



### 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](http://www.aisccon.org)

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

**Dear Fellow Senior Citizens,**

Trust the dawn of post lockdown era will usher new lifestyle of having the social bonding maintaining the requisite physical distancing. In our diverse country having population density ranging from less than 1 person per sq. km to about 20,000 people per sq. km, the guidelines of maintaining over 1 metre distance between two human beings for our life support activities is a matter of many challenges. For maintaining the safe distance between two people and following it in all walks of life to support life support needs; may create a situation that people of a metro city alone will occupy the territory of its entire State!!!! Until recently over 4 million people were airborne world wide most of the time. World was still moving without such travels during the lockdowns. During lockdowns people aged over 65 years were advised to stay home; but we have large number of people above 65 years who have to necessarily earn their bread as a compulsion of life; where is the mechanism to trace / track such seniors!!!. Such extremes of lockdown era will have far reaching impacts on our upcoming lifestyle. The implications / cost of the lockdown only the time will tell. Nevertheless; we as human beings always aspire for the better to get unfolded in this World of chance, change and an interdependent living.

During the lockdown era we had raised to the situation by having a CSR meeting on digital platform. An ad-memoir of the meeting is covered in this newsletter. In our second news letter we had solicited consent and information of associated Federations / Associations for mooted out a collective CSR proposal. So far Ludhiana (Shri SP Karkare, Chairman) and (Shri MMP Sinha, President) Rohtas have given their interim response. As we plan to work in unison with the associated Federations / Associations for harnessing the best out of CSR funding avenues; please be kind enough to provide your consent and response at the earliest. In this newsletter we would also like to share the news about CSR activities that are being undertaken by the associated Federations / Associations. You are welcome to give the inputs on developments in your domain / area of operations. As we all are aware that majority of the CSR funds are getting diverted to COVID19 and elderlies are vulnerable to these risks; we need to explore newer programs / projects that could fall under the ambit of COVID19.

We have given certain food for thoughts in this news letter for possible munching by the dignitaries of associated Federations / Associations. Thereafter we shall welcome valuable inputs for steering the CSR efforts to fructify through the projects / programs on the ground.

We shall also welcome your comments, queries and the same shall be sportingly reviewed for furtherance of our common endeavour. Stay in touch.

Cordially yours,

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**Ad-Memoir of CSR meeting held on May 18, 2020 on digital platform...**

There have been deferment of structured CSR meetings in Vijayawada, planned in April 2020 and Shirdi in May 2020. With the prevailing situation, an eye to eye meeting in person appears a remote possibility until may be the end of this year. Therefore to go ahead with the CSR committee activities within the available avenues; we planned a 60 minutes online meeting on Monday May 18, 2020 starting at 3 p.m. Messages on e-mail were sent to all the CSR members on May 09, 2020 including the President and Secretary General. This was followed up with sending of meeting reference and passwords, reminders on WhatsApp and over telephone calls. Seven out of the nine committee members joined the meeting. Namely; S/Shri MK Raina, T V Hanumantha Rao, Dr.GVVUM Rao, Dr. Deepak Bhattacharjee, Suresh Palgay, Sarvesh Gupta and Manohar Lal Baharani.

Besides exchange of pleasantries; discussions were held in formulating the strategies for taking up CSR projects under the current situation of funds getting focussed on the COVID 19. Dr. Deepak Bhattacharjee offered his good offices for taking up select issues with industries and Lions Club. The first case shall be initiated by Shri MK Raina with Lions Club in Haridwar for seeking upto Rs. 1 Crore aimed at setting up a high profile senior citizen centre in Haridwar area. Once the Lions Club at Haridwar refers to Lions Club in Delhi, the matter shall be pursued further at Lions Club DG level for fructification of this endeavour. Mr. Hanumantha Rao stated that there is one ashram building available in Haridwar for transfer of rights. Mr.Sarvesh Gupta and Mr. Suresh Palgay to explore the possibility of its take over / funding by some philanthropists for the purpose of Senior Citizens welfare.

Dr. GVV UM Rao, has given a welfare proposal for consideration. It is a 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. This proposal is required to be shared by Dr. Rao with Mr Deepak Bhattacharjee for further guidance / help on this. Mr. Raina informed that they have three ongoing projects in Haridwar :

- (i). Participation in Kumbh (Jan - April 2021) for help and awareness increase of Senior Citizens - its happening and extent of participation shall depend upon the Covid 19 situation at that time,
- (ii) Sr. Citizen Centre (which shall now be tried on the lines at point No.1 above) .This will be in addition to one under discussion with BHEL Management within their premises under CSR.
- (iii) Budhape ke Lathee (that is being pursued by Mr. Sarvesh Gupta & Mr S Palgay). Progress expected post lifting of the lock down.

Manohar Lal Baharani briefed about the efforts made in the recent past with National Institute of Social Defence (NISD) and Tata Trust to come up with a "care givers training institute coupled with senior living for economically sound / secure seniors ". The proposal attracted full support from the CSR committee members to take it further.

The next digital meeting has been planned for first week of July 2020.

The start up meeting proceedings have been quite vibrant, focussed and in unison of the thoughts aimed at fructifying select endeavours of common good for the seniors.

### **An appeal to all the Federations / Associations...**

1/ Please respond to the request made in the 2nd CSR letter and offer your consent for joining a collective AISCCON CSR project. Please provide the requested information including the financial budget 2020-21 and registration number as well.

2/ Kindly provide an up date on the CSR activities that are ongoing in your Association / Federation for placing in the forthcoming news letters aimed at disseminating the information for benefit of all concerned.

3/ Please circulate the CSR news letter to your association / federation members, mentors, industries for wider dissemination and also having the valuable inputs / possible CSR funding support.

### **Food-for-thoughts for all Federations / Associations...**

1/ Huge funds possibly thousands of Crores that may be lying idle as unclaimed deposits of senior citizens in institutions like SBI, LIC, Post Offices and more. What are the various possible ways for identifying and implementing the schemes / programs / projects of collective good of senior citizens in a trustworthy, credible and transparent manner. We need to do the brain storming on this to identify the “avenues for collective good of seniors”, their implementation viability, sustainability of operations and establish the proposals that are trustworthy, credible and transparent.

2/ Bringing COVID19 expenditure, PM Cares Donations under the ambit of provisions for spending CSR funding is likely to cause a big shift in allocation of funds by the Corporates in their CSR spending policies. A large number of organisations have already committed huge sums for COVID19. The profit scenario for the financial year is also seems to be under stress. Finance Minister announced that Government will set up “Public Health Lab” at Block levels and begin a program of “Manodarpan” for Children. What are the possible avenues for Senior Citizens to get involved in realisation of such endeavours.

### **Senior Citizen Forum, Haridwar gets a HelpLine for seniors...**

7428518030 - (morning 9 to 7 pm) is the new helpline launched on May 30, 2020 jointly by Samarth Eldercare, JK Lakshmipat University for Senior Citizen Forum, Haridwar. All the association / federation members are welcome to make a note of this number as Haridwar is the most commonly visited place by the seniors in particular.

The meet for launching the helpline was very successful. Mr Ashish was quite clear in putting the objective of Samarth Eldercare. Dr. RL Raina Vice Chancellor JKLU is really doing a very challenging task of preparing the students in the field of elder care. Diksha and Isha are the examples we could see. Bridge between students and seniors is the philosophy given by learned Prof Mahavir Agarwal; it's win win situation this is going to be a mantra for bringing students in our BKL project. Mr. MK Mittal Ex. Director, BHEL, Patron SCF Haridwar spoke of ground reality of education and industry, environment difference and also need to be more focused for getting help from Haridwar/UK administration. As per Mr Jagdish Pahwa, Patron, Varishth Mahasabha Haridwar, we can do better than Government agencies which is proved during on going Covid19 crisis. The strengths of collective responsibility of members of our forum was expressed by Mr Sarvesh Gup-

ta, President SCF, Haridwar narrating a live example. Mr M K Raina, Chairman, AISCCON CSR Committee gave the vote of thanks. All the present expressed their fullest support for this noble cause of helpline for elders.

Suresh Palgay, Haridwar.

### ***Sharing of experiences:***

The following CSR projects are under pipeline. The promoters / project leaders contact details are also given. You are welcome to interact with the concerned to get an update on their efforts and possibly seek the guidelines / discuss as to how to go about your endeavours.

1. Caring for left out Elderly in Kumbh Mela Haridwar 2021. (Mr. Sarvesh Gupta, President SCF, 9759008400)
2. Care home for an elderly women in Ujjain city. (Mr. Arvind Jain, Ujjain, Jt.Secretary mob: 9424538639)
3. Life transition welfare scheme (Dr. GVVUM Rao Member CSR, mob. 9441370225)
4. Services to economically deprived in Goa. (Mr. Diogo M. Da Costa, President mob. 9881090933)
5. Chennai - a number of proposals (Mr. D. Rajasekaran President mob. 6381874737 / 9444368077)
6. Day Care in Chandigarh (Mr. IP Puri, President mobile 9815077553)

### ***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 15 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.

### ***Editorial Board***

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