

**Madrid International Plan of Action on Ageing:  
Interventions By  
Anugraha India, Delhi  
([www.anugrahaindia.net](http://www.anugrahaindia.net))**

(2002-07)



**Section I**

**I. What has the NGO done to educate older persons and/or the general public about the Madrid Plan?**

**About Anugraha ([www.anugrahaindia.net](http://www.anugrahaindia.net) for further details)**

Anugraha, a national level NGO is dedicated to the cause of empowering the destitute and neglected persons. An advocate for the well being of older persons, the organization is committed to providing a worldwide forum for ageing issues. It is engaged in the upliftment of rural and urban disadvantaged communities in six states of India, through its comprehensive network at grassroots level. Its activities have reached out to numerous communities in different parts of India, from health care programmes in North to research studies in Western & South India, it has covered a wide spectrum of issues in the community development across India.

We have taken a multi-pronged approach to address the issue of ageing. We are conscious of the fact that consistent, long term and committed intervention is needed from all section of the society to bring about a desired level of change. We have formulated our strategies in a way that combines elements of bringing attitudinal changes, networking and advocacy, awareness generation, interventions to address immediate needs etc. in a synergic way.

➤ **Organised International Conference on “Madrid Declaration on Ageing – Emerging Trends and Strategies in India & South Asia” in New Delhi, India on 28-30th November 2002.**

- Anugraha organised as a Follow up to the Second UN World Assembly on Ageing. More than 300 delegates attended this conference, which included 25 eminent international experts from USA, China, Japan, Hong Kong, Switzerland, SAARC countries and a ten-member delegation from Mauritius.
- The conference elicited participation from international agencies such as United Nations Population Fund (UNFPA), International Federation on Ageing, Grey Panthers, Geneva International Network on Ageing, Senior Citizens Council, Mauritius; International research and academic institutions and South Asian NGOs.

- Apart from the Inaugural and Valedictory sessions, seven Plenary Sessions and Eleven Interactive Sessions were organized to explore the main theme and sub themes. About 69 speakers and 19 chairpersons provided the technical and information inputs to the proceedings.
  - Major themes : Issues highlighted in Madrid Declaration- International Plan of Action on Ageing, National Policy on Older Persons in India, Health & Well Being of Elderly Persons, Social & Humanitarian aspects of Ageing, Financial Planning: Issues of Income Security & Employment ,Social Protection & Sustainability, Implementation & Follow up
  - The Conference noted 19 Articles, 132 Recommendations and 3 Priorities, namely Senior citizen and development; Health and Well being and Supportive and Enabling Environment constituted an adequate basis for drawing regional and national action plans.
  - Invited speakers included Members, Planning Commission, Finance Commission, Cabinet ministers from Ministries of Social Justice, Petroleum and Natural Gas, Communication and Law and Justice, Govt. of India,
- **Organised State level Workshop on “Happy & Healthy Ageing: Vision for Future” 14th- 15th March 2005, in association with Dept. of Social Welfare, Govt. of Delhi.**
- The main objective of the workshop was to sensitise the society on issues related to elderly with a view to improve the quality of life, develop strategies for empowerment, policy suggestions for promoting the concept of active ageing, advocate the agenda of ageing at the national levels.
  - The workshop was divided in three sessions: covering an overview of issues & challenges faced by Senior Citizens in Delhi; Financial Security and Health Care; Holistic Well Being & Social Support to the Elderly. Fifteen resource persons and experts from different disciplines addressed the workshop.
  - About 200 senior citizens and office bearers of Senior Citizens Associations from various parts of Delhi participated in this brainstorming workshop.
  - Anugraha recommended a joint action plan to work together **"Towards a Society of All Ages"** & connect it with the priority directions of the MIPAA. The main message was that "Powerful Resource of Older Persons Must Be Tapped For Development of society". Every one of us can help build bridges between generations by embracing the skills of older persons, whether in community or family affairs, agriculture or urban entrepreneurship, education, technology or the arts, poverty reduction or peace building.
- **Organised Regional Workshop on “Celebrating Ageing” 5th October 2006, in collaboration with Dept. of Social welfare, Govt. of Delhi**
- A Multi activity mega event, coinciding with IDOP 2006 – included Exhibition on products & services, Free health check up, nutrition counselling, key note Lectures by experts, Interface with Govt. officials, Meditation session, Laughter session, Interactive cultural programme with active participation of senior citizens and their spouse- song & dance, role-play, Folk presentations.
  - Leading gerontologists, academicians, professionals, NGOs and Government organisations assembled to outline strategies and develop policy suggestions for promoting the concept of active ageing.
  - About 800 participants actively contributed to the deliberations.
  - Main themes covered: Active Ageing, Intergenerational Issues and Social Support Networks, Strategies for promoting health care of older persons and economic security.
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## Section II

- II. Which of the 3 priority directions of Madrid Plan (older persons and development; advancing health and well-being into old age; ensuring enabling and supportive environments) is the principal focus of the NGO?
- Older persons and development;
  - Advancing health and well-being into old age
- III. What specific accomplishments has the NGO achieved in that area? How has it worked with government, other NGO's and/or others to achieve its objectives?

### A. Accomplishments of Anugraha

▪ <b>OLDER PERSONS AND DEVELOPMENT</b>
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#### **I. Mainstreaming Ageing**

Anugraha has been organizing a number of conferences and workshops, at the international, national & state level, in order to sensitize the society and creating awareness about MIPAA & SIS. The main objective of these conferences has been to sensitise the society on issues related to elderly with a view to improve the quality of life of elderly; formulate strategies for empowerment of the elderly persons ; develop policy suggestions for promoting the concept of active ageing; help senior citizens share a common platform & promote networking; advocate the agenda and priority on ageing at the national levels. And finally to evolve a joint action plan to work together "**Towards a Society of All Ages**" & connect it with the priority directions of the *Madrid Plan of Action on Ageing*.(Details on the conferences are provided in the Section I )

#### **a. List of workshops / conferences organized since 2002**

1. International conference on "Madrid Declaration on Ageing – Emerging Trends & Strategies in India & South Asia" in collaboration with IFA(India) , November 2002
2. State level Workshop on "Happy & Healthy Ageing: Vision for Future" 14th- 15th March 2005
3. Regional Workshop on "Celebrating Ageing" in collaboration with Dept. of social welfare, Govt. of Delhi, NCT on 5th October 2006.

#### **b. Participations, Presentations & Publications**

Anugraha has participated and presented its research studies in several national & international conferences and distinguished forums. Prominent and directly related to Madrid Plan being the UNESCAP meets held in October 2002 in China for formulation of the Shanghai Implementation Strategy (SIS), followed by the Macao Plan of Action on Ageing for Asia and the Pacific, held in 2004. In these two important meetings, Anugraha shared the key recommendations of its seminars organized in India and other innovative community outreach programs organized for older persons.

These participations led to networking & advocacy at the regional level and Anugraha was successful in weaving its efforts from grassroots to international and national

forums; thereby making an impact on groups & institutions in India, thus making it active at both the “practice level” & the “policy level” .

Anugraha participation & presentations at International forums:

Forum	Place	Dates
o Lecture series on “Ageing issues in India” . MIPAA & Anugraha in Nihon University	Tokyo	March 2007
o Conducted Training programme for staff & care givers, Ministry of Social Security, Govt. of Mauritius	Mauritius	August 2006
o Led a delegation of senior citizens for socio cultural exchange program	Mauritius	August 2006
o Public Health Agency of Canada	Ottawa	July 2006
o UN – International network for prevention of elder abuse	New York	June 2006
o Global Congress on Ageing, by IFA	Denmark	June 2006
o Joint International workshop on ageing with Ministry of Social Security, Mauritius	Mauritius	June 2005
o UNESCAP review meeting	China	Oct. 2004
o International conference on Ageing by IFA, Montreal	Singapore	Sept. 2004
o Consultative meetings with Min. of Social Security, Min. of women & Child Development, Min. of Finance, Govt. of Mauritius	Mauritius	July 2004
o Food & Agriculture Organization, CSD Workshop on food security	Delhi	Dec. 2003
o Asia Oceania Regional Congress on Gerontology	Japan	Nov. 2003
o Training Course on Social Gerontology at UN International Institute on Ageing	Malta	March 2003
o Asia Pacific Regional Seminar by UN ESCAP	China	Sept. 2002
o UN 2nd World Assembly on Ageing	Madrid , Spain	April 2002
o Valencia Forum – A scientific & academic meet	Valencia, Spain	April 2002
o World NGO Forum on Ageing	Madrid , Spain	April 2002

## II. Alleviation of Poverty

### **Key Actions**

- Launched *Annapurna* Scheme (Destitute support), reaching out to 200 needy destitute older women with
  - free cereals
  - basic medical care
 (Focus on widows, landless, below poverty line)

### **Outcome**

- Corporate Partnership – National Petroleum Co.

- Active participation, cooperation of Local resident welfare associations, Village org., women's groups.
- \* Improved nutrition & food security of the beneficiaries and better health profile.

### III. Employment of Older persons

#### **Key Actions**

- Project on "Career Guidance & Counselling of Youth & Adolescents".
- Retired persons involved as Psychological counselors and career experts
- Assist the students in learning English language & play activity; skill training, practice of good habits, health, sanitation & communication skills.
- Practice Story telling , poem recitation, School homework.

#### **Outcome**

- Fostered Intergenerational bonding, utilized their potential, skills & time,
- Elderly addressed major concerns of adolescents guided them to gain positive mental health; enabled them to make realistic choices; to develop their personality

### IV. Promoting Positive Attitudes towards Ageing & older persons

#### **Key Actions**

- Initiated Anugraha *Chirayushya Samman* (Celebration of Longevity Award) to honour eminent senior citizens for their inspiring achievements as symbols of continuous service to the society  
Awardees drawn from various fields - social work, fine arts, literature, holistic medicine, management & finance.

#### **Outcome**

- First event held in 2004 in Collaboration with the Ministry of Social Justice & Empowerment, Govt. of India.
- Thereafter the Ministry has instituted this award to be given every year on IDOP.

<p>▪ <b>ADVANCING HEALTH AND WELL-BEING INTO OLD AGE</b></p>
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#### I. Ensuring quality of life- " Active Ageing"

#### **Key Actions**

On IDOP-1st Oct. 2004, Anugraha organised "Walk for Health" at India Gate-Center of Delhi. It mobilized & elicited participation of 3000 older persons. About 40 Resident welfare associations, Senior citizens Clubs, Youth groups, media, NGOs participated in this grand event. 500 students joined as cheer leaders & volunteers.

#### **Outcome**

- First of its kind event – lot of enthusiasm, joy , social interaction
- Excellent coverage by electronic & print media thus sensitizing the public
- Followed by outdoor picnic, medical check up, T shirts/caps.

- Elicited collaboration of National Institute of Social Defence, Ministry of Social Justice, Govt. of India
- Govt. of India subsequently made it an annual event to be held in partnership with civil society.

## **II. Providing Quality Health & long term care**

### ***Key Actions***

- Enhancing access of the needy to wider degree of healthcare facilities.
- Health outreach programme -Multi Specialty Health Checkup camps & Mobile medical van.
- A continuing follow -up & referral system
- Disability detection, screening & aids distribution camps
- Awareness generation(IEC) & Preventive, Promotive “Healthy Ageing Campaign”

### ***Outcome***

- 450 Mega health check up & medicine distribution camps held across India (remote tribal rural areas)
- 26,000 Beneficiaries,
- Expert team of Voluntary doctors, Para medics
- Free medicines, transport, food to patients
- Networking- Govt. Health Depts. , Corporate sector

### ***Key Actions***

- ***Drishtidaan (Gift of sight)*** Campaign (2002 onwards)
- Facilitated cataract surgeries for the poor & marginalized persons in the rural, backward & slum areas for restoring their vision.
- Hygiene, Sanitation & Environment improvement

### ***Outcome***

- Total No. of patients screened-39,890.
- Total No. of Spectacles -14,567.
- Total No. of Cataract surgeries- 7,435
- Sensitization & contribution from the community, professionals, Doctors, Corporates, Govt. & individuals.

## **B. Partnership & collaboration with government, other NGO's and Senior citizens associations**

- Member- “State Council for Older Persons”, Govt. of Delhi, an apex state body. Anugraha contributed in formulating the State policy on older persons and holding training & sensitization meets for Govt. officials since 2004.
- On International day of Older Persons celebrated on 1st Oct. 2004, Anugraha in association with the Ministry of Social Justice & Empowerment, Govt. of India, NGOs, Media, etc. organised a “Walk for Health” India Gate, with participation of more than 2500 senior citizens. Anugraha pioneered the celebration of this occasion in association with the Ministry of Social Justice & Empowerment, Govt. of India & National Institute of Social Defence.
- Regional Workshop on “Celebrating Ageing” in collaboration with Dept. of social welfare, Govt. of Delhi, NCT on 5th October 2006.

- Day Care recreational Centre for senior citizens set up in Delhi in collaboration with Dept. of social welfare, Govt. of Delhi.
- Research study conducted on “Impact of Migration on The Family Structure In India & On The Care Of The Elderly” , supported by the Ministry of Social Justice & Empowerment, Govt. of India.
- Conducting an evaluation study of the scheme on “Integrated programme for older persons” with the Ministry of MSJE, GOI.
- In the process of running a 100 bedded old age home in partnership with Local Govt.

#### **4. Are there other significant accomplishments of the NGO?**

##### **o Research on Ageing**

###### **Key Actions**

- Conducted Comprehensive Research Studies & Baseline Need Assessment Surveys  
**Themes :-**
- “Active Ageing” Partnership in community health (Need Assessment Survey on Healthy Ageing of Senior Citizens of Delhi) For-Building capacities project in collaboration with IFA and Southern Cross Care, Australia.
- “Productive Ageing for Socio -Economic Empowerment of Rural Elderly” covering 5 states, 100 villages and holding intensive interaction with 2500 elderly people residing in these areas.
- “Linkages and Implications of Rural Ageing with Natural Resource Management, Agriculture, Food and Nutrition Security in India”. Supported : FAO, UN
- “Impact of Migration on The Family Structure In India & On The Care Of The Elderly”. Covered three states, 800 older persons. Supported by: Ministry of Social Justice & Empowerment, GOI

###### **Outcome**

- Comprehensive national data base on older persons generated
- 200 villages & 5000 older persons covered in extensive nation wide research studies
- Regional action plans formulated & implemented with participation of local stakeholders
- Small scale initiatives launched
- Sensitization and Awareness generation among Civil Society- CBOs, Individuals, Media

##### **o Regional & International Cooperation**

###### **Key Actions**

- MoU with Senior Citizens Council, Govt. of Mauritius to collaborate in devising schemes & programs on ageing, exchange of elderly, information & experience sharing
- “Building Capacity in Healthcare ” & “Active Ageing”- Partnerships in Community Health - supported IFA & SCC, Australia

###### **Outcome**

- Organised 3 Socio- cultural exchange visits of senior citizens to Mauritius
  - Organised a Joint Seminar on "Ageing Issues in India & Mauritius."
  - Access to information on Healthy ageing
  - Needs Assessment on future Health preferences.
5. **Every Government has been asked by the UN, but is not required, to conduct a "bottom-up" review and appraisal during 2007 of progress in their country in implementing the Madrid Plan. To your knowledge, has your government begun or committed to undertake that review? If yes, has your NGO been invited to participate? If so, how?**

The Ministry of Social justice, Govt. of India is the nodal ministry for review and appraisal. As per the communication received from the Ministry, it is planning to hold an international conference this year on issues pertaining to older persons.

Anugraha has been invited for preliminary consultations to work out the details of the conference.

Further, since Delhi is emerging as a global city and has a large population of senior citizens (approx.9,00,000), Anugraha is in consultation with the State Govt. to organize a regional meet on its achievements with reference to MIPAA & SIS.