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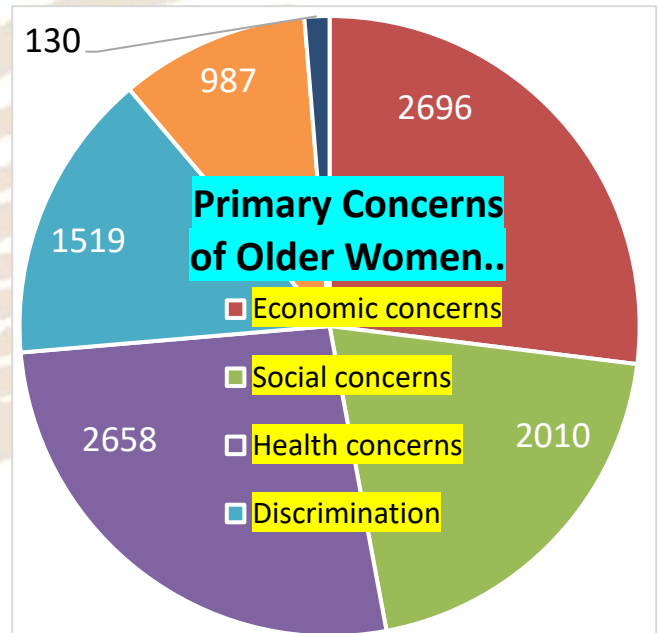
**"LET'S RESPECT OUR ELDERLY WOMEN AND
EXTEND THEM A HELPING HAND "
– AGEWELL FOUNDATION**

New Delhi, March 7, 2024: On the occasion of **International Women's Day**, on behalf of 70+ million elderly women in India, Agewell Foundation appeals to extend a helping hand to elderly women, particularly marginalized older women who are dependent on others for their basic needs.

Based on day-to-day interactions by Agewell Foundation, though its volunteers spread across the country, it has been observed that most older women have to depend on others for almost 30-40 years in old age. In our society, most elderly women are forced to lead a faceless, voiceless and compromised life.

In this era of youth, where issues of younger women are much talked about, issues concerning older women hardly ever come in the mainstream discussion and often are overlooked by all. Ignoring issues concerning old women makes them more vulnerable and even a soft target for anti-social elements. *In India, most older women are not aware of their basic rights due to illiteracy and ignorance. In old age, they are more vulnerable as they face not only age discrimination but also gender discrimination.*

- **71.3% of elderly women are found dependent on others for their needs and requirements**
- **51.5% of elderly women have to face marginalization/isolation due to gender discrimination.**
- **More than 45% of elderly women reportedly accepted that they were being harassed/mistreated by their own family members/relatives.**



Speaking on the occasion, **Himanshu Rath**, Chairman, Agewell Foundation said, "We often forget that older women are great custodians of our traditional values, cultural

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(Contributions to Agewell Foundation are tax exempted under 80-G of the Income Tax Act, 1961.)
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heritage, beliefs and happiness in our families. We must remember that what we are today, it's because of our ageing mothers, who sacrifice their happiness for the sake of our betterment and life. Each one of us is grateful to our ageing mother for her unconditional love, care and blessings."

Let's share a smile with all older women and bring a smile on their face:

- Talk to them more often
- Listen to them patiently
- Understand their problems
- Take care of their needs
- Interact with them & accompany them
- Provide counseling and guidance for their respective problems
- Extend a helping hand to them
- Advocate for their rights and protect them

Today, there is an urgent need to create awareness about the needs and rights of older women at all levels i.e. individual, family and society. Ageism, age discrimination, and elder abuse are pressing issues that demand our immediate attention in India. Combatting these problems requires a multi-pronged approach

Agewell Foundation believes that it's our social responsibility to address the issues concerning elderly women and pave the way for an inclusive and fair society for all. We all have women in our life, in the form of our mothers, sisters, daughters, mother-in-law, and grandmothers. We should take care of our ageing mothers, mothers-in-law and grandmothers.

For more info., please contact: +91-9810030979 www.agewellfoundation.org

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