



R.V. Institute of Management

RVIM Centre for Social Responsibility

CA-17,36th Cross,26th Main, Jayanagar 4th 'T' Block, Bangalore 560041

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TITLE OF THE EVENT:

**WORLD ELDERS ABUSE
AWARENESS DAY 2015**

Category : Awareness

Date : June 15,2015

Location : M G Road

Time : 10.00 am

Partnering

Institution/Supported by :

Nightingale Medical Trust(NMT)

Participation breakup

TOTAL : 80 Students : 2 Staff: 18 Public/Others: 60

Objectives to be achieved

To Sensitize students on various ill treatments provided to elders at home.

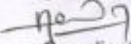
Report Summary

The students attended the interaction session on the day. World Elders Abuse Awareness day (WEAAD) is observed on June 15 every year to raise public awareness about elders' abuse in its varied form. RVIM had associated with Nightingale Medical Trust an NGO working in the areas of geriatric care and support. Students and faculty members participated in the discussion and awareness programmes through walkathon and interactions.

IMPACT NOTES-

The stories of Elders Abuse are little known to the public as they are reported less. This platform gave a complete picture of elder's abuse at home and calls for an urgent action -TO STOP.

R.V. Institute of Management
Bangalore - 560041


Coordinator
RVIM Centre for Social Responsibility

From
A.Chandran
Faculty in General Management
Coordinator RVIM Centre for Social Responsibility
RVIM

June 13, 2015

To The Respected Director
RVIM

Sir,

List of Faculty and Students attending 'World Elder Abuse Awareness Day' half day programme on
June 15, 2015 at Royal Orchid Hotel ,Manipal Centre, Dickenson Road from 10. am to 1.30 pm.

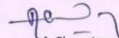
Ms. Rashmi Shetty	Asst.Professor, Dept of General Management	
Mr.Farooq Anwar	II Semester 'A'	7899753708
Mr.Koushik.Y	II Semester 'B'	9686789487


Registration is free. Students shall be given certificates. Programme closes with lunch at venue.

Request for approval

Thanking you

Yours faithfully


A.Chandran

Approved

13/06/15

Final Letter of Approval from Head of the Institution

From

June 10, 2015

A.Chandran
Faculty in General Management
Coordinator RVIM Centre for Social Responsibility
RVIM

To

The Respected Director
RVIM

Sir,

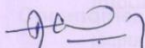
Nightingales Medical Trust had associated with RVIM in the job fair senior citizens held earlier.

This year on June 15, 2015 they are organizing a half day programme on World Elder Abuse Awareness Day at Royal Orchid Central Hotel from 10 am -1.30 pm.

I request you to permit 2 students and 2 faculties for the programme.(Keeping forthcoming exams in view).

Thanking you

Yours faithfully


A.Chandran


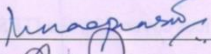
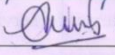

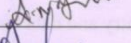








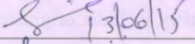


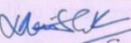
Approved


11/06/15

Initial Letter

If interested to attend the programme
mark ~~✓~~ in the Column Y.
(in red pen)

Teaching Staff List

Sl.No.	Name	✓	Signature
1	Dr.Noor Firdoos Jahan		
2	Dr.G.S.Venugopal	✓	G.S.Venugopal
3	Dr.Neena Prasad		
4	Mr. N. Suresh		
5	Ms. Anitha. B.M. D'Silva		
6	Dr. A. Narasima Venkatesh		
7	Dr. Anupama K Malagi		
8	Mr. G. Mahesh		
9	Mr. A. Chandran		
10	Mr. Manjunath S. Menedhal	✓	
11	Ms. Pavithra. S. T		
12	Ms. Sowmya. D. S		
13	Ms. Bhavya Vikas		
14	Mr. Nagasubba Reddy		
15	Mr. Gowrishha		
16	Ms. Rashmi Shetty	✓	
17	Ms. M.Pushpa		
18	Ms. Das Sangita Hemant		
19	Mr.Pradeep M.P.		
20	Ms. Maithri R		

Faculty participation inn campus awareness

NIGHTINGALES MEDICAL TRUST -BANGALORE

WEAAD Program June 15th 2015

Concept Note

Every year June 15th is observed as the World Elder Abuse Awareness Day (WEAAD). On this day advocacy and awareness programs are organised in an effort to raise public awareness about elder abuse in its varied forms. WEAAD is an international initiative and raising public awareness of the issue of elder abuse is vital if this problem is to be tackled.

An India report on Elder Abuse in India (2014) reveals an alarming growth of elder abuse in our nation. It is reported that the Elder Abuse rate has spiked up to 50%, more than double from 23% reported in a study in the previous year - indicating a very unsettling future for the average Indian elderly. Women seem to be more vulnerable with 52% women facing abuse as against 48% men. Elder Abuse is widely unrecognized and grossly under reported.

Since 1947, the elderly population has increased from 19 million to 77 million in 2005. The figure is expected to reach 340 million by 2050. Today, 1 out of every 9 persons is 60 years old or over; and the numbers are growing rapidly. With this ageing scenario, there is pressure on all aspects of care for the elderly - be it financial, health or shelter. Isolation and insecurity is felt among the older persons due to the generation gap and change in lifestyles.

Program to observe WEAAD -2015

Nightingales Medical Trust (NMT) is a registered, non-profit, voluntary organisation working for the well-being of the elderly in and around Bangalore. The projects of Nightingales are unique as they work towards providing support systems which ensure a life of health, happiness and dignity to the elderly. Everyday around 800 elders of all socio-economic groups are being benefitted through our different projects which include enrichment and active ageing centres for elderly of different socio-economic groups, Helpline for elders, care facilities for elders suffering from Dementia, facilities for skills training and post retirement jobs opportunities for elderly, training in age care and advocacy for the cause of elder care.

The Elders Helpline since its inception in 2002 has received complaints pertaining to physical, emotional and financial abuse of the elderly. Rescue and rehabilitation, dispute resolution and reconciliation, counseling support, referral, legal advice are a few of the services that the Elders Helpline provides to help mitigate elder abuse. Abuse of the elderly by the family is a sensitive issue that does not come out in the open.

WEAAD is the day dedicated to call for action to individuals, organisations and communities to raise awareness of abuse, neglect and exploitation of older people. In the past few years NMT has organized awareness walks, road shows and street plays to create awareness on this issue.

This year NMT plans to observe the day by organizing a half day seminar on - "**Stop Elder Abuse - Move from Confrontation to Communication**". A significant changing trend has been a difference in values and attitudes between people of different generations and their elders, especially between children and his or her parent's generation. This conflict of values can be the cause for increasing strain in relationships within families leading to abuse.

The seminar will explore these issues and also explore how abuse could be reduced by improving the communication between generations.

The participants will be from three generations- senior citizens, middle generation and college students. The program will include presentations by each generation on "Confrontation between Generations"; an interactive session on "move from confrontation to communication" facilitated by Mr. Shiv Kumar, Senior Advocate and Legal Counsel, Elders Helpline and an interactive play by Surabhi Herur and team .

Look forward to your participation.

Regards

Dr. Radha Murthy
Managing Trustee- Nightingales Medical Trust