

# INTERNATIONAL ELDERLY ABUSE AWARENESS DAY

(Report on awareness drive held in  
Lucknow, Uttar Pradesh on 15 June  
2019)

**Abstract:** *the Legal Aid Volunteer from the Legal Aid Centre, Symbiosis Law School, Noida conducted this awareness drive. The awareness drive put forth the need of the basic rights of protection of elderly citizens who have been a significant section to contribute towards our nation's growth socially and economically. The volunteer conducted Th drive along with a pledge signing by the elderly as well as young respondents in support of the awareness drive.*

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## **Concept Note**

The Legal Aid Centre (LAC) at Symbiosis Law School, Noida (SLS-N) conducts various legal awareness activities that are approached with the mind-set of improving the functioning of society by playing an important role as a legal activist and directing a wave of change among the members of such society. As a part of such important circle I, a student and legal aid volunteer of Legal Aid Centre of Symbiosis Law School, Noida had volunteered to conduct an awareness drive to mark the day of International Elder's Abuse Day on 15 June 2019 in the residential parks of Lucknow.

## **Background**

The world Elder abuse awareness day (WEAAD) is officially christened on the day of 15<sup>th</sup> of every June as per the 66/127 resolution of the United Nation General Assembly. It was an extension to the deeds of the International Network of prevention of Elder Abuse (INPEA) programme, which it started in June 2006 with an aim of rendering awareness and knowledge regarding the elderly abuse and empowering their education, better health after researching onto the cause-consequences of such act against the elders of the society. The organisation also writes that it is important to take care of the older generation so they at least free from abuse, neglect exploitation in the latter years of their life. As they are the ones who have contributed to a particular nation's growth and should be treated with respect being in such a vulnerable age and embodied with all the basic human rights guaranteed to them. Unfortunately, the programme has been a nascent one in its development. With more important issues like climate change, refugee crises taking the limelight from the Elder abuse. Issues of elder abuse are prominent in the developing and populous countries wherein every 1 out of 6 people<sup>1</sup> experience abuse of some kind and whose populations are expected to turn older faster between 2015-

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<sup>1</sup> <https://www.un.org/development/desa/ageing/world-elder-abuse-awareness-day.html>

2030<sup>2</sup>, it is important that elder abuse should be considered a serious issue affect the humanity existing among the people. A majority of the abuse are left undetected in many countries as people are not acquainted with their rights and are unassured with the help they are provided.

India has been a place where Elders are treated with utmost respect and given its cultural history, it was almost unbelievable that Indian people would never disrespect their elders but the figures do not state the same story. A survey conducted by the Help Age India organisation stated that ¼ of the total elderly respondents of 23 cities in India have been confirmed to be a victim of Elder Abuse in all its kind.

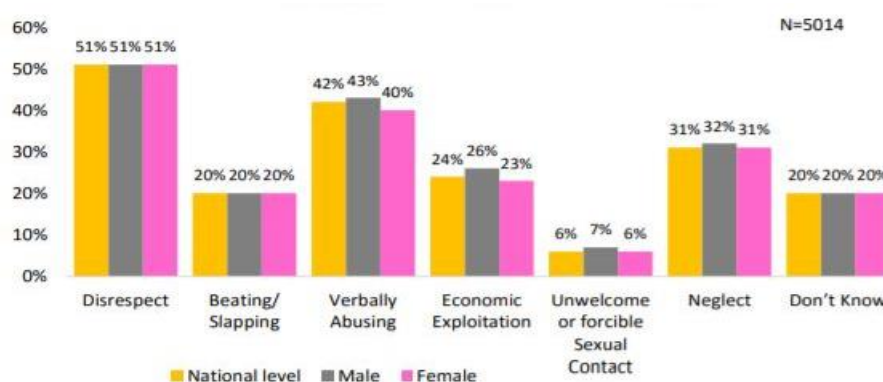


Figure depicting the kinds of abuses suffered by the respondent's in Help Age India Report - 2018 Available at: <https://www.helpageindia.org/wp-content/uploads/2018/08/ELDER-ABUSE-IN-INDIA-2018-A-HelpAge-India-report.pdf>

In Indian Legal system, the Act that protects the Elderly is the Maintenance and Welfare of Parents and Senior citizens Act, 2007 that states a legal obligation on the children or their heirs to provide maintenance to senior citizens in a way of ensuring monthly allowance to them. It is for those senior citizens who cannot sustain or maintain themselves on their own earning. Under this Act, the aggrieved senior citizens can file a complaint on their own or with a help of any organisation supporting such people or there can be a cognizance taken by the Tribunal for any atrocities committed against them. The court has an obligation to dispose such cases with a period of 90 days from the date of service of notice of application given to respondent (herein the children, relatives or heir) side.

<sup>2</sup> <https://www.un.org/en/events/elderabuse/>

In case of failure of respondents to take cognizance of such notice, the tribunal may issue a warrant to execute order or make an ex parte order. The tribunal fix a maintenance of maximum ₹ 10,000 per month though it is subjected to tribunal's discretion. The subsequent abandoning of the Senior Citizen is a Criminal Offence under § 24 of this Act and the offenders are jailed for 3 months.

## **Objectives**

The main objectives of this awareness drive of LAC volunteer at SLS-N has been as follows:

1. To make people aware about the Elderly abuse and its kinds.
2. To inform them about the various legal provisions under the Maintenance and Welfare of Parents and Senior Citizen Act, 2007.
3. To make them understand and sign a pledge that '*They will respect the Elders and would be ready to protect them when they need.*'

## **Preliminary Preparations:**

- To target those set of people who will directly profit from this drive which in our case were the elderly and their sons and daughters.
- Arrangement of posters that pictorially depict the types of Elderly Abuse to help people understand the message conveyed by the volunteer.
- Arrangement of pledge sheet for the interested and motivated respondents to sign.

## **Conducting the Programme**

The programme was conduct in the residential parks of Lucknow and involved the target age group of 25 and above who can be easily receptive of the discussion or conversation conducted in relation to the senior citizens abuse. Moreover, it was a lucrative place for elderly to stop for their

morning Yoga or walking sessions. The part of plan was to get as many elderly people as possible to vent out their problems, if they had any, and advise them to seek help in case the issue becomes serious.

The volunteers make public announcements in the park and invited people to listen to them and explain them the importance of 15 June: 'International Elderly Abuse Awareness Day'. The Volunteer started their monologue by describing the kinds of abuses that senior citizens might face or may be facing in their day-to-day life whether they may be physical, sexual, economic or social. The volunteer explained them the need to create awareness for this day and encouraged discussions taking place among the people in order to understand the problems in much more depth.

The volunteer then asked the people their respective age and asked the people who were aged 60 and above to describe any form of problem they had to face because of their age or has any one created problems for them in past or present in their surroundings that have made them feel bad in any situation. The remaining of people were further sensitised about the recent nature of abuses which are increasing against the elderly people and how with little vigilantism they can seek help and protect themselves and how it is necessary for them to create awareness on a daily basis among the people who are suffering and who could be suffering because of this.

At the end of the conversation held with the various people volunteer asked people to sign a pledge at their consent if they are determined to be a part of protection and empowerment of wisest and experienced people of the generation.

### **Response and the findings of the Target Audience**

The listeners were more involved in the Sections that involved the domestic- stemmed abuse issues that were raised in the discussion. After that, they were more inclined towards the economic abuse issues.

People were hesitant to listen to such issues as in India; it is still considered an issue that should be dealt within the four walls of the house. It is also due to an opinion that the elderly are not an asset that should be kept with a lot of care and investing on their health and their economic maintenance is a wastage of their children's hard earned money.

Due low awareness about this day as compared and witnessed by the volunteer on the other days wherein she has been a part of the people weren't open to share their opinions on the subject but the campaign was successful as a primer start up for these kinds of initiative to take place. Although some area parks were near the National Law University but in the time frame when the volunteer was conducted her drives she couldn't see any initiative on the part of the law students to conduct such event.

### **Future Plan of action**

To conduct such drives with elaborative planning and on a large scale so that a greater number of people could benefit. The volunteer has been a part of various drive carried by her single-handedly as well as along with the team in the month of March and February and would be inclined to collaborate and channelize on various social workers with their initiatives.

### **Suggestions/Feedback**

- **Apprehensive pledge takers** – Due To increased cases of misuse of the signature of people, many people had become apprehensive of signing on the pledge sheet. The volunteer respected the stance of people and did not force them to sign the pledge.
- **Association of local NGO's and other affiliated organisations-** The support of the organisations in the purview of their field would have been great and they would be able to throw light upon the issues in a more lucid manner.
- **No. of Volunteers** – As a solo event organised by the volunteer, it could have been better if such events were organised in a group

there would have been inflow of new and better ideas to present the issue in an interactive manner.

## **Conclusion**

The overall experience of working at this second single-handed campaign has been fruitful for me in defining the confidence of public speaking and moving people and bring them to consensus for a particular issue that they are hesitant to talk about now. I feel responsible for at least making a move into this direction and helping people who really need a shout to find their voice in these kinds of residential area.

As the young generation, people like us it is important for us that we treat them with respect and help them by at least staying connect and giving them, the most needed love and attention that they first gave us when we were born. We can help them by giving them interesting task that are enjoyable to them and try not to make them bed ridden and help them overcome their idleness and aloofness.



## **ANNEXURE – A**

### **Photos of the event**



## ANNEXURE-B POSTERS





## Elder abuse is **preventable** – and everyone has a role to play.

We can help ensure that older people live in safety – **without fear of being hurt, exploited, or neglected.**



### The public can:

- ✓ Watch for signs of elder abuse
- ✓ Learn how to get help and report abuse



### Older people can:

- ✓ Stay connected to family and friends
- ✓ Learn more about their rights
- ✓ Use professional services for support where available
- ✓ Make sure their financial and legal affairs are in order



### Family and informal caregivers can lower their risk of committing abuse by learning ways to cope:

- ✓ Get help from family or friends
- ✓ Take breaks
- ✓ Get support from local health and social services

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<sup>3</sup> [https://www.who.int/violence\\_injury\\_prevention/violence/elder\\_abuse/WHO\\_EA\\_ENGLISH\\_2017-06-13.pdf?ua=1](https://www.who.int/violence_injury_prevention/violence/elder_abuse/WHO_EA_ENGLISH_2017-06-13.pdf?ua=1)

## ANNEXURE - C

### Social media outreach

← Ritam Khanna
🔍

**Ritam Khanna** is 😊 feeling thankful in **Lucknow, Uttar Pradesh.**

...

Yesterday at 23:24 • ⚙️

Conducted the LAC summer campaign on International Elderly Abuse awareness Day  
#LACSLs #SLSNOIDA

👍 Like
💬 Comment
➦ Share

❤️
❤️
**Aditya Pathak and 24 others**

**Ravindra Khanna**

📷


GIF
😊

**Anuj Khanna**  
 Wonderful ,keep the enthu high and carry on ur hardwork blended with smart work ,be disciplined and self motivated ,, God bless you ,stay happy ,healthy and wealthy ..

1

15 h
Like
Reply

**Swati Khanna**  
 Good information

1

15 h
Like
Reply

**Sapna Mehrotra**

👍

15 h
Like
Reply

**Shreya Khanna**  
 Great job

2

15 h
Like
Reply

**View 2 previous replies**

**Swati Khanna** Anuj Khanna sahi kaha b...

📷


GIF
😊

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## ANNEXURE-D

### Pledge signing sheet

विश्व वृद्धजन शौचालय दिवस		
"मैं शपथ लेता हूँ कि मैं वृद्धजनों का आदर करूँगा तथा उनके संरक्षण के लिए तत्पर रहूँगा।"		
नाम	पता	हस्ताक्षर
Susham Sharma	C/74 set G	Susham
Ram Prasad	D.1-870 set H	Rajwari
Neeraj	L-115 Sec G. LDA	Ga.
Durgold Verma	S.S.III - 242 - D.1 LDA LKO	
N L Yadav	M M 320 / D1 LDA LKO	
Karam Jeet Singh	L-176 G LDA	
Pranav K	L-TI/288, LDA Colony sector G	पराजी
Suati	L14-1395 sector I LDA LKO	Yr
Savitri	LDA Hashiyana, colony 650	Shruti
Sudhakar Bhargava	K-650 D Hashiyana Colony, LKO	Shruti
Ramindra	K 671 Hashiyana Colony	Shruti
	LDA Sector G, Hashiyana Kanpur Road	Ramindra