

Website to aid senior citizens launched

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Mumbai: RTI activist Shailesh Gandhi on Thursday inaugurated Silver Innings, a website dedicated to addressing the concerns of senior citizens.

The website was started by four activists—three from Mumbai and one from Paris—who are lobbying for the care of the elderly. It hosts sections on health and medical issues, relationships, finance, laws, hobbies, helplines, counselling services and homes for the aged.

John F Thattil, regional director (west) of HelpAge India, said that senior citizens constituted 7.5% of the total population in 2001 and that the number was expected to shoot up to 20% by 2050. "This website is a new beginning for our elders. It harnesses the modern and powerful medium of the internet to help them not only keep pace with the world, but also network with each other and bind them together on an unprecedented scale," said Thattil.

Gandhi said the website was complementary to the RTI movement as it was a one-stop destination for information related to senior citizens. "We have seen that information invariably leads to empowerment. Ensuring that relevant

facts reach senior citizens through the modern and interactive media will make life much easier for them," said Gandhi.

Sailesh Mishra, one of the website's founders, said that while there was no dearth of NGOs working for women and children, there were only few organisations dedicated to the needs of senior citizens. "We aim to ensure that ageing be-

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comes a positive, rewarding experience by overcoming its challenges. Showing senior citizens the way to live with dignity in their silver years is important," said Mishra.

The website will be a no-profit, no-loss venture and plans to get advertisements from companies that produce goods for senior citizens.

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