

Welcome to Dignity Donor Privilege Programme

Dignity Donor Privilege Programme
Services and Benefits Handbook

Welcome to the Dignity Donor Privilege Programme from Dignity Foundation. This booklet gives you details of more than 10 services and benefits designed to meet your specific needs along with a helpful FAQ section and some key information about Dignity Foundation.

Keep this booklet handy and refer to it as often as you need to, to make the most of being a Dignity Donor.

Contents

About Dignity Foundation

Dignity Donor Privilege Programme

- Donor Privilege Card
- Services & Benefits
- Reciprocal Privileges

Preferred Partner

Frequently Asked Questions

Contact Us

About Dignity Foundation

Established in April 1995 and headquartered at Mumbai, Dignity Foundation is a not-for-profit organisation working for the cause and care of the senior citizens. It is registered as a charitable organisation under the Societies Registration Act, 1860, GBBSD/97C.

The Foundation has a two-fold goal.

On the one hand, the Foundation is based on the premise that age and productivity can go hand in hand. It works diligently to re-instill confidence in the elderly, by directing their experience and maturity in activities that serve the needs of the community.

On the other hand, it attends to the needs of the elderly themselves whose social support systems have weakened or are non-existent.

The Foundation is managed by professionals in the fields of Management, HRD, Social Work, Psychology, Sociology, Marketing, Media and Finance, under the guidance of its Founder President, Dr Sheilu Sreenivasan.

Dignity Donor Privilege Programme

Launched in January 2010, The Dignity Donor Privilege Programme has been conceived keeping in mind the needs and aspirations of over 200 million 50 + population of India. Now that you are part of our family, we invite you to enjoy the numerous services and privileges on offer, absolutely free of any charge. Choose from more than 10 sets of services and benefits.

Get to know more about Dignity Donor Privilege programme in the following pages.

Dignity Donor Privilege Card

Your Dignity Donor Privilege Card comes with your photograph and a unique Donor Number. **Please keep it with you all the time as you need to present it or quote your donor number to enjoy all the services and benefits.**

The Dignity Donor Privilege Card opens up a world of privileges...access to essential services, special invites to events, the *Dignity Dialogue* magazine, and much more.

Also, on presentation of the Donor Card, you can enjoy attractive discounts on a range of products and services such as medicines, healthcare, diagnostic services, hotels, travel, and jewellery. These come to you through our tie-ups and alliances with a host of product/service providers in India and across the world by virtue of our partnership with AARP Global Network.

For discounts on products and services, please refer to the enclosed Services & Benefits booklet.

Services & Benefits

As a Dignity Donor under this Programme, you enjoy a set of more than ten services and benefits:

Trusted information on call

Call the Dignity Foundation office in your city (*please refer the contact info on page ...*) between 10 am and 6 pm. Our Relationship Executive will attend to your call and help you with updated information and contact numbers. *Here is a sample of the categories on which we have information.*

- Hospitals, 24x7 Chemists, Diagnostic clinics, Blood banks
- Ambulance, Police stations
- Products like wheelchairs, waterbeds, adult diapers, security systems
- Hotels and Restaurants
- Nurses and Ayah bureaux
- Oxygen cylinders/Orthopaedic aids/ Hearing aids
- Senior Citizens Organizations
- Mahila mandals, Social Clubs, Sports Clubs, Golf Clubs
- Travel operators
- Taxi service
- Railway timetable
- Tiffin Service
- Supermarkets
- Marriage halls

Professional counselling services

Looking for professional guidance in matters related to law, investments, property, family problems, harassment, health and nutrition?

Call the Dignity Foundation office in your city for a one-on-one appointment with our panel of experts. Simply drop in to our office for a face-to-face meeting and get advice on a variety of issues.

- **Legal experts** to advise you on a wide variety of topics such as property and bank related issues, making of your Will, pension, Provident Fund matters, divorce, harassment by family members or outsiders, and fraud
- **Financial advisors** to guide you on tax-related issues, shares and investments, filing of income tax returns, investor complaints, credit and debit cards and other financial matters
- **Insurance advisors** to help you with Mediclaim, life insurance, accident claim, policy renewals and more
- **Consumer Guidance experts** for help in filing RTI (Right to Information) queries, complaints with consumer grievance cells and similar issues.
- **Doctors and specialists** provide consultations on health-related issues such as general health, arthritis, blood pressure, eye problems and diabetes, as well as for your mental well-being. *Find out when the next Health Camp is happening in your neighbourhood.*

- **Nutrition experts** for guidance on your ideal diet and nutrition, besides providing your individual calorie chart.

Avoid running from pillar to post in search of experts with exorbitant rates for each of your problems.

Note: Experts and advisors are available only with prior appointment.

24x7 Helpline

As a Dignity Donor, you are never alone. Whenever you need company or help during the **day or any time at night**, just call our Helpline number in your city. Trained counsellors and Para professionals are standing by to take your call.

- Counselling over phone
- Rescue services in the event of abuse
- Companionship

City	24x7 Helpline
Bengaluru	(080) 4151 1307
Chennai	(044) 4213 3002
Kolkata	(033) 3069 0999
Mumbai	(022) 6138 1111
Pune	(020) 3043 9100

Second Careers

At Dignity Foundation, we know that your productive life does not end with retirement.

Do take advantage of Second Careers to start working and earning and begin to enjoy your second innings. This service offers both advice and placements, with part-time and full-time options.

Other services include:

- Core competence mapping
- Monetising a passion or a hobby
- Basic computer training
- Personality enhancement training

Please fix an appointment with our Second Careers Manager at the Dignity Foundation office in your city to discuss your requirements.

Alternately, you can visit our website www.dignitysecondcareers.org for more information as well as to post your curriculum vitae.

Network with Peers

Every evening, from Monday to Friday, our donors get together for an evening of fun and games and bonding activities.

As a Dignity Donor, drop in at your nearest activity centre and make new friends, have a great time over a cup of tea. *A small fee is charged every month for the snacks (optional) on a non-profit basis.*

- Exercises for health
- Spiritual lectures
- Hobby and craft classes
- Screening of films
- Yoga and Tai' Chi
- Laughter sessions
- Learn and play Bridge
- Fancy dress and Fashion parade
- Celebration of festivals and birthdays
- Dancing and singing
- Cookery classes
- Quiz and indoor games
- Display of talents in various competitions
- Talks by experts

To find out which is the nearest activity centre, please contact the Dignity Foundation office in your city.

Also log on to Dignity Facebook via www.dignityfacebook.ning.com and register yourself as a donor to meet your peers, friends, relatives online and exchange news, views, pictures and updates about yourself.

Security for Wealth and Health

We are aware how important financial and physical well being is as you cross 50 years of age.

As part of the Dignity Donor Privilege Programme we have created customised offerings keeping your needs in mind. We have chosen to partner reputed organisations to be able to deliver these benefits and services seamlessly across the country.

Financial security

ICICI Bank has partnered us to provide the following key benefits:

- 'Life Plus' zero balance savings account
- International Gold Debit Card with higher withdrawal and spend limits
- Insta Credit Card with credit up to 85% of your FD account with ICICI Bank, subject to a minimum FD amount of Rs 20,000/ (available in select cities only)
- Bank@Home services (in select cities)
- Special treatment at the Senior Citizens' Desk in bank branches

To opt for an ICICI Bank Life Plus savings account, contact the nearest Dignity Foundation office in your city.

Health security

ICICI Lombard has partnered us for a customised Group Health Insurance policy exclusively designed for you.

- 15-20% lower premium
- Joining age extended up to 80 years
- Policy can continue up to 85 years of age
- Existing illnesses covered post 24 months after start of policy
- Additional accident insurance policy available at 25% of the normal premium

To sign up for an ICICI Lombard Health Insurance policy, contact the nearest Dignity Foundation office in your city.

Discounts and Special Offers

Money saved is money earned.

Keeping in mind the inflationary trends in the market and the soaring cost of healthcare and other goods and services, we have created a basket of discounts and special offers on health and lifestyle products and services.

Present your Dignity Donor Privilege Card at hospitals, diagnostic clinics, chemists, hotels and restaurants, gyms and yoga centres....in Bengaluru, Chennai, Kolkata, Mumbai, Pune and many other cities where our alliance partners are present.

Please see the Privileges Directory enclosed for all the discounts and special offers in each city.

We are adding new alliance partners everyday. Please see our website www.dignityfoundation.com as well as your FREE copy of *Dignity Dialogue* for updates.

Special Events

Productive living includes enjoying an active social life.

As a Dignity Donor, get invited to events specially created for you so that you can have a great time. Each event is carefully planned with a heady mix of entertainment and knowledge sharing.

- Dignity Film Festival
- World Elders' Day celebration
- Passionate Collections Exhibition
- World Alzheimer's Day

Besides these major events, expect invites to health camps and local tournaments?.

Volunteer for a cause

You may feel it is time to give back to society, if you are not already actively involved in a cause. Or, you may want to participate and give of yourself to multiple causes.

Whatever your priorities, you can remain active with us as you work on the many issues and causes that Dignity Foundation takes up from time to time.

- Promoting intergenerational bonding via 'Suraksha Bandhan' wristbands
- Participating in donation drives
- Calling on the elderly who desire companionship
- Sharing your talent at activity sessions at our centres
- Help in rescuing the elderly from domestic abuse
- Involving yourself in advocacy issues with local government/ administration

Dignity Dialogue

Our 72 page full colour monthly magazine will reach your doorstep every month. You will receive an English or Hindi copy depending upon the choice you have made while filling up the enrolment form.

As you may have already discovered, *Dignity Dialogue* is your exclusive magazine with coverage of issues, informative articles, tips, short stories and brain games which are relevant to you. Its contents guide you to lead a productive life.

What's more, you too can contribute articles of interest to your peer group, thus discovering your latent journalistic talent. Through this mouthpiece of Dignity Foundation, join in lobbying for better retirement policies, and to create a more caring society.

We look forward to your active participation in *Dignity Dialogue* which has been published uninterruptedly for the last 14 years...every month!

Reciprocal Benefits

Dignity Foundation is a member of the AARP Global Network which covers the USA, Canada, Denmark, Italy and The Netherlands, other than India.

As a Dignity Donor you can avail of reciprocal benefits as enjoyed by members of the AARP Global Network. Reciprocal benefits include discounts, special offers and other privileges.

Preferred Partner

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank and Prudential plc. ICICI Pru Life has been ranked as the “MOST TRUSTED BRAND” among private life insurance companies in the ET Brand Equity Survey 2009.

ICICI Prudential Life Insurance has always advocated the philosophy that retirement from work does not mean one should retire from life. Pursuing this philosophy, the company has also designed platforms and engagement programmes that endeavour to promote and facilitate the concept of productive ageing and enjoyable retirement among the senior citizens in India.

ICICI Prudential, in association with Dignity Foundation, aims to build a larger community of active senior citizens who, in turn, will help change the meaning of post-retirement life in India.

International Affiliation

Dignity Foundation is a member of the **AARP Global Network**, the world’s leading senior citizens’ network.

Founded in 2006, AARP Global Network brings together like-minded national membership organisations who serve the needs of the 50+ population around the world. Besides Dignity Foundation (the only one from Asia), current members of the Network include:

- AARP, USA
- DaneAge, Denmark
- 50&Piu, Italy
- CARP, Canada
- ANBO, The Netherlands

Through this affiliation, Dignity Donors can access reciprocal member benefits including special offers and discounts, when they travel to these countries.

Frequently Asked Questions

- ***Is the Dignity Donor Privilege Card transferable to my family members to avail of Dignity Donor Privilege Programme services and benefits?***

The Dignity Donor Privilege Card is not transferable to either family or friends.

- ***How can I avail the services and benefits with my Donor Card?***

Your Dignity Donor Privilege Card must be presented to avail of services and benefits except when you are calling for Trusted Information or the 24x7 helpline. In

these instances you may be asked to share the donor number printed on the front face of the card.

- ***When my contact details change, how can I get them updated in your records?***

Please intimate your change of address to us, through post or email at responsedignity@gmail.com and we will update our records. Please let us know at least 30 days in advance.

- ***Will I be eligible for the ICICI International Gold Debit Card, ICICI Bank Credit Card and the ICICI Lombard Group Health Insurance policy even if I have other cards and insurance schemes already in my name?***

Yes, you will be eligible.

- ***How do I renew my Dignity Donor Privilege Card?***

You can renew by sending your renewal fee (for 1, 3, 5 years) along with your Donor Card number via the renewal form printed in the magazine, or through the online form on our website.

- ***If I have problem availing a particular service or benefit, how should I register my complaint?***

If you face a problem, please contact the Dignity office in your city with a formal written complaint containing details of the person/office/institution or send an email to responsedignity.com. We will take up the matter immediately and keep you informed.

- ***In case one can't get through the Helpline and Customer Care numbers, is there anyway of getting in touch with the Foundation?***

In the remote chance of not getting through our numbers, please send an email to responsedignity@gmail.com.

- ***Do I get any referral benefits when I bring in more Donors?***

We will launch a member-get-member scheme soon and will keep you informed.

- ***What do I do in case I lose my Dignity Donor Privilege Card?***

Please write to us immediately to prevent any misuse, and to issue you a duplicate card.

- ***As a Donor, what type of support can I expect from Dignity Foundation? Will Dignity come to my help if I'm in need financially?***

Dignity Foundation vouchsafes all kinds of moral and counselling support to all its Donors. Though we may not be able to directly help you with money, we can offer you financial counseling by experts to help overcome the problem.

- ***Suppose I move from one city to another, can I avail the same services and benefits in the new city?***

The Dignity Donor Privilege Programme has been launched in the cities of Bengaluru, Chennai, Kolkata, Mumbai and Pune. Therefore all our services and benefits with the exception of Discounts/Special offers and Reciprocal benefits are limited to these cities for the time being. We have plans to expand to other cities soon.

Other services of Dignity Foundation

(outside the purview of the Dignity Donor Privilege Programme)

Dignity Dementia Daycare Centre provides a stimulating and conducive environment to help maintain practical and social skills to enhance self-reliance for your dementia-afflicted loved ones. This also gives respite to the caregivers in the family.

Ration Service provides basic ration every month to the neediest elderly.

Civic Service is an ongoing project with Municipal Corporation.

Dignity on Wheels is an extension of the Foundation that reaches out to those living in lesser privileged areas.

Dignity Lifestyle & Homes:

- *Dignity Lifestyle* at Neral is a residential township for 500 senior citizens with a special hospital unit for people suffering from dementia, Parkinson's, etc.
- Located at Mira Road, Mumbai, *Dignity Homes* provides a comfortable stay to the lesser privileged at a very nominal rate.

Senior citizens' ID card project issues ID cards for the 60+ on behalf of the Governments of Maharashtra and Jharkhand.

Contact us

HEAD OFFICE

Dignity Foundation
BMC School Building
Topiwala Lane,

Mumbai - 400007
Phone: (022) 6138 1100
Email: responsedignity@gmail.com

www.dignityfoundation.com;
www.dignitylifestyle.org;
www.dignitysecondcareers.org

CHENNAI CHAPTER

“Sreenivi”
No.22, Subramaniyan Nagar, 2nd Street
Kodambakkam
Chennai - 600024
Phone: (044) 4212 3301
Email: chennaidignity@gmail.com

KOLKATA CHAPTER

20 L, Dhakuria Station Road
P.O. Dhakuria
Kolkata - 700 031
Phone: (033) 3069 0991
Email: kolkata.dignity@gmail.com

BENGALURU CHAPTER

383, 33rd Cross, 17th Main
Jayanagar 4th T Block
(Opp: BES Ladies Hostel)
Bengaluru - 560 041
Phone: (080) 4219 8395
Email: dignity.bengaluru@gmail.com

PUNE CHAPTER

Savio Villa
78/4, Divya Nagar
Wanawadi
Pune - 411040.
Phone: (020) 3045 8092
Email: dignitypune@gmail.com
