

Dignity Foundation

Spearheading Eldercare Since 1995





Dignity Foundation has been working for senior citizens since 1995, offering an enriching set of opportunities to lead a more dignified, secure, joyful and fulfilling life. Dignity Foundation deals with the psycho-social challenges of senior citizens in India and helps them tackle their loneliness and insecurities, bringing joy back into their lives. Headquartered in Mumbai, Dignity has Chapters spread across five other cities – Bengaluru, Chennai, Delhi NCR, Kolkata and Pune.



VISION

To change the way people in India look at Ageing.

MISSION

Enable senior citizens to live life with dignity and security and enjoy life in a fulfilled and fun filled manner.

DOMAIN

- Senior Citizen, Elderly Poor
- Annual budget: ₹3.05 Cr (FY 2020-21)

MESSAGE BY FOUNDER PRESIDENT



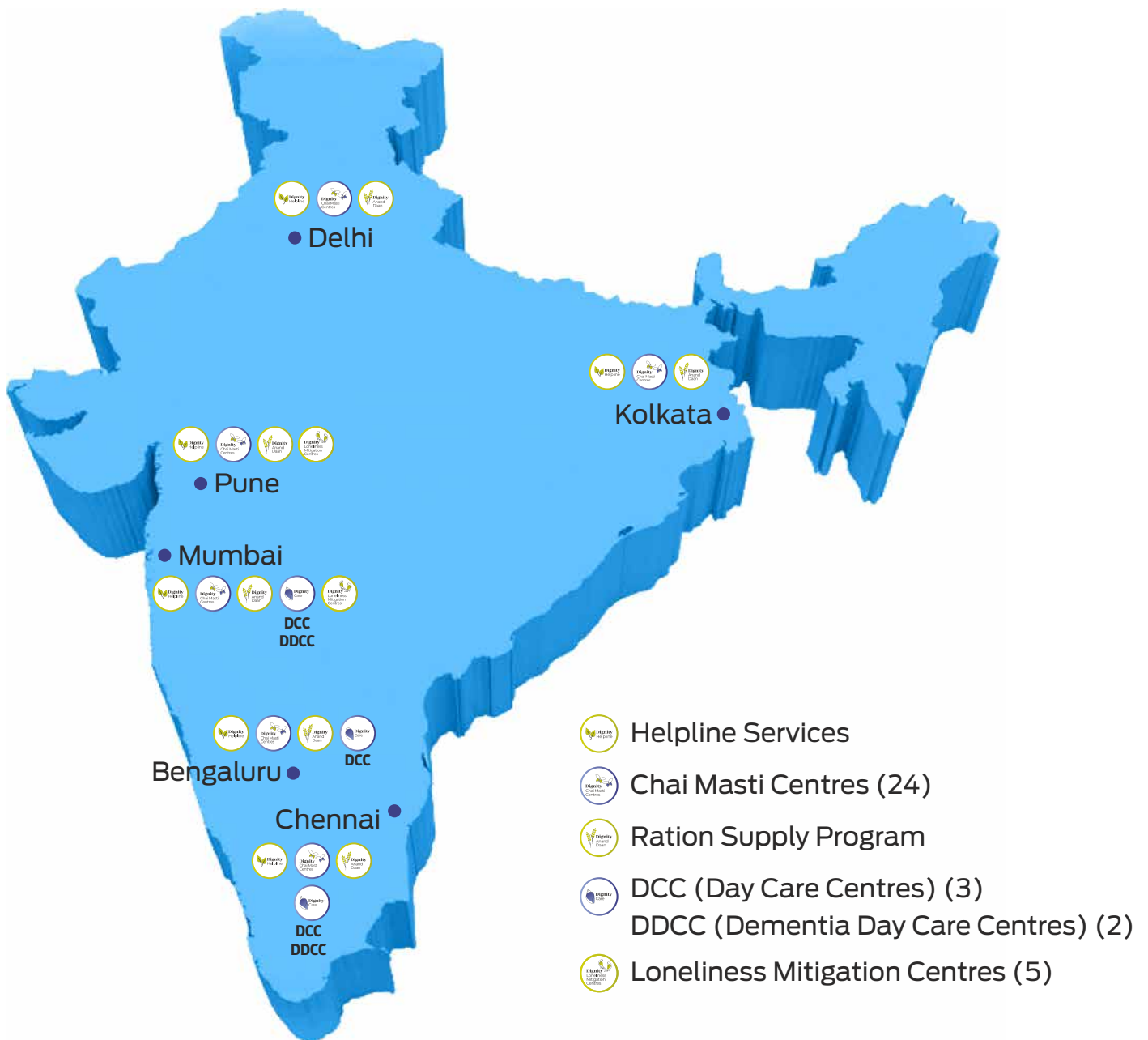
Dr. Sheilu Sreenivasan
Founder President & CEO,
Dignity Foundation

Dr. Sheilu Sreenivasan's passion for elderly care drove her to launch Dignity Foundation in 1995. An MA in Psychiatric Social Work from Madras University, she took her Ph.D. from Mumbai University in Sociology. After a seven year period in research, she joined the publishing firm, Macmillan India and became Corporate Manager in Bangalore. She then became Head of Publishing in Tata Institute of Social Sciences (TISS), Mumbai in 1987. Dr. Sheilu Sreenivasan specialised abroad in academic publishing and has been the recipient of many awards from reputed organisations in India such as the Rotary Club and the Times of India for her social work.

AWARDS

- Member, BMC Disaster Management Action Planning Committee 2002-03.
- Fellow 2005, Ashoka Innovators for Change
- Executive Board Member, National Inst of Social Defence, Ministry of Social Justice and Empowerment, Government of India, New Delhi 2008
- **Vayoshreshtha Samman in 2009 by Govt. Of India**
- Member, International Advisory Committee of Experts in Healthcare Delivery and Research on Dementing Disorders

Programme Outreach





ANAND DAAN (RATION DISTRIBUTION)

SUMMARY

Dignity Foundation supports indigent senior citizens through Dignity Anand Daan by providing a month's worth of basic dry provisions and Covid-19 essentials to the very poor senior citizens who cannot fend for themselves.

METHODOLOGY

We identify poor senior citizens living in the slum communities of our six impact cities (Bengaluru, Chennai, Delhi NCR, Kolkata, Mumbai and Pune) through needs analysis. Our enrolled beneficiaries have no reliable dependents or source of income. They are also not benefitted through any other governmental scheme. They do not have the means to afford two full meals a day. Hence, we go to their community and provide them with ration kits that can last them and their family up to one month. During Covid-19,

we increased our reach to 3X than the previous years. We are continuing to support all the enrolled beneficiaries through this programme on which they can depend and live worry-free.

IMPACT

8000+ Kits/Year

PROJECT COST

- Each ration kit costs ₹1200
- Each ration and Covid-19 sanitation kit costs ₹1500

KEY DONORS

Give India, HelpYourNGO, Nihchal Israni Foundation, Facebook Social Impact, Azim Premji Foundation, HSBC Bank, Individual donors



DIGNITY HELPLINE SERVICE

SUMMARY

Dignity Helpline enables senior citizens to reach out for help and assistance against abuse. It is also helpful in information dissemination and counselling of senior citizens in a number of matters.

METHODOLOGY

Dignity Foundation operates a 24X7 Pan-India toll-free helpline number for senior citizens (1800 267 8780). On this helpline number, we receive multiple distress calls regarding elder abuse, disputes and discords. These calls are tackled on priority and immediate help is made available to them. Our team regularly follows-up with the callers to ensure that their

problems are resolved. We also receive calls seeking information for senior citizen welfare schemes, services for senior citizens, etc. Our team also provides counselling to those elders who are lonely, anxious or depressed.

IMPACT

2000 calls addressed in 6 cities

PROJECT COST

₹12 Lakhs a year

KEY DONORS

Kotak Payroll Giving, CAPCO, Individual donors



INTEGRATED DAY CARE CENTRE

SUMMARY

In order to stimulate and engage senior citizens from underprivileged backgrounds with quality service, Dignity Foundation runs Integrated Day Care Centres in Bengaluru, Chennai and Mumbai.

METHODOLOGY

Our Day Care Centres provide the enrolled members with a host of knowledge and skill building activities and entertainment programmes. Each of our centres cater to about 100 seniors hailing from slum communities. They also receive daily mid-day meals at the centre (or take-away packs during Lockdown) so that they can eat a hearty and healthy meal each day. Along with meals, members also receive nutritious

drinks every morning at the centre. Members engage in activities such as yoga, newspaper reading, DIY sessions, literacy and arts & crafts sessions. Post Covid-19, members have received additional support at our centre through dry ration kits, hygiene kits, regular Doctor Visits and medicine support.

IMPACT

1000 Senior Citizens

PROJECT COST

₹40 Lakhs a year

KEY DONORS

Azim Premji Foundation



DEMENTIA DAY CARE CENTRE

SUMMARY

In order to stimulate senior citizens living with Dementia and support caregivers, we operate two dedicated Dementia Day Care Centres in Chennai and Mumbai. These are one-of-its-kind centres where members receive tender loving care and affection.

METHODOLOGY

Our Day Care Centres provide the enrolled members with a host of knowledge and skill building activities and entertainment programmes. Each of our centres cater to about 100 seniors hailing from slum communities. They also receive daily mid-day meals at the centre (or take-away packs during

Lockdown) so that they can eat a hearty and healthy meal each day. Along with meals, members also receive a nutritious drink every morning. Members engage in activities such as yoga, newspaper reading, DIY sessions, literacy and arts & crafts sessions.

IMPACT

200 Senior Citizens

PROJECT COST

₹40 Lakhs a year

KEY DONORS

Medusind, Individuals



MOBILE PHYSIOTHERAPY PROGRAMME

SUMMARY

In order to reach out to the poor elderly patients with quality service, Dignity Foundation has launched a mobile physiotherapy van. It is a customised van, staffed with a licensed physiotherapist, which caters to the eligible poor in Thane and nearby areas.

METHODOLOGY

A majority of the elderly from underprivileged communities are plagued with medical conditions like hypertension, balance and gait issues. Physical therapy can mitigate the effect of such conditions and prevent disability amongst these groups. However, they are not able to seek physical therapy from the public health systems because of lack of affordability and accessibility. The elderly population are engaged in caregiving for their family, especially migrant men who still continue to work to earn a living. A visit to the public health facility means long waiting

periods and giving up on their daily wage of work. The mobile geriatric physiotherapy clinic for these populations will provide doorstep convenience with quality services that will ensure that the elderly migrants do not have to give up on their routine activities. Along with this, the therapy offered in our project being inexpensive compared to private providers, the project will be able to reach out to many needy elderly men and women.

IMPACT

Estimated 5000 Senior Citizens from urban slums

PROJECT COST

₹25 Lakhs/Year (Operational cost)

KEY DONORS

Rotary Club of Thane, Rotary International



LONELINESS MITIGATION CENTRES

SUMMARY

Dignity Foundation's Loneliness Mitigation Centres (LMCs) provide various structured activities that help senior citizens with social interactions, learning new skills and physical and spiritual wellbeing.

METHODOLOGY

We operate three LMCs in Mumbai and two LMCs in Pune. At these centres, we provide daily two hours of interaction and engagement to the enrolled members from the nearby slum communities. We focus on teaching livelihood generating activities to the members, so that they can become independent in earning some money through such activities for their sustenance. Other activities include

arts & craft, yoga, health check-up, Zumba, etc. Post Covid-19 Pandemic, members have received additional support at our centres through counselling sessions, dry ration and hygiene kits as well as Doctor's Visits and free medicines.

IMPACT

300 senior citizens

PROJECT COST

₹15 Lakhs a year

KEY DONORS

Rotary Club of Bombay, STCi, Help Your NGO, Medusind, HDFC Bank Payroll giving



CHAI MASTI CENTRES

SUMMARY

Dignity Chai Masti Centres provide a platform for senior citizens to interact socially, build a support network, boost their self-esteem and lead an active life.

METHODOLOGY

In our six impact cities (Bengaluru, Chennai, Delhi NCR, Kolkata, Mumbai and Pune), we have 24 Chai Masti Centres that operate in-person or online during Lockdown. Members are provided with the option to attend either online only or hybrid i.e. physical and online sessions. Highly skilled and knowledgeable resource people such as Doctors, financial experts, health practitioners, photographers, legal advisors, etc. conduct informative

sessions for the members. Apart from this, members engage in a host of entertainment programmes and celebrations of events and important functions. They also focus on physical and mental well-being through yoga, tai chi, breathing exercises, etc.

IMPACT

1200 Senior Citizens

PROJECT COST

₹3 Lakhs per centre per year

KEY DONORS

Nihchal Israni Foundation, Individual Donors



DIGNITY DIALOGUE

SUMMARY

DignityDialogue is India's pioneering magazine for senior citizens that provides a platform for senior citizens to become budding writers and travel journalists.

METHODOLOGY

Each month, Dignity Foundation publishes a 68-page full colour magazine which features interesting articles and interviews that appeal to senior citizens as well as young readers. Topics include Health, Finance, Travel, Food, Spirituality, etc.

IMPACT

20,000 readers across India

PROJECT COST

- 12 Digital Copies for ₹1,199
- 12 Hard Copies for ₹1,499

KEY SUBSCRIBERS

Reserve Bank of India, Individual subscribers





**"Giving is not
just about making
a Donation, it is
about making
a Difference!"**

APPEAL

We look forward to your support for any of our programmes. Some of our most urgent requirements are listed below for your quick review –

- One month support for an elderly dementia patient to attend our Dementia Day Care Centre – incl. Lunch, pick drop service and activities (₹10,000)
- Mid-day meals for one month for one senior citizen (₹2000)
- Ration and Covid-19 Sanitation Kit for a month for an elderly poor (₹1500)
- Counselling support on Dignity Helpline for one senior citizen (₹1000)
- One physiotherapy session for one poor senior citizen (₹500)

Should you wish to make a donation, please visit our website

www.dignityfoundation.com/donate.

Here, you can make an online payment using Credit/Debit Card or Netbanking.

For donating using UPI apps like BHIM, PayTM, PhonePe, GPay, Freecharge and Whatsapp Pay, you may use the 'Scan and Pay' feature by scanning this QR code or donate using this UPI ID -



Dignity Foundation  

cfpay.dmdignityfoundation1@icici

You will receive an instant 80G receipt upon providing your personal details and email ID.

You may also donate using offline methods like Cheque/DD or Bank Transfer using an Indian Bank Account. Below are the details for making the donation –

| | |
|-----------------------|---|
| Name of Organization | DIGNITY FOUNDATION |
| Name of Bank | IDBI BANK |
| Branch | JASLOK BRANCH (902) |
| Address of Bank | Jaslok Hospital & Research Centre, 15 Dr. G. Deshmukh Marg, Mumbai 400 026 |
| Account No. | 902104000025638 |
| RTGS/NEFT Code (IFSC) | IBKL0000902 |
| MICR Code | 400259072 |

Foreign nationals using a foreign bank account may also donate to Dignity Foundation using the below banking details –

| | |
|----------------------|---|
| Name of Organization | DIGNITY FOUNDATION |
| Name of Bank | STATE BANK OF INDIA |
| Branch | New Delhi Main Branch |
| Account Number | 40106385062 (FCRA CURRENT ACCOUNT) |
| Branch Code | 00691 |
| IFSC | SBIN0000691 |
| SWIFT | SBININBB104 |
| Address of Bank | FCRA Cell, 4th Floor, State Bank of India, New Delhi Main Branch, 11 Sansad Marg, New Delhi 110 001 |

We look forward to your kind support.

NOTE –

All donations to Dignity Foundation are 50% tax exempt under Sec. 80G of IT Act. Dignity Foundation is also eligible to receive foreign donations under FCRA Regulations Act.





HEAD OFFICE

Dignity Foundation

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Dignity Foundation