process of appointing an external agency who would be expected to influence the Corporate houses for funding on CSR ground in favour of senior citizens. We as CSR committee had given a proposal for seeking an assignment on nomination basis from MoSJ&E. However that has been dropped through the consultative process in the EC meeting.

The CSR committee shall sportingly welcome the suggestions / inputs from all the affiliated forums / federations / associations to fructify their endeavours and / or in implementation of EC decisions taken in the meeting of January 17, 2022. Until the situation of normalcy in movements / personal meetings emerges, CSR committee shall be more than willing to serve on the digital platform. We encourage all the affiliates to come forward with your thoughts / programs / projects.

The Ministry of Social Justice & Empowerment also appreciates that the Corporate Houses are giving low priority for CSR grants in favour of elderly issues. Affiliates may please note that currently National Institute of Social Defense (NISD), New Delhi is in the process of appointing an external agency to persuade the Corporate House to release CSR grants in favour of concerns for senior citizens. It is therefore necessary to keep an eye on NISD on this process. Once an external agency gets appointed, all the affiliates of AISCCON can approach this external agency with their requirements of funding for various programs / projects.

C/ Action Groups aimed at Social Reconstruction (AGRASR)

The Ministry of social justice & empowerment have launched a website under URL www.agrasr.dosje.gov.in - Action Groups aimed at Social Reconstruction. It has vision to reframe the lens that the society to view the senior citizens – not as a spent force relegated to the periphery of the society but as a population group that is valuable, participates in the mainstream and a potential force for the nation building with their experience and wisdom. The strategy is to focus on the Active and Assisted Elderly poor in Rural and Urban areas and bring them to the fold of self-help groups to recreate their own identities, improve confidence and capacities and achieve their self-esteem. Elderly Self-Help Groups or ESHGs in the name and style of Action Groups Aimed at Social Reconstruction (AGRASR) are to be promoted across the country under the National Action Plan for Senior Citizens (NAPSrC).

Elderly SHGs will be constituted with 10-15 persons from geographically contiguous locations. In areas where communities are dispersed, like north-eastern states and hilly tracts/regions and predominantly tribal dominated, smaller groups of minimum 5 members may also be formed. Each SHG will be encouraged to develop their own rules and regulations. Implementing agencies and the Resource organisations should enable them to develop the norms.

Keeping the above background in view, you are requested to register your forum / association / federation on the website stated above. The projects / programs shall have an outlay of fundings Rs.50,000 per year and above. It is expected that the grants shall flow directly to the online registered ESHGs.

D/ Senior-care Ageing Growth Engine (SAGE):

The Senior-care Ageing Growth Engine (SAGE) is to identify, evaluate, verify, aggregate, and deliver products / solutions / services directly to the stakeholders, giving them wide choice to select the products / solutions / services that would suit their requirements, thereby improving their quality of life. The Ministry of Social Justice and Empowerment would act as the facilitator in the process while ensuring that the products / solutions / services are made available to a large number of needy people.

Selected Companies would be supported by Government with an equity participation of upto Rs. 1 Crore and showcased on the platform, developed by MoSJE, thereby enabling wide outreach among the users. You are expected to showcase the availability of competence, purpose / application of products / services, access to the market specifically for elderlies.

All the affiliated federations / forums / associations are requested to register their organisation in the website www.sage.dosje.gov.in. You are recommended to munch amongst your members as to how to develop the products / solutions / services that would suite the requirements of senior citizens. Initiate you own start up wherein the Ministry of Social Justice & Empowerment can come forward for an equity participation upto Rs. 1 Crore. This would mean that one can plan the projects upto Rs. 5 Crores and beyond depending upon the financial capacity of your forum to invest in the equity for a new start up in addition to the equity contribution by the Ministry.

E/ An electronic employment exchange for senior citizens:

Taking cognisance of continually rising life expectancy; Ministry of Social Justice & Empowerment have created an electronic employment exchange for senior citizens. It is available on the website www.sacred.dosje.gov.in. This job portal is seeking openings from prospective employers and

registering the senior citizens in an individual capacity as well as a forum / NGO. We encourage all our affiliates to take advantage of this initiative of the Ministry. The active senior citizens can explore suitable opportunities to serve and obviate hibernating their skills and competencies.

Documents checklist for registering on the various websites:

- I. Audited Financial statements – last three years (2019-20, 2020-21, 2021-22)
- II. Annual reports – last three years (2019-20, 2020-21, 2021-22)
- III. Organisation structure – latest
- IV. 12A Certificate (if available)
- V. 80G Certificate (if available)
- VI. NGO Registration Certificate
- VII. NGO Pan Card
- VIII. MOA / Trust deed
- IX. FCRA Certificate (if applicable)
- X. NITI Ayog Registration - Unique Identity Number (UIN).

Brief 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.,)

Associated Federations /Associations may find above checklist useful. Comments are welcome.

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