

CATALOGUE 2022 - 2023

Buy HelpAge India products
from this catalogue to support
disadvantaged elderly.

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Greeting Cards &
Stationery Products.



 **HelpAge India** | Fighting isolation,
poverty, neglect

ABOUT HELPAGE INDIA

HelpAge India is the leading charity in India working with and for the elderly for more than 4 decades. Our mission is 'to work for the cause and care of disadvantaged older persons and to improve their quality of life'.

We support more than 2 million elders across the country through our various initiatives. Our programs are focused on direct interventions in the areas of Healthcare, Agecare, Livelihoods, Disaster Response, as well as Advocacy and Awareness of the rights and policies relating to elders.

HELPAGE PROGRAM & SERVICES



Vaccinations: We have been working towards supporting the government's Covid-19 Vaccination program by facilitating the vaccination of elders in both rural and urban areas across India to safeguard them against the deadly virus. So far we have helped with the vaccination facilitation of more than 12 lakh elders and their community.



Mobile Healthcare Units: HelpAge operates one of Asia's largest mobile healthcare networks for elders. We provide affordable healthcare services to disadvantaged elders and their communities through our Mobile Healthcare Units. Each Unit has a doctor, pharmacist and a social worker. Our fleet is constantly expanding and currently we have 165 Mobile Healthcare Units operating across 2400 villages in 24 States and Union Territories.



Restoration of Vision: 90% of those suffering from cataract in our country are elderly. It effects their livelihood, daily living and quality of life. Through tie-ups with credible and competent eye hospitals surgeries are carried out with HelpAge India's support. All surgeries are performed only in base hospitals and not in make-shift camps. So far we have completed over 11 lakh cataract surgeries across India.



Livelihood Support: HelpAge organizes disadvantaged elders in villages, into Elder-Self-Help-Groups so they can sustain themselves through a livelihood of their choice and have a ready pool of income in their time of need. More than 1 lakh elderly have been provided social security through more than 8000 Elder-Self-Help-Groups, 70% of these Groups today are now functioning independently. Our model has also been adopted by the Ministry of Rural Development.



Support a Gran: There are thousands of elders who cannot even afford basic food and clothing to sustain their day-to-day living. We have enabled more than 30,000 destitute elders, by providing them regular supplies of food rations, clothing, basic healthcare and some pocket money, so they can live a life of dignity.



Elder Helpdesks: We provide Geriatric care assistance to elders through the HelpAge Helpdesks set up at hospitals, currently operational at AIIMS (Delhi), AIIMS (Rishikesh), AIIMS (Raipur), Rajiv Gandhi Government General Hospital (Chennai) and Sanjay Gandhi Postgraduate Institute of Medical Sciences (Lucknow). Our volunteers at the helpdesks provide end-to-end support to elders.



Old Age Homes: Many elders are often abandoned by their own family and loved ones, and some don't have the means to afford a roof over their heads, especially the destitute elderly. These homes rescue and rehabilitate abandoned elders and provide them a home away from home. We run 8 barrier free homes for the aged in 5 states and support more than 300 homes for the disadvantaged across India. We also run 18 age care centres in 4 States.



Elder Helplines: We run a National Toll Free Helpline service (1800-180-1253) operational in 16 locations across 15 States. We also run the Government supported Elderlines (14567) in 8 states. The services provided are rescue and rehabilitation, counselling, legal support, services related information, etc.



Digital Literacy for Elders: The increasing pace of change in technology often excludes elders from the mainstream social fabric. To tackle this, HelpAge has started a 'Digital Literacy' program introducing elders to the online world so they can become independent and self-reliant and stay connected with their near and dear ones. This has been especially helpful during the pandemic.



Geriatric Physiotherapy: With increasing age, many elders are prone to musculoskeletal diseases such as back pain, arthritis, paralysis and other age related mobility challenges. Through this program we help increase elder mobility levels and make daily living easier for them. The services are provided to the elderly through stationary physiotherapy clinics, mobile services and old age homes.

Dear Friend,

Greetings from HelpAge India!

After two immensely difficult and uncertain years of the COVID-19 pandemic, the worst seems to be behind us. Each of us is now working towards recovering and rebuilding, whether it be in our families, at work, or our larger communities.

Post the pandemic, physical and mental health, income and employment, as well as social and digital inclusion are key areas where gaps need to be addressed at a societal and policy level, for elders to live dignified lives.

The need for better health protection has strongly emerged. As per HelpAge India's survey 49% elderly expressed their aspiration for improved health through better health insurance and health facilities and 42% stated there should be more support from home.

HelpAge India has been working to bring healthcare to the doorsteps of destitute elders with one of the largest mobile healthcare networks in Asia, which provides affordable and accessible primary health facilities. Through this we have also been able to support the government in providing COVID-19 vaccinations to over 12 lakh elders and their communities. Our physiotherapy and cataract programs are also rapidly expanding. Our focus is not only to provide curative healthcare but also preventive care with our motto for Active Ageing being – **'Get Active, Stay Active'**

The pioneering Government 'Elderline' helpline initiative, of which we have become implementing partners across 8 states, is reaching out to more than 3 lakh elders annually. Concurrently, village elders are becoming changemakers through HelpAge supported Elder-Self-Help-Groups and are self-reliant and independent. We are also focusing on our digital literacy efforts to ensure elders are able to stay connected and empowered.

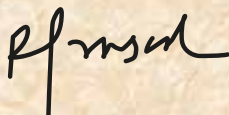
There is much to be done and lakhs of elders still need our help. This can only be done if we come together and contribute our bit.

Thank you for choosing to view our catalogue of Diaries, Planners and Greeting Cards. We hope that you will go on to order substantial quantities of these, so that the proceeds can further help us in supporting the lives of our disadvantaged elders during the pandemic.

As you turn over the pages of our diaries and calendars, you can be certain that you have helped us reach many more poor and destitute elders, particularly those that have no support system and are in need of dire care and assistance.

We hope you will continue to support our efforts in helping our poor disadvantaged elders.

I wish you and your family a very Happy, Healthy & Safe New Year 2023!

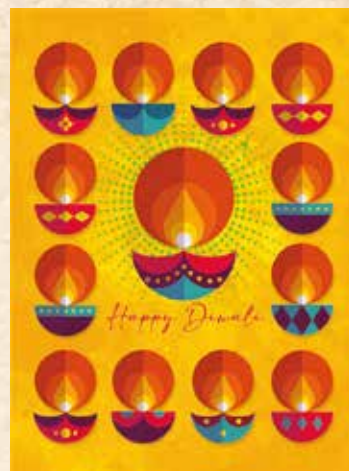


Rohit Prasad
CEO, HelpAge India
New Delhi

Diwali Cards



HL - 5501 (19.5 cms. x 14.3 cms.)
Season's Greetings and Best Wishes for a Happy Diwali
₹ 55.00
Gold Foil Finished Card



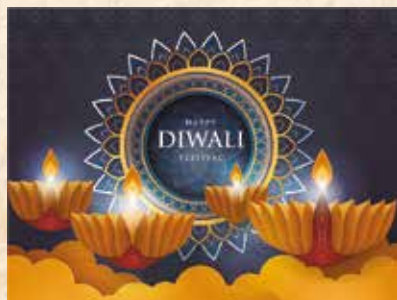
HL - 5001 (14.3 cms. x 19.5 cms.)
Season's Greetings and
Best Wishes for a Happy Diwali
₹ 50.00



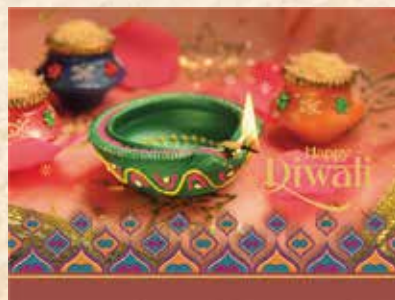
HL - 4501 (13.0 cms. X 18.5 cms.)
Season's Greetings and
Best Wishes for a Happy Diwali
₹ 45.00
Gold Glitter Finished Card



HL - 4021 (18.5 cms. X 13.0 cms.)
Season's Greetings and Best Wishes for a Happy Diwali
₹ 40.00



HL - 3026 (16.2 cms. X 12.0 cms.)
Season's Greetings and Best Wishes for a Happy Diwali
₹ 30.00



HL - 3534 (16.2 cms. X 12.0 cms.)
Season's Greetings and Best Wishes for a Happy Diwali
₹ 35.00
Gold Foil Finished Card

Season's Cards



HL- 5502 (19.5 cms. X 14.3 cms.)
Best Wishes for a Happy and
Prosperous New Year
₹ 55.00
Silver Foil Finished Card



HL- 5503 (14.3 cms. X 19.5 cms.)
Best Wishes for a Happy and
Prosperous New Year
₹ 55.00
Gold Foil Finished Card



HL- 5504 (19.5 cms. X 14.3 cms.)
Season's Greetings
₹ 55.00
Silver Foil Finished Card



HL - 4502 (13.0 cms. X 18.5 cms.)
Best Wishes for a Happy and
Prosperous New Year
₹ 45.00
Silver Foil Finished Card



HL- 4503 (18.5 cms. X 13.0 cms.)
Best Wishes for a Happy and
Prosperous New Year
₹ 45.00
Gold Foil Finished Card



HL- 4022 (18.5 cms. X 13.0 cms.)
Best Wishes for a Happy and
Prosperous New Year
₹ 40.00

Season's Cards



HL - 4023 (18.5 cms. X 13.0 cms.)
Season's Greetings
₹ 40.00



HL - 4504 (18.5 cms. X 13.0 cms.)
Season's Greetings
₹ 45.00
Glitter Finished Card



HL - 4024 (13.0 cms. X 18.5 cms.)
Season's Greetings
₹ 40.00



HL - 4025 (18.5 cms. X 13.0 cms.)
Best Wishes for a Happy and
Prosperous New Year
₹ 40.00



HL - 4505 (18.5 cms. X 13.0 cms.)
Season's Greetings
₹ 45.00
Embossed Finished Card

Season's Cards



HL - 3535 (16.2 cms. X 12.0 cms.)
Season's Greetings
₹ 35.00
Gold Foil Finished Card



HL - 3028 (16.2 cms. X 12.0 cms.)
Season's Greetings
₹ 30.00



HL - 3027 (16.2 cms. X 12.0 cms.)
Season's Greetings
₹ 30.00



HL - 3029 (16.2 cms. X 12.0 cms.)
Season's Greetings
₹ 30.00



HL - 3030 (16.2 cms. X 12.0 cms.)
Season's Greetings
₹ 30.00

- Prices are subject to change
- Customization will be charged extra

Desk Calendars



HL-DC23-01
Desk Calendar 2023
(18.5 cms x 21.5 cms)
₹ 130.00



HL-DC23-03
Desk Calendar 2023
(21.5 cms x 22.0 cms)
₹ 150.00



HL-DC23-02
Desk Calendar 2023
(21.5 cms x 22.0 cms)
₹ 150.00



HL-DC23-04
Desk Calendar 2023
(24.6 cms x 22.0 cms)
₹ 175.00

- Prices are subject to change
- Customization will be charged extra

Diaries



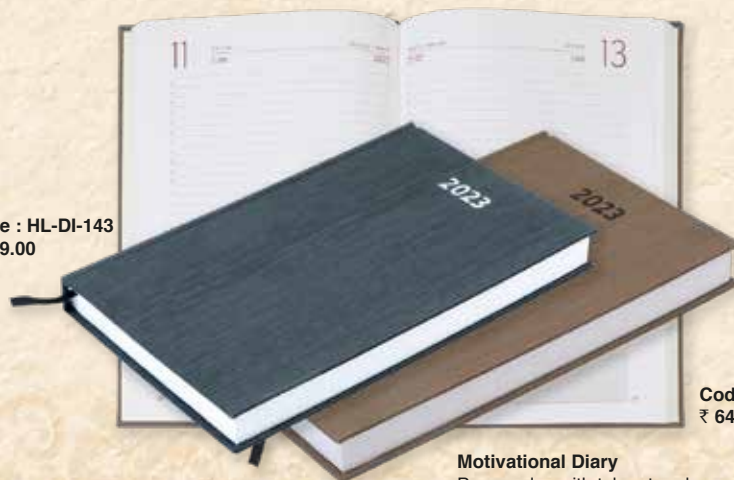
Table Diary
Page-a-day
Size : (12.5 cms. X 19.0 cms.)
Cover : Black
₹ 360.00

Code : HL-DI-140



Chief Diary
Page-a-day
Size : (14.5 cms. X 22.8 cms.)
₹ 525.00

Code : HL-DI-141
Brown



Code : HL-DI-143
₹ 649.00

Motivational Diary
Page-a-day with tab cut and
motivational quotes
in beginning of each month
Size : (16.0 cms. X 25.0 cms.)
Cover : Grey Faba

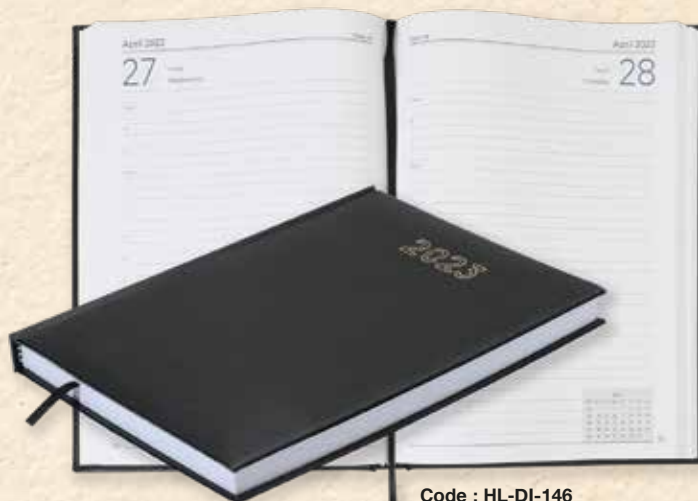
Code : HL-DI-144
₹ 649.00

Motivational Diary
Page-a-day with tab cut and
motivational quotes
in beginning of each month
Size : (16.0 cms. X 25.0 cms.)
Cover : Brown

Diaries



Code : HL-DI-451
Executive A5 Diary
Size : (16.0 cms. X 22.7 cms.)
Cover : Tan
₹ 649.00



Code : HL-DI-146
Desk Diary
Page-a-day
Size : (21.0 cms. X 26.5 cms.)
Cover : Black
₹ 749.00

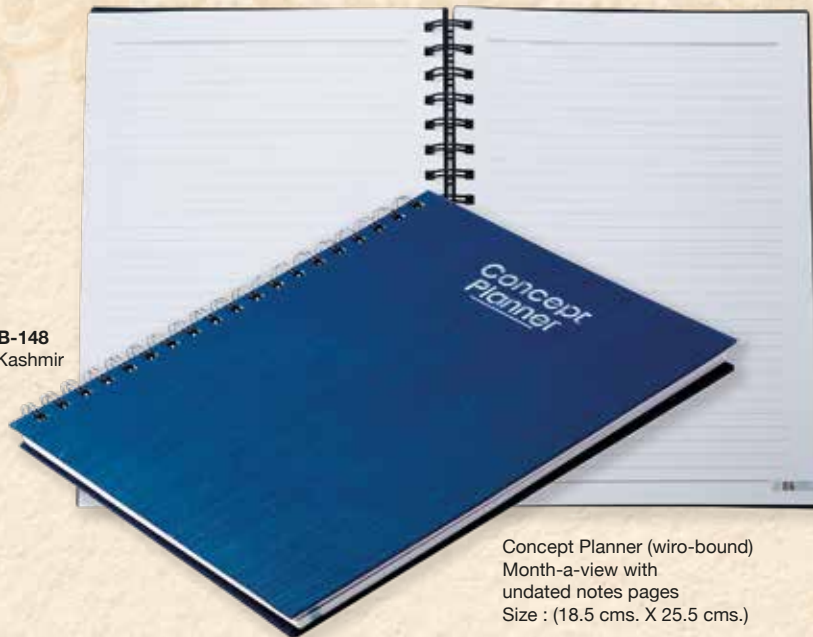


Code : HL-DI-147
Big Diary
Size : 19.0 cms. X 25.5 cms.)
Cover : Blue
₹ 799.00

• Prices are subject to change
• Customization will be charged extra

Concept Planner

Code : HL-NB-148
Cover : Blue Kashmir
₹ 699.00



Concept Planner (wiro-bound)
Month-a-view with
undated notes pages
Size : (18.5 cms. X 25.5 cms.)

Code : HL-NB-149
Cover : Black Panda
₹ 625.00



Concept Planner (wiro-bound)
Month-a-view with
undated notes pages
Size : (18.5 cms. X 25.5 cms.)

- Prices are subject to change
- Customization will be charged extra

Organisers



Code : HL-ORG-137
Business Organiser
Size (18.5 cms x 23.5 cms)
Cover : Tan (big)
₹ 1549.00

Code : HL-ORG-139
Business Organiser
Size (14.5 cms x 19.0 cms)
Cover : Tan (small)
₹ 1249.00



Code : HL-ORG-138
Business Organiser
Size (18.5 cms x 23.5 cms)
Cover : Black (big)
₹ 1549.00

Code : HL-ORG-140
Business Organiser
Size (14.5 cms x 19.0 cms)
Cover : Black (small)
₹ 1249.00

- Prices are subject to change
- Customization will be charged extra

Notebooks



Code : HL-NB-153
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Brown
₹ 699.00



Code : HL-NB-154
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Orange
₹ 699.00



Code : HL-NB-155
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Blue
₹ 699.00

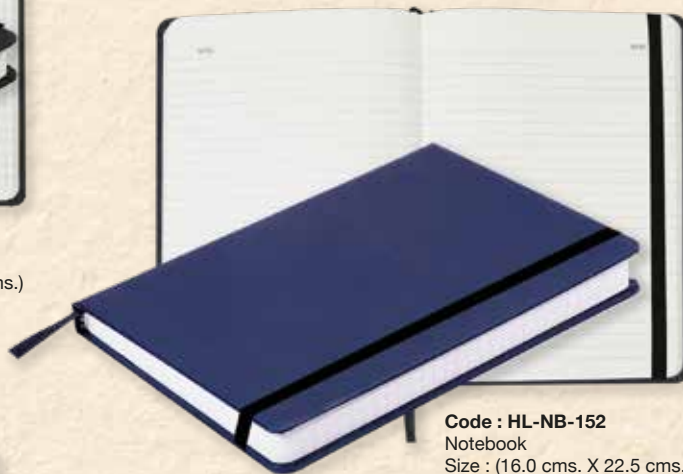


Code : HL-NB-156
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Yellow
₹ 699.00

Notebooks



Code : HL-NB-151
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Black
₹ 530.00



Code : HL-NB-152
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Blue
₹ 530.00



Code : HL-NB-157
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Black With Pen
₹ 580.00

WITH
PEN



Code : HL-NB-158
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Blue With Pen
₹ 580.00

Notebooks



Code : HL-NB-159
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Red
₹ 599.00



Code : HL-NB-160
Notebook
Size : (16.0 cms. X 22.5 cms.)
Pages : 240 (80GSM)
Cover : Blue
₹ 599.00

- Prices are subject to change
- Customization will be charged extra



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