



An on-line newsletter is brought out every month on the activities of the past month and reports upcoming events. The village also houses the Head Office of the Elders for Elders Foundation, the apex level federation established by HelpAge India for the cause of elder care.

The question however of ensuring long term sustainability of this model project. This is addressed in two ways. One, through donations towards specific operational and running costs such as food, health, recreational and livelihood activities, agriculture farm, etc. The second, through the HelpAge India set up corpus fund with a target of 3 crore rupees which is to provide an annual recurring interest income to meet operating costs. This has been only partly achieved with a third of the target corpus fund secured to date but more needs to be done. HelpAge India therefore appeals to all individuals, corporates and other agencies who would like to support this self-help model to come forward and donate towards running expenses and the corpus.

**HelpAge India is a registered charity working for the care and concerns of the elderly, particularly the disadvantaged elderly. Donations to HelpAge India are exempt from tax as per relevant sections of the IT Act.**



From top: Income generating activities; candle-making, basket weaving and agriculture. Bottom Picture : Running the village kitchen



Weekly meeting of elders



### Contact for information

#### Manager Tamaraikulam

HelpAge India-NDTV Viewers' Elders Village,  
Periyakanganankuppam,  
Kunduuplalavadi Post,  
Cuddalore. 607002  
Ph: 04142- 212653-5  
E-mail: eldersvillage@helpageindia.org  
Elders Helpline 1253 (BSNL toll free Cuddalore and Villupuram districts);  
Outstation 04142-212652  
(from other locations)

**HelpAge India**  
National Office South & West  
National Director South & West  
No.3-C, Thiyagaraja complex,  
853,Poonamalle High Road,  
Kilpauk, Chennai 600 010.  
Ph: 044 25322149  
E-mail: chennai@helpageindia.org

**Head Office**  
C-14, Qutab Institutional Area,  
New Delhi-110016  
Tel: 011-42030426  
E-mail: headoffice@helpageindia.org



**HelpAge India - NDTV Viewers'**  
**ELDERS' VILLAGE**

**Tamaraikulam**







Palliative Care



Visitors being taken around the campus

From Chennai driving down on the East Coast Road (ECR) some 20 Km from Puducherry (Pondicherry), one comes across a sprawling campus aesthetically planned, that attracts immediate attention. It is a model elders' village in vernacular architectural style to suit specific lifestyle of local village communities. This ensures minimal adjustment and disruption among residents all of whom are from 54 project villages in Tamil Nadu and Kerala. It houses about ninety happy residents today who appear to have got over the trauma of like after the tsunami. When the first few residents arrived in November 2007, they could not have imagined the shape of things to come in a little over a year! These elders enthusiastically celebrated one year of existence of the complex on 17 December 2008.

Named the HelpAge India-NDTV Viewers' Elders' Village, also called Tamaraikulam (literally, "the lotus pond" in Tamil), the elders village is an innovative Age care facility of HelpAge India. Often referred to as Tamaraikulam Elders' Village (TEV), it was established under the Disaster Emergencies Committee (DEC is a consortium on UK International NGOs)supported three-year Asian Tsunami Project, Extended Response Programme through Help the Aged and HelpAge International. It has a total capacity of 100 residents apart from essential staff and guest quarters, of which as per the concept 50 percent would be fully active elders, 30 percent assisted and 20 percent fully dependent elderly. The criteria is *ability* and not *age*. This itself has promoted the cause of productive ageing as most elders are always ready to prove that they are active!

### The Village Concept

- Provides shelter for tsunami affected destitute elders.
- Care for elders from tsunami affected villages in Tamilnadu and Kerala: includes persons who have lost family members or have been abandoned by their family.
- Restores the ethos and social milieu that

the residents were used to, as far as possible.

- Provides a minimum standard of elder care to address old age issues of social protection, isolation, emotional security, health and recreation in a community environment.
- Promotes the dignity of the elderly residents and eliminating all forms of neglect, abuse and violence.



Duplex Model housing (for eight)



Single unit (for four)

Designed by well known architect and artist Madhav Naik, the dwelling unit clusters incorporates and integrates the sea-village surroundings- the concept of common open spaces, interactive semi-covered space, private indoor space and attached shelters for livestock.

### Campus Features

*Land:* 5.46 acres; *built area:* 25,000 sq feet; *farm:* 2 acres; *lotus pond:* 0.2 acre  
*Capacity:* 100 residents in a ratio of around 50 active elders, 30 assisted elders and 20 dependent elders.

### Beneficiary selection

*This process is essentially Community based.* HelpAge India intervention to achieve self-help and sustainable economic independence of elders has already resulted in establishing over 400 Elders Self Help



Celebrating Onam



Groups of about 7500 elder members in 54 villages in the coastal region. These groups are now federated into Village and District Federations and affiliated as an apex Elders for Elders National Federation. The destitute, neglected elders recommended by these grassroots village organizations and those recommended by Elders for Elders Federation are accommodated as residents

### Highlights of Campus Life

- Nutrition and proper diet
- Health care
- Active ageing with dignity
- Celebration of festivals and events
- Recreation facilities
- Trained care givers
- Linking local community and panchayat
- Emotional security
- Palliative care
- End of life rituals

### On campus facilities

- Eco friendly and planned micro system*
- Lotus pond with walkway and seating
  - Biogas
  - Dairy farm
  - Organic agricultural practices

- Green house, vegetable and herbal garden
- Fish culture
- Solid and hospital waste management
- Solar lighting
- Waste water recycling
- Rain water harvesting

### Medical

- Infirmary
- Hospital referral linkages
- Mobile Medicare Unit
- Resident Doctor

### Training facility

- Care givers
- Elders' income generation activities
- Community counseling by elders
- Multipurpose training hall

### Active ageing

- Empowering destitute/ orphan elderly residents by providing opportunity to work as long as they wish and are able to engage themselves in satisfying and productive work.

The village is run on democratic lines. An elder's Council is the main decision

making body on all day-to-day matters. There are committees on specific matters like horticulture, cultural activities, etc. The overall administrative management of the complex is supervised by HelpAge India officials. A detailed operational manual provides guidance on administration and service standards.

This elders' village has attracted numerous visitors from across the country and even from abroad. Support has come often in both cash and kind for special cultural events and specific occasions like festivals. The elders have enjoyed this attention and have enthusiastically participated on all occasions. The elders celebrate all major festivals like Deepawali, Christmas, Onam and Eid.



District Collector Cuddalore visits TEV