



ELDER LINE

NATIONAL HELPLINE FOR SENIOR CITIZENS

Call Toll-Free
 **14567**

Monthly Report

April 2022

Social Justice Department

Government of Kerala



Government of Kerala



सत्यमेव जयते
Government of India



**SOCIAL JUSTICE
DEPARTMENT**

care, protection & empowerment

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CHAPTER I INTRODUCTION

1.1 ELDER LINE KERALA

Ageing is a series of events that begin at birth and last for the rest of one's life. In order to resolve the various issues faced during ageing, the Central and the State Government have joined hands to set up a single-window platform to provide information, guidance, emotional, and direct assistance to the senior citizens to create an elderly-friendly environment. As a result, the Elderline formally announced its function on the formation day of Kerala i.e., on 1st November 2021. The Department of Social Justice, Government of Kerala is directly implementing the National Helpline for Senior Citizens in the State.

Elder Line - Kerala has created its impact among the elders within its short period of time. We have also received reasonable number of calls and has served good number of field interventions as well as awareness & community programmes in the Month of **April 2022**.

1.2 OBJECTIVE

The objective of this report is to document and analyze the details of calls received at the Elder Line office and the field interventions done during the month of **April 2022**.

CHAPTER II

CALL CLASSIFICATIONS

2.1 CALLS RECEIVED

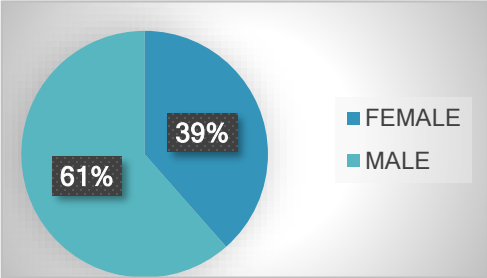
Total Calls: 3822	Answered Calls: 2228	Call transfer	126
		Enquiry	8
		Emotional Support	6
		Field Intervention	62
		Genuine Request	1302
		Information	76
		Guidance	52
		Non-Genuine Request	534
		Others	35
		Session Terminated	27
	Abandoned Calls: 1594	After office hours	204
		Answered by IVR	1025
		Normal Clearing	273
		Other	89
System Terminated 2		3	
Actionable Calls: 239	Guidance	52	
	Information	76	
	Field Intervention	62	
	Emotional Support	6	
	Enquiry	8	
	Others	35	
Non-Actionable Calls: 1931	Genuine Request	1302	
	Non-Genuine Request	629	
Blank calls: * 1747			

*No response calls up to 120 seconds / wrongly dialed calls/ voice not clear from customer end due to network or technical issues.

CHAPTER III DEMOGRAPHIC INFORMATION

3.1 CALLER GENDER

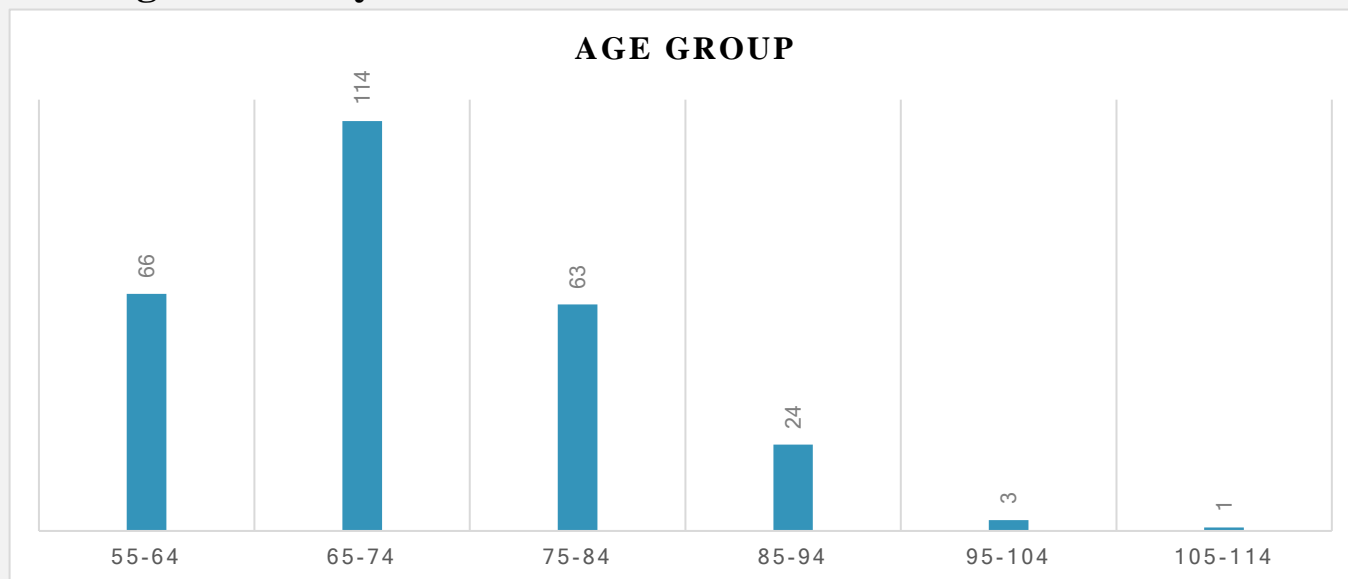
In the Month of April 2022, out of a total of 271 service requests received, 173 were males and 98 were females. So, it can be assumed that the male elders are using majority of the support from the elder line during the month of **April 2022**.



3.1.1 District wise analysis

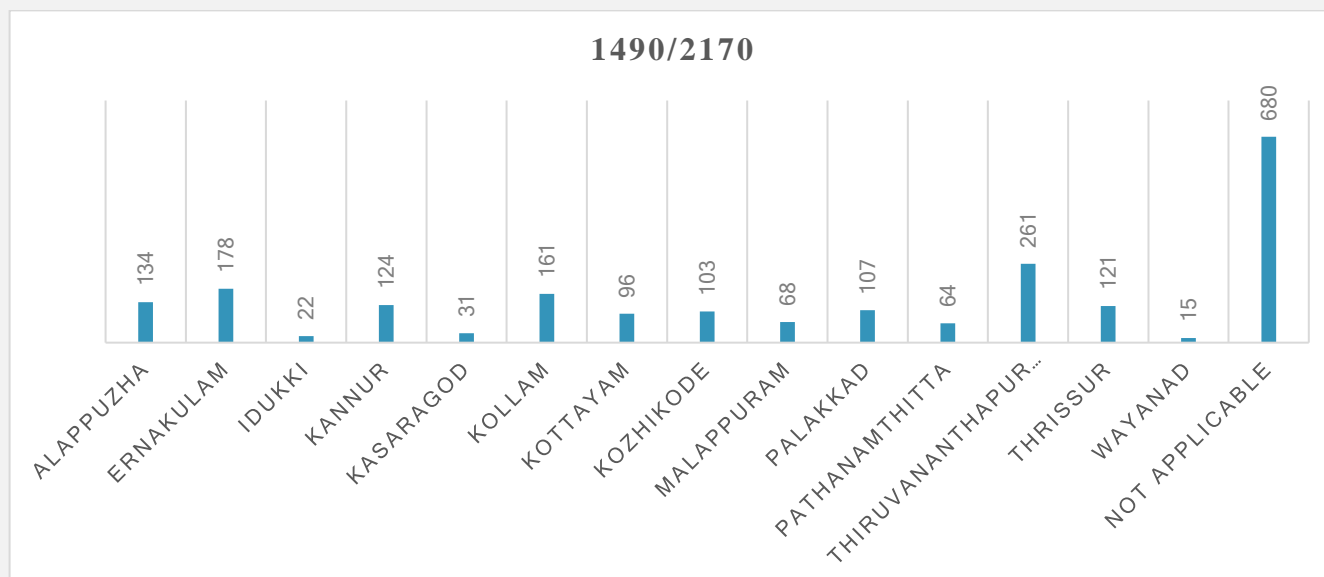


3.1.2 Age wise analysis

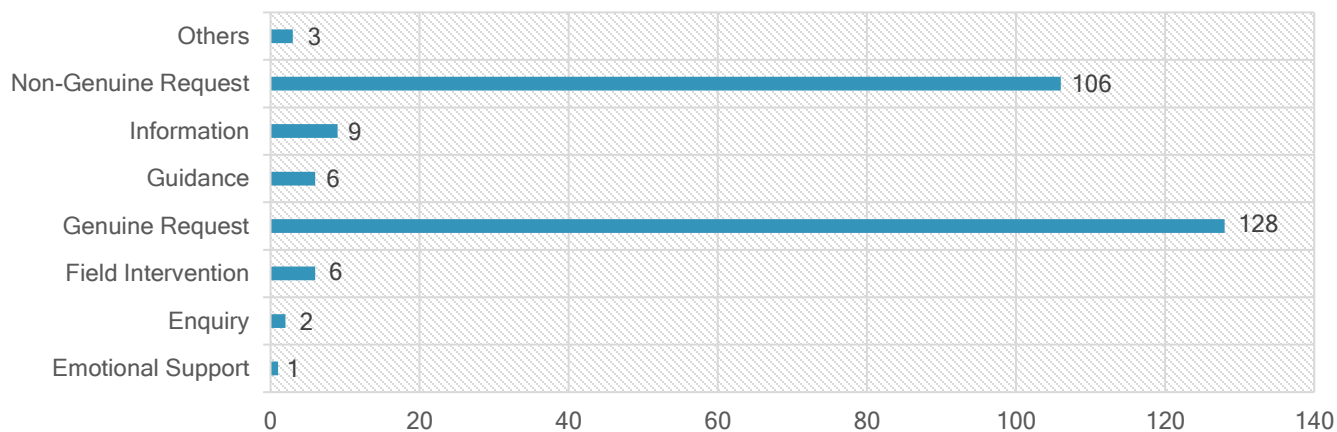


3.2 CALLER LOCATION

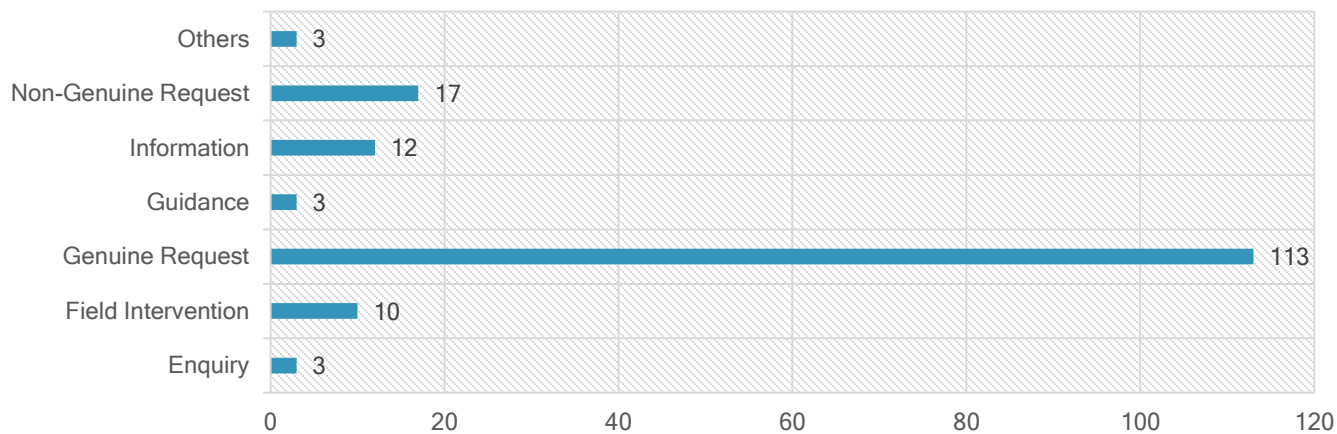
Total of 2170 calls were answered in this month. Out of which only 1490 callers disclosed their district.



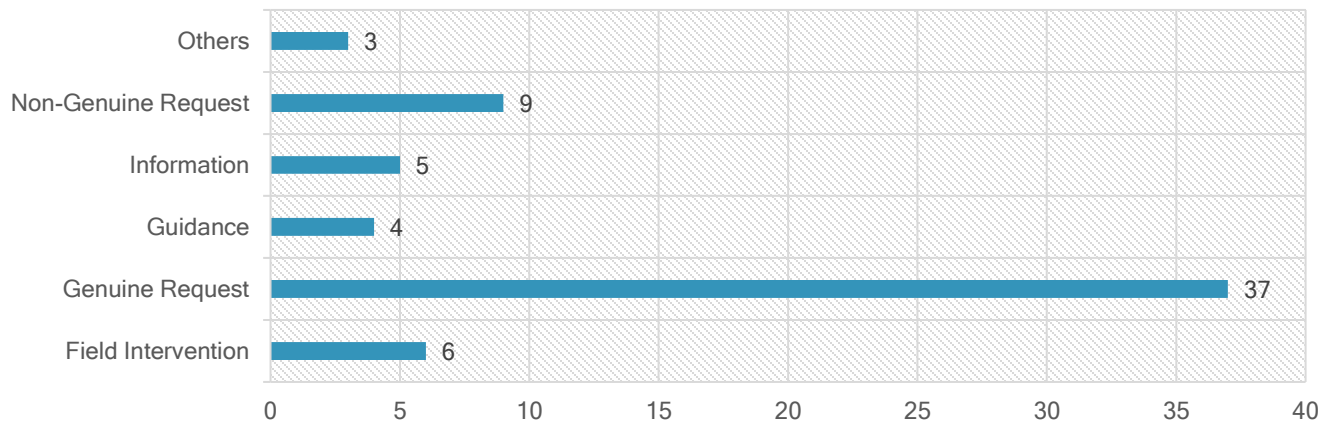
Thiruvananthapuram



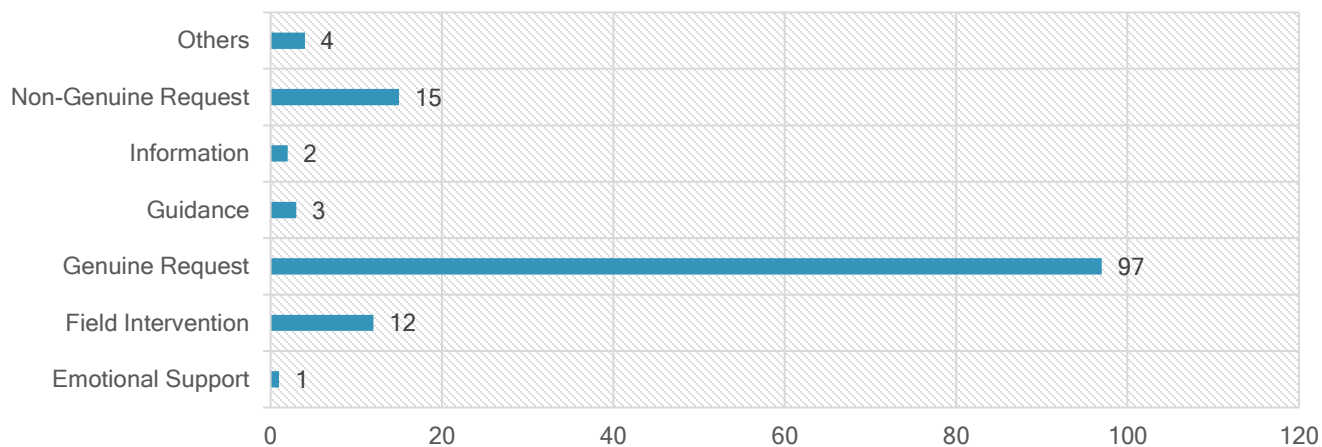
Kollam



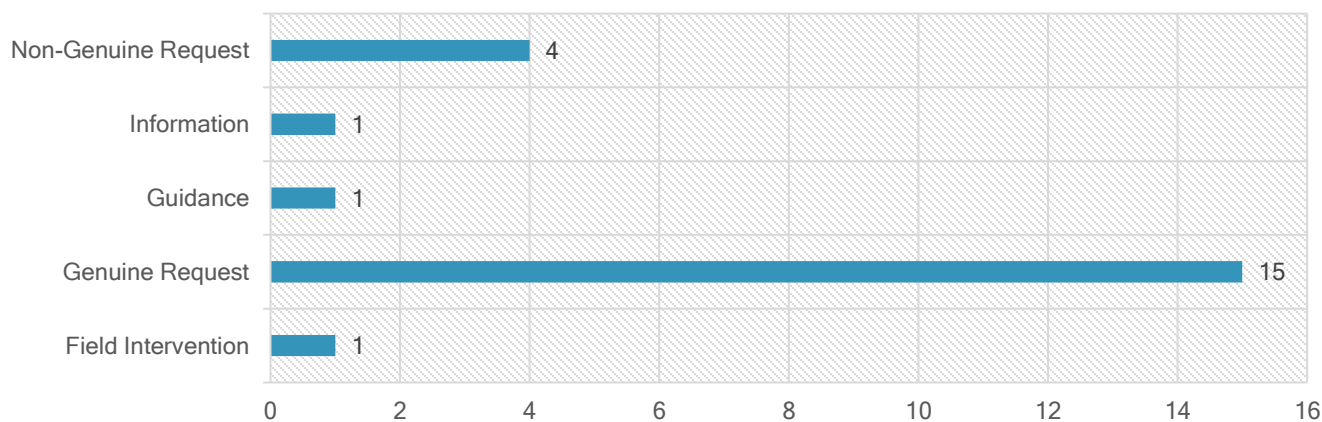
Pathanamthitta



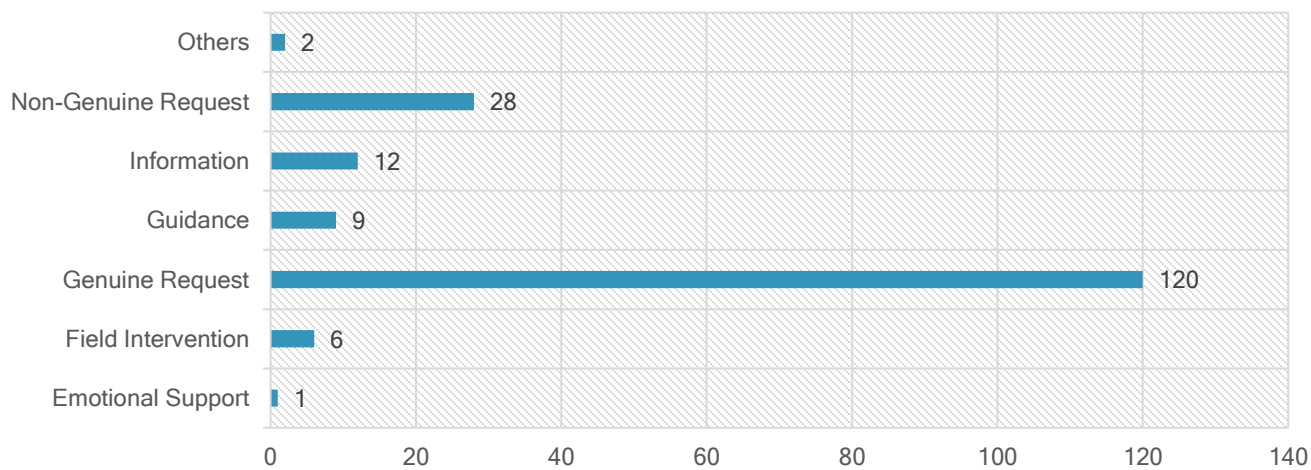
Alapuzha



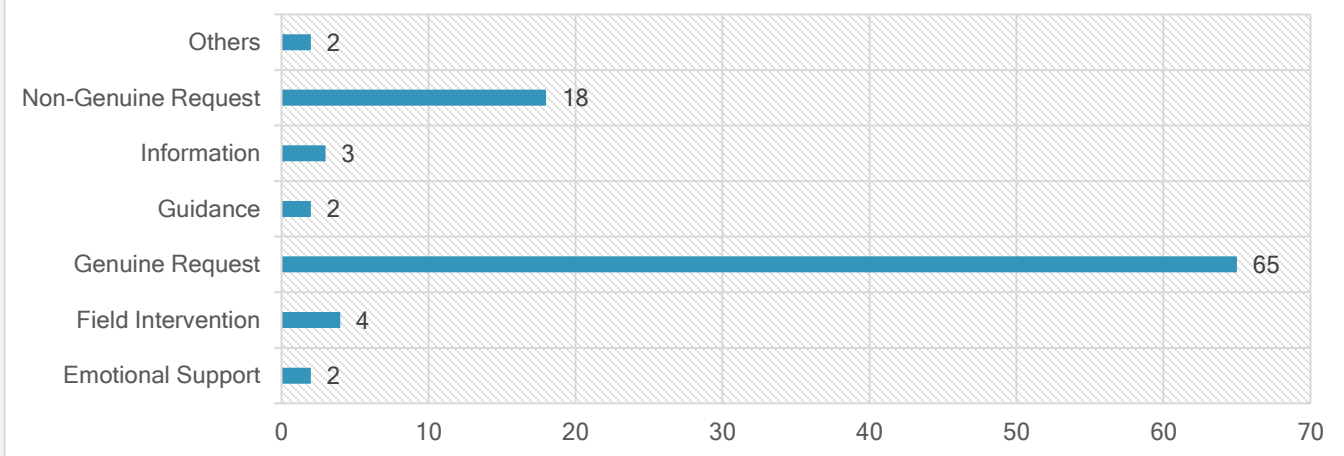
Idukki



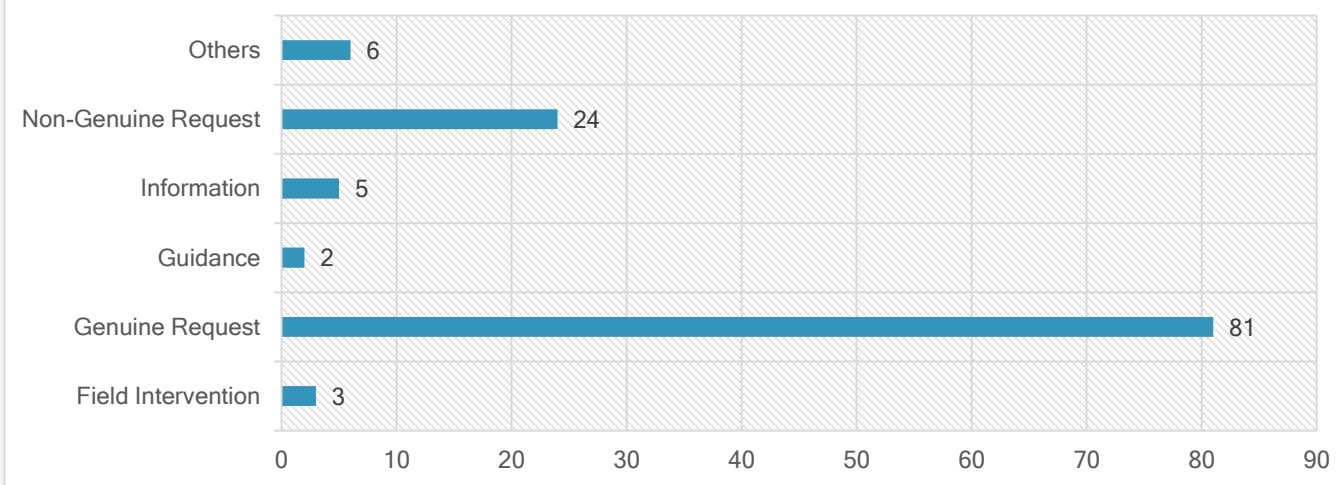
Ernakulam



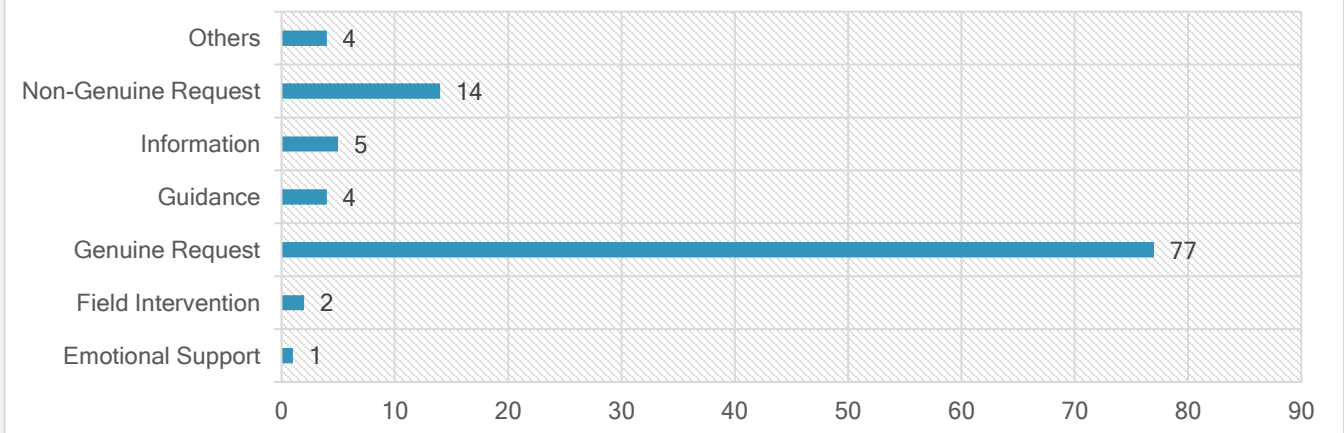
Kottayam



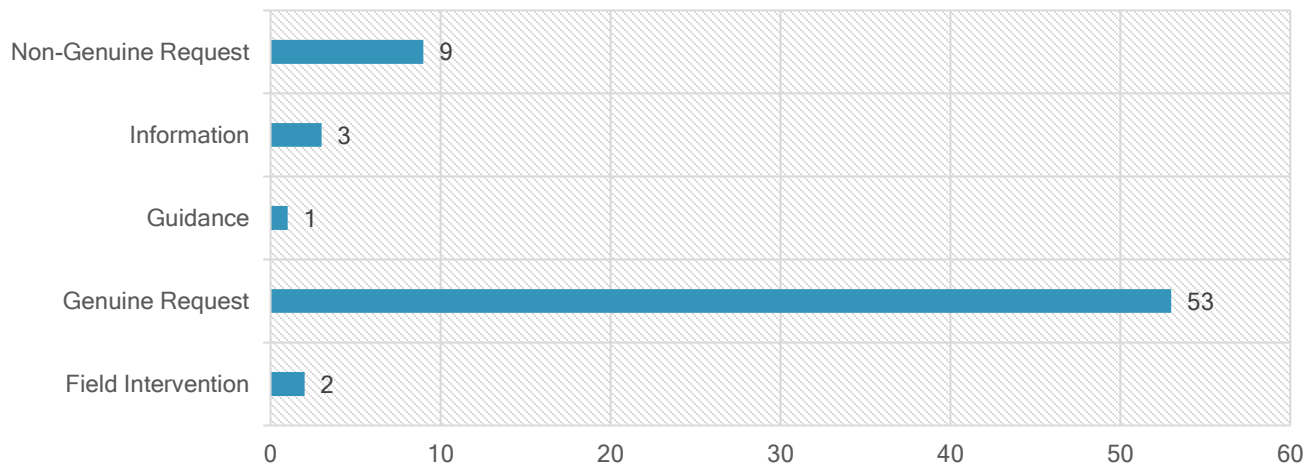
Thrissur



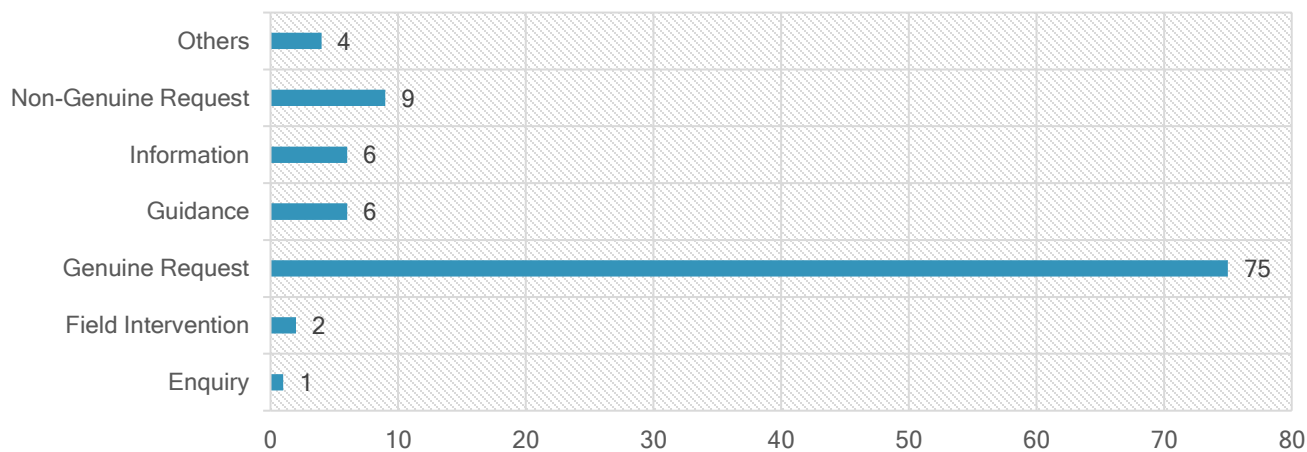
Palakkad



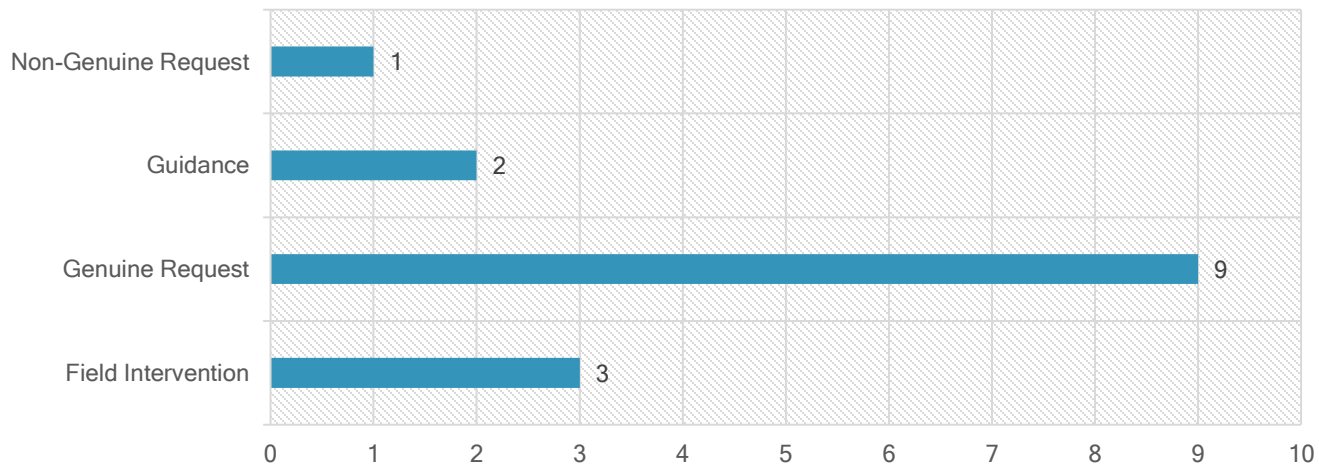
Malappuram

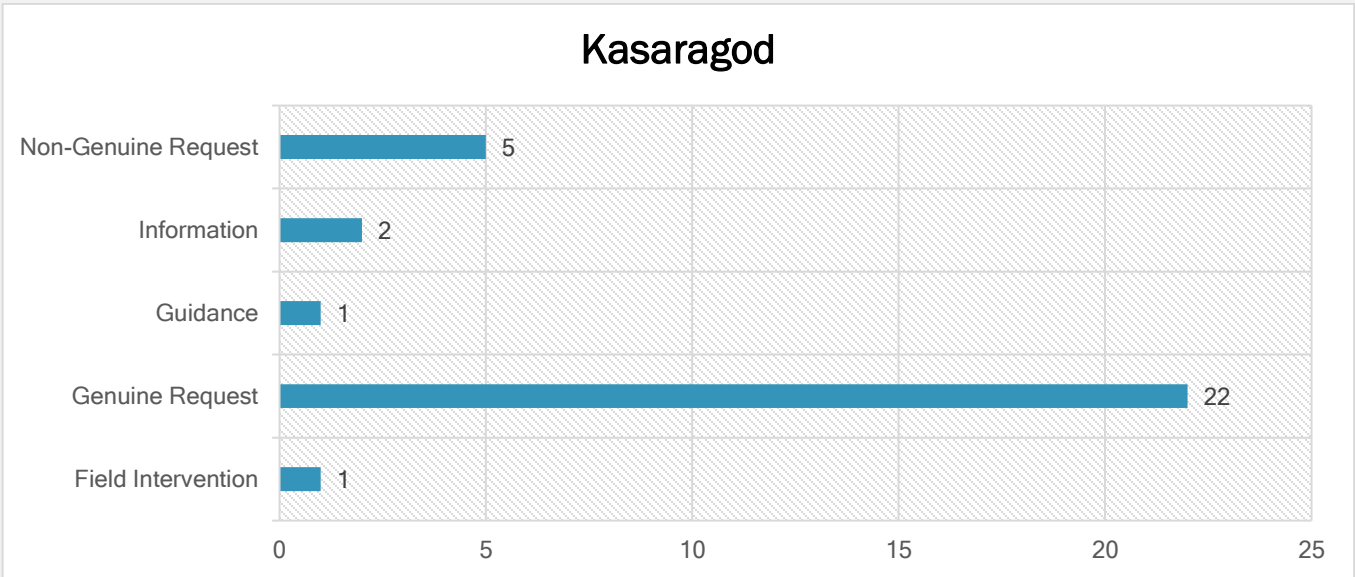
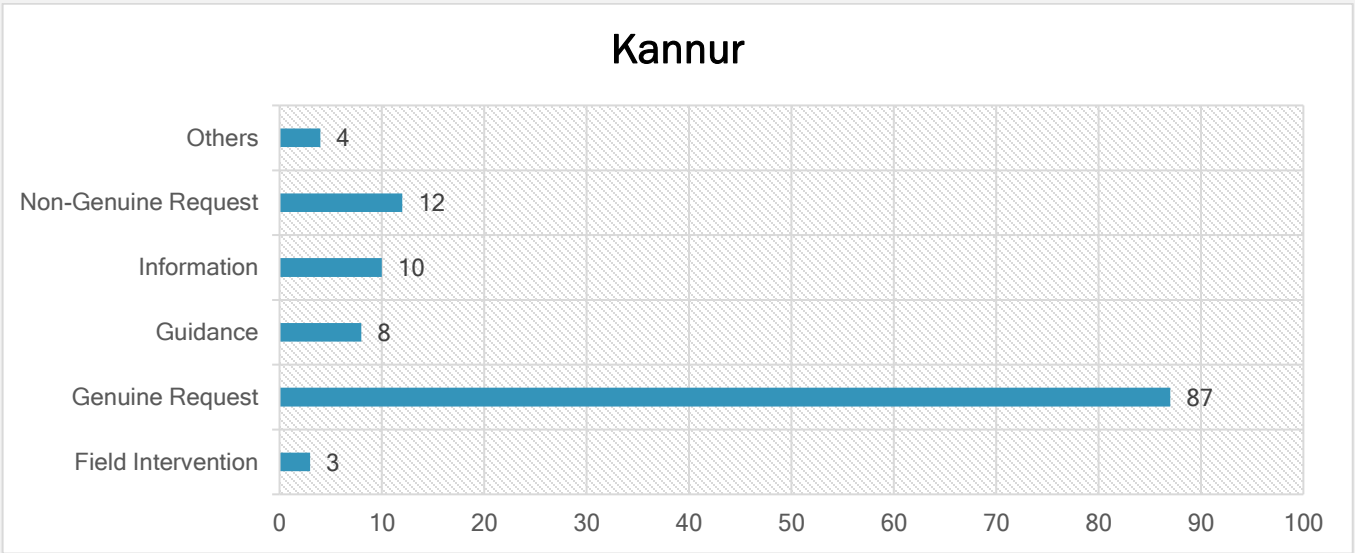


Kozhikode



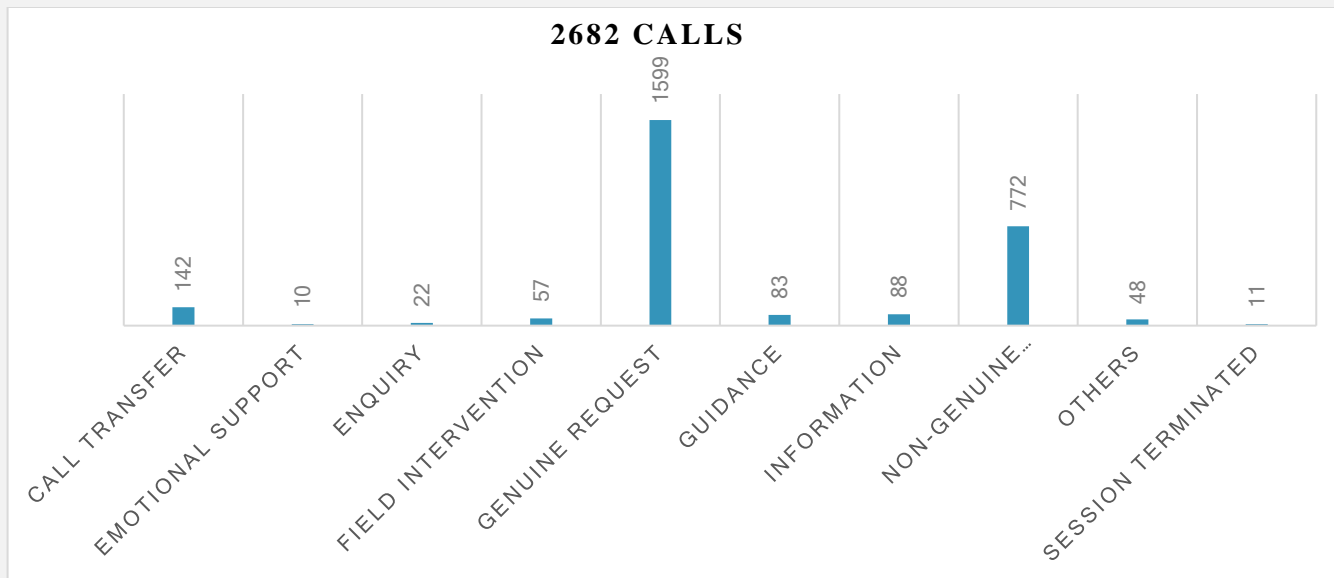
Wayanad



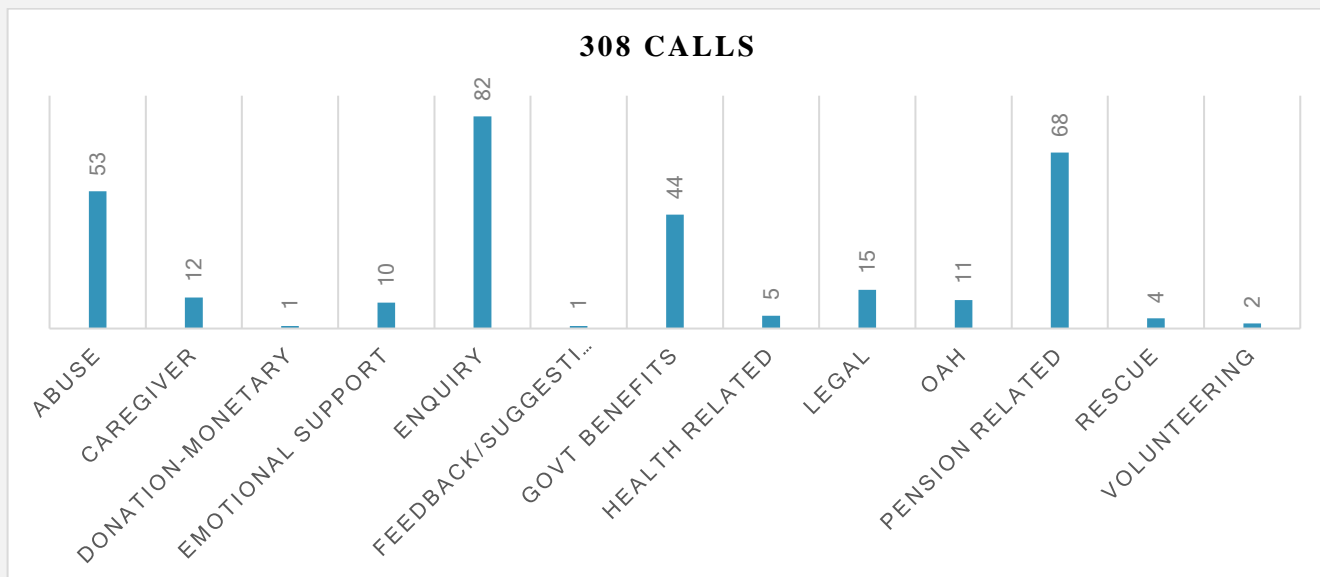


CHAPTER IV INTERVENTION AREAS

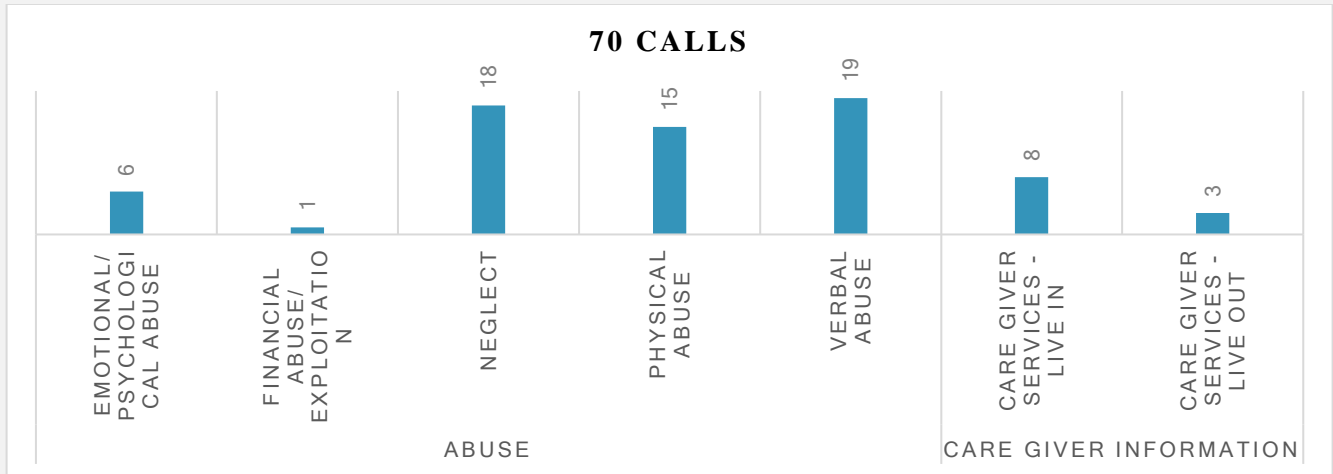
4.1 INTERVENTION AREAS



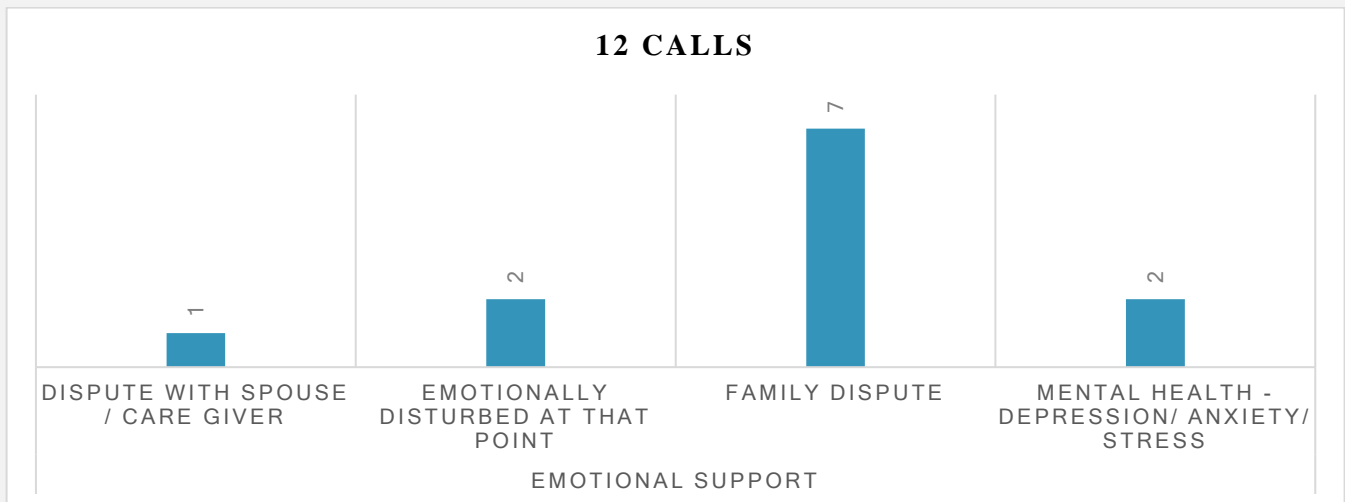
4.2 ACTIONABLE CALLS



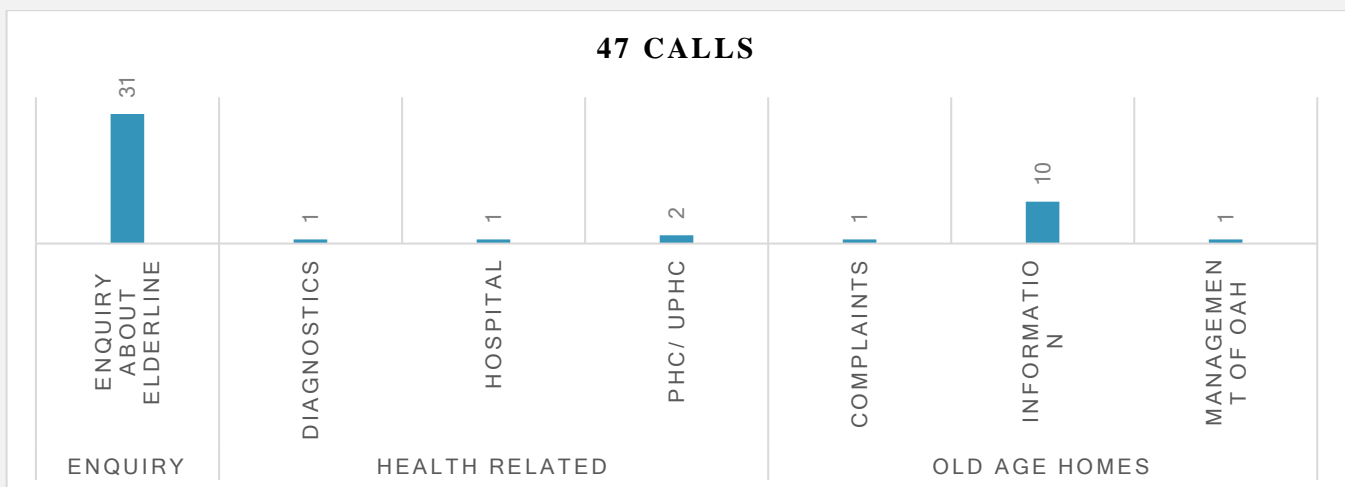
4.3 ABUSE & CARE GIVER INFORMATION



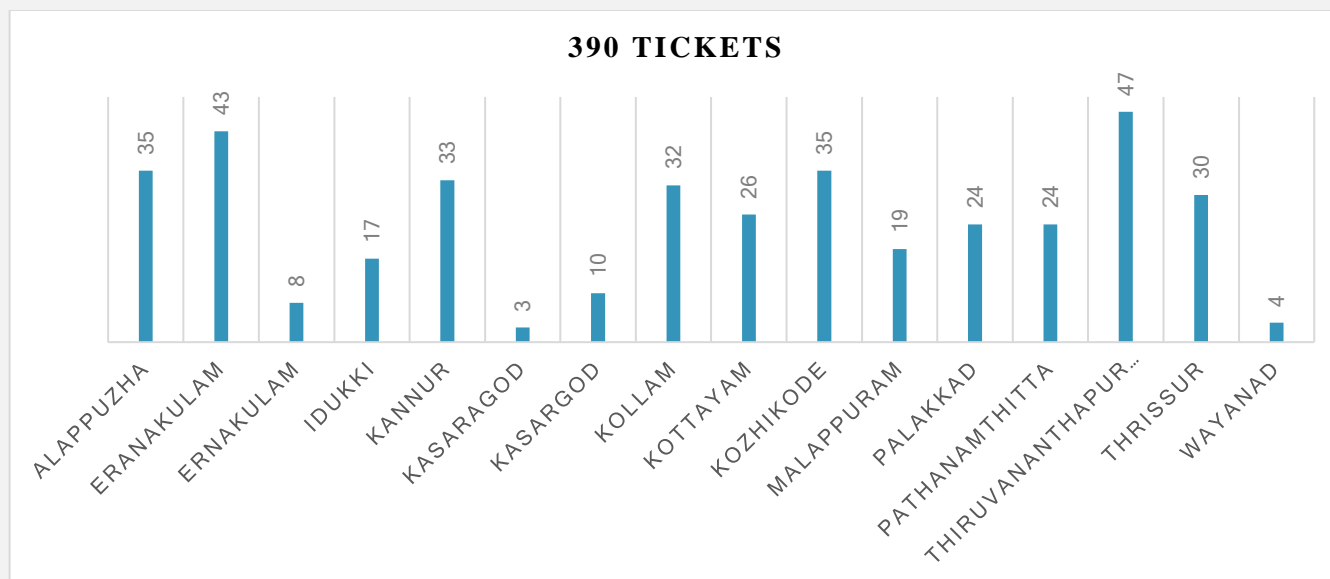
4.4 EMOTIONAL SUPPORT



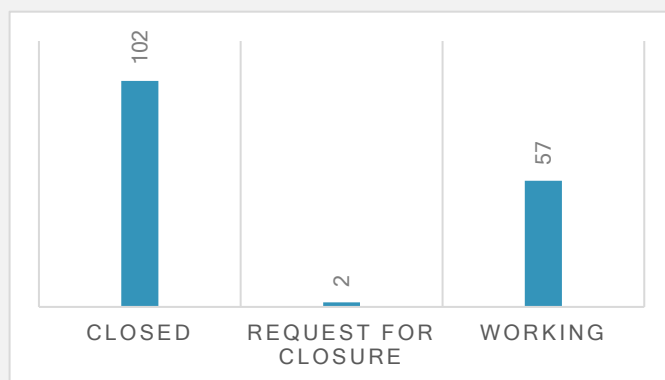
4.5 ENQUIRY, HEALTH RELATED & OLD AGE HOMES



4.6 TICKET REPORT- DISTRICT WISE



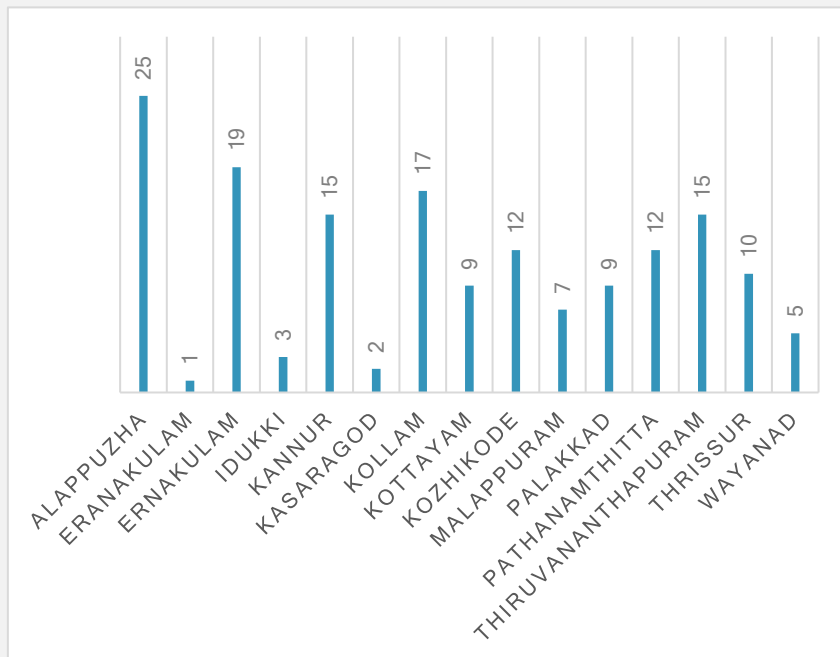
4.7 SERVICE REQUEST STATUS



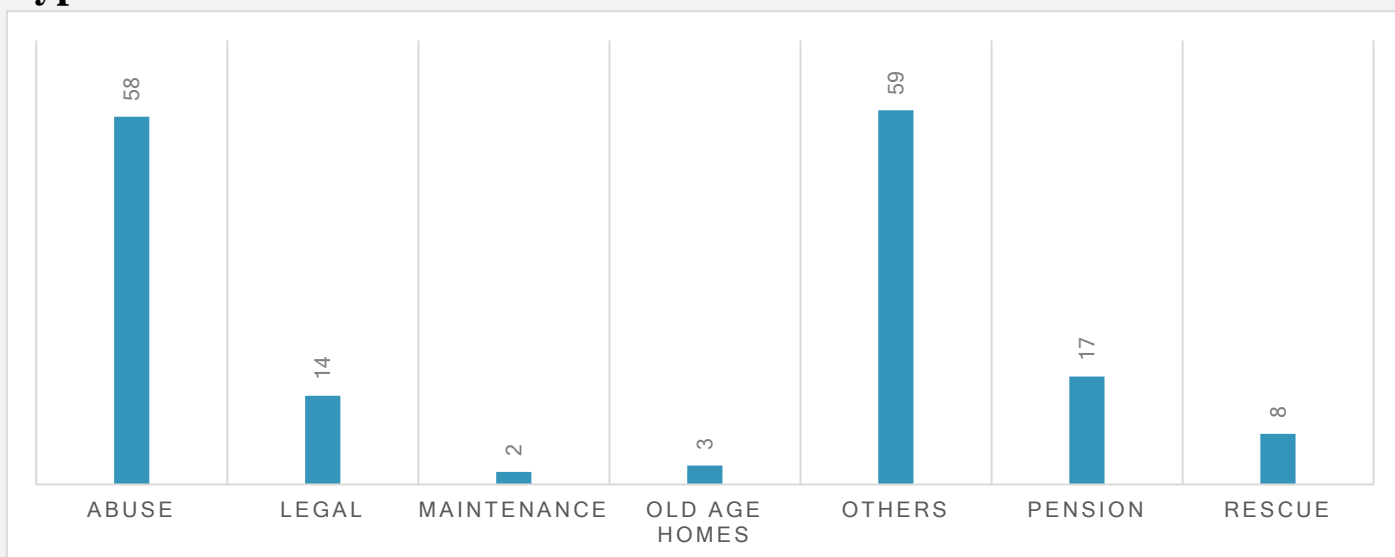
Closed	102
Request for closure	2
Working	57

District Wise

District	Count
Alappuzha	25
Ernakulam	1
Ernakulam	19
Idukki	3
Kannur	15
Kasaragod	2
Kollam	17
Kottayam	9
Kozhikode	12
Malappuram	7
Palakkad	9
Pathanamthitta	12
Thiruvananthapuram	15
Thrissur	10
Wayanad	5



Type



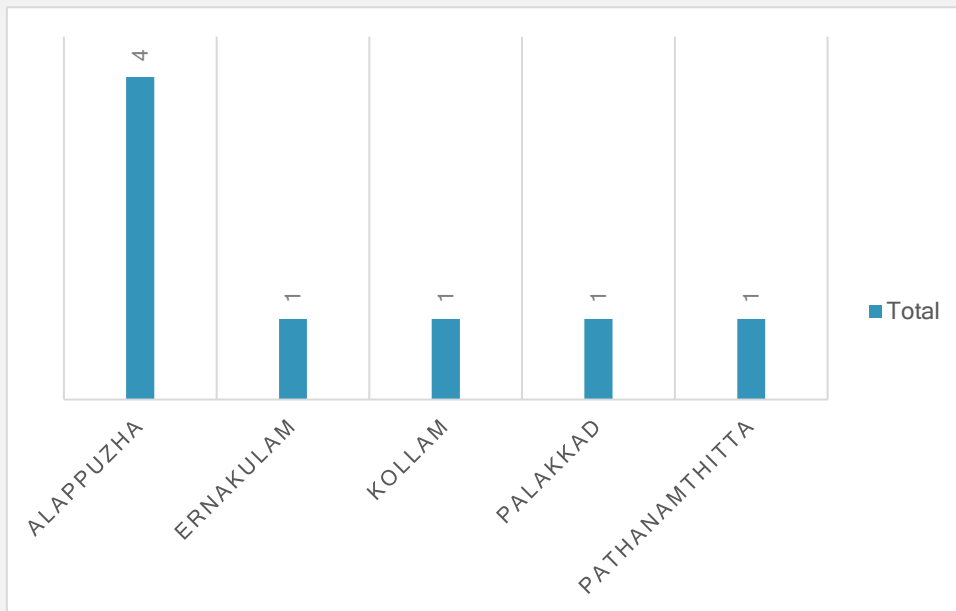
4.8 FIELD INTERVENTION

When it comes to the Service Requests for April 2022, out of 161 SRs, 58 SRs were of abuse, and 2 were for maintenance. In addition, 14 SRs accounted to legal and another 8 were for rescue. Another 59 SRs were falling under the category of Others, and 17 SRs were pension related. Moving further to the category of others, the highest portion of the SRs were on support to elders (50) followed by Government benefits (8). Out 161 SRs 147 SRs were for FROs and the remaining 14 were for call officers (Legal SRs). The highest

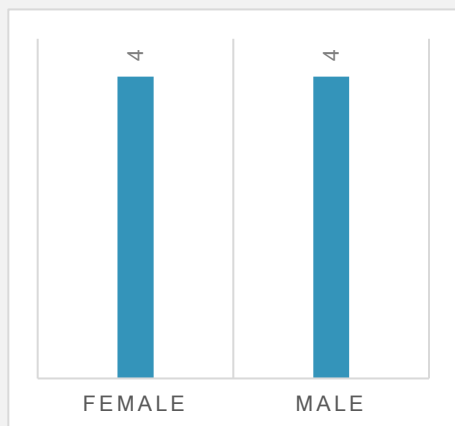
proportion of the SRs were reported at the district of Alappuzha (25) followed by Ernakulam (20) and Kollam (17). The lowest rates of SRs were reported from the districts of Kasaragod (2), Idukki (3), Wayanad (5) and Malappuram (7). Out of 161 SRs, 102 SRs are closed and the remaining 59 are in the working mode.

Rescue

In the month of April 2022, 8 SRs were raised for Rescue. Out of which, 4 Rescue SRs were of elder men and the remaining 4 were of elder women. Similarly, 7 elders were found to be active and was in a condition to walk independently and one elder was dependant. With regards to the status of SRs, all the 8 SRs are closed.



Moving to the 8 closed cases, 3 elder persons were shifted to OAHs and others are at various Rehab Centres. Apart from it, one another elder person was not interested to move to OAH and she is a constant wanderer.

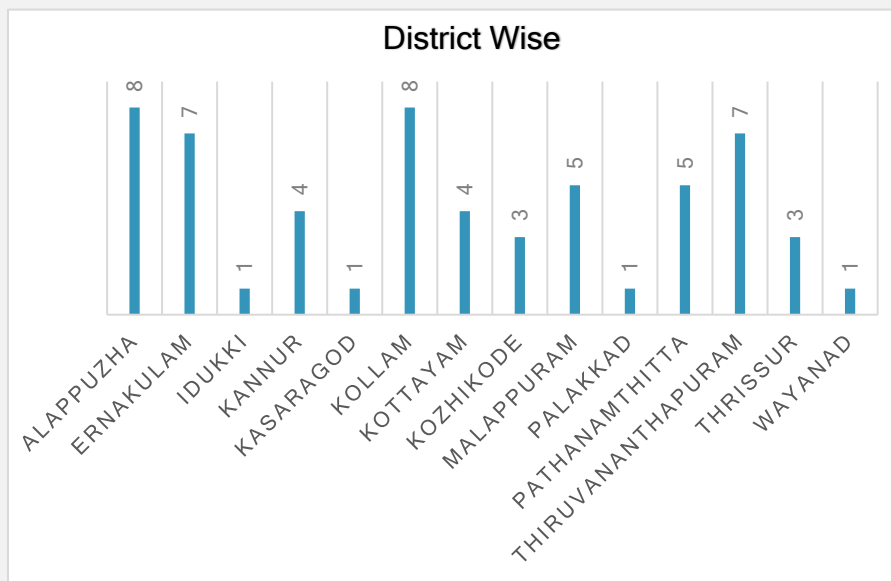


Yet another elder person was admitted in Psychiatric hospital for further treatment and another elder person expired at hospital during treatment. Remaining 2 elder persons were shifted to OAH with the help of social worker and Panchayat members and the FROs helped them to find out the OAHs. Unlike the previous months, in April 2022, the highest number of rescue requests were reported from the district of Alappuzha (4), followed by Palakkad (1), Kollam (1), Ernakulam (1), and Pathanamthitta (1).

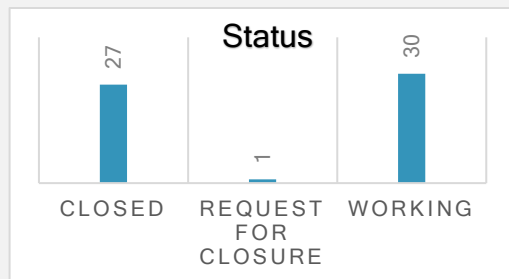
Abuse

With regards to the abuse SRs, total 58 SRs are raised, in which 27 SRs are already closed and the remaining 31 SRs are in the working status. In this, the number of neglect (22), and Physical abuse (15) are higher, followed by verbal abuse (11) and emotional abuse (7). Unlike the previous months, in the month of April 2022 neglect cases are leading in the abuse list, and that can be observed as a new trend in abuse.

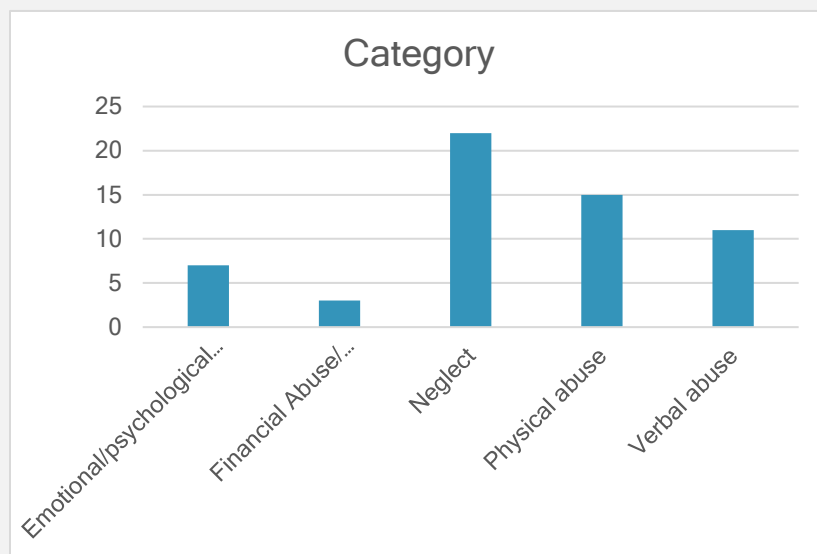
When it comes to abusees, males accounted to 36 and females accounted to 22. The highest number of abusees were between the age category of 65-74



(25) followed by 75-84 (13) and 85-94 (12). Moving to the case of abusers, in the month of April, the number of male abusers were



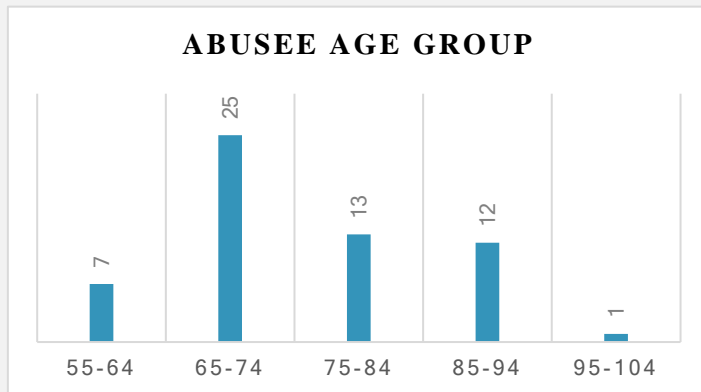
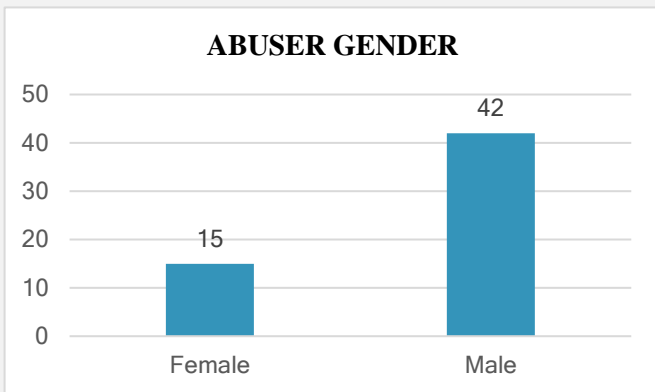
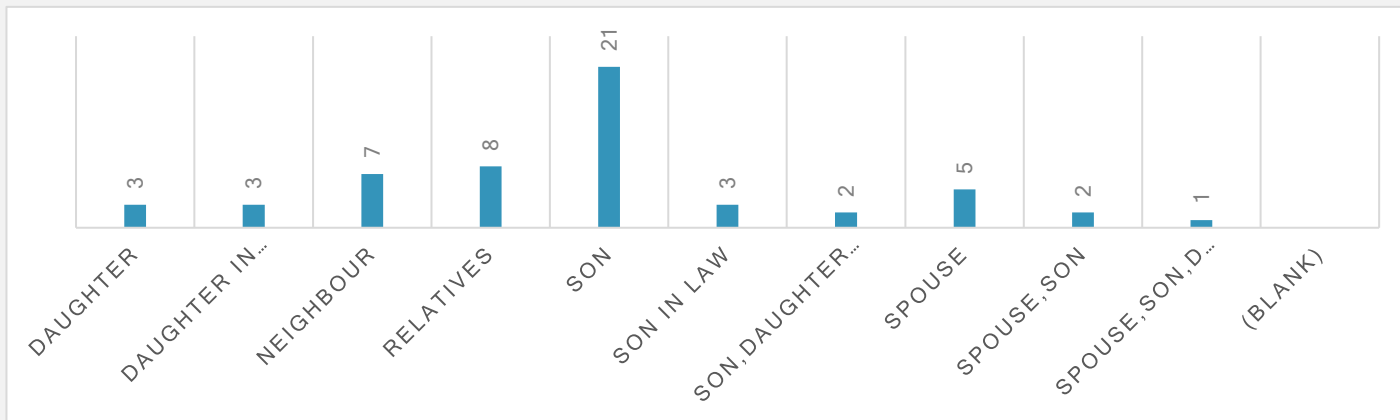
considerably higher than that of female abusers. That is to say, male abusers accounts to 42 and female abusers accounts to 16. Moving further in to the case of female abusers, in April 2022, spouse (6) is leading in the list followed by daughters and daughter in laws (3 each). Similarly, in the case of female abusers, the highest number of abusers were between the age category of 40-50 (6), followed by 50-60 (5) and 30-40 (3). The lowest category goes to above 60 and below 30.



In contrast, in the case of male abusers, as always sons (21) are leading in the abusers list followed by relatives (6) and neighbors (6). The highest number of male abusers were reported in the age category of 40-50 (13) followed by 30-40 (8), 20-30 and 50-60 (6 each). The largest number of abuse cases are reported

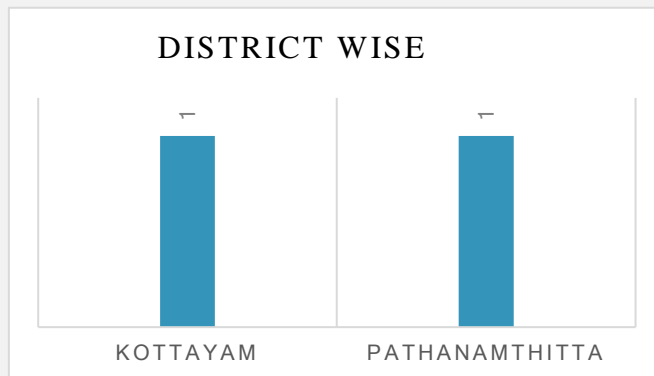
in Kollam and Alappuzha (8 each) followed by Trivandrum (7), Ernakulam (7), Malappuram (5) and Pathanamthitta (5). On the contrary only 1 case reported from the districts of Kasaragod, Idukki and Wayanad.

Abuser Gender and relation



Maintenance

For the month of April 2022, 2 cases (SRs) are reported at Elderline asking help for maintenance related issues. To be specific, the reported 2 SRs were fresh case to be filed at RDO offices. Out of 2 SRs related to maintenance, 1 case is closed and the remaining one is in the working mode.



CHAPTER V

QUALITY MANAGEMENT

5.1 QUALITY MANAGEMENT

To ensure reliable, efficient, empathetic, standard and prompt delivery of services via telephone calls as well as in the field, a quality management system has been set up by the Elder Line. Through this structure, Call Officers & Field Response Officers are evaluated based on certain parameters. Minimum 15 calls of each Call Officer and minimum 10 service requests of each FROs per month have to be evaluated. Accordingly, nearly 200 calls and 78 SRs were evaluated during this specified period of April 2022. And also, many call learning and calibration sessions have been conducted during this period between Quality leader and Connect center Team leader and now it is an ongoing process.

❖ **Call evaluation report of Call officers'- April 2022**

ELDERLINE KERALA Call Quality Dashboard April 2022		
SI No	Officer Name	Average
1	Amala Joseph	99.84
2	Aswathy R Pillai	99.59
3	Femi Tom	99.94
4	Neethu S N	100
5	Nisha J	99.59
6	Nooramol Yousuf	99.29
7	Reshma Unni	99.09
8	Sachu S S	99.95
9	Vishnu K P	100
Team Average Score		99.74

❖ **Service request evaluation report of Field Response Officers’ - April 2022**

ELDERLINE KERALA SR Quality Dashboard April 2022		
SI No	FRO Name	Average
1	Abhishek R S	97.72
2	Aleesha Noorin K N	95.5
3	Anoop C Sekhar	95.46
4	Aswathy L	95.19
5	Vijayalekshmi R	96.87
6	Vineeth Vijayan	95
7	Vishnu K S	95.45
Team Average Score		96.25

5.1.1 CALL CALIBRATION

A total of three call calibration sessions were conducted for the month. QL has taken 1-2 calls randomly in each session from each Call Officers and requested PM and CC-TL to evaluate the calls as per NHSC parameters. Its average evaluation score from the calibration sessions and quality evaluation scores are listed below:

No of Sessions	No of calls evaluated	Average marks from call calibration session	Average mark from Quality evaluation
I	09	99	100
II	09	100	100
III	09	100	99.85

On final comparison it was understood that there were no fatal errors or sizable mismatch were found. Hence, it can conclude that the quality evaluation was fair and correct and it was done strictly as per the parameters of NHSC.

CHAPTER VI

ECO-SYSTEM BUILDING

6.1 Building Eco-system

❖ Special Promotional Activities for the month of April 2022

Elderline stickers pasted inside KSRTC buses:

Elderline stickers are pasted inside Kerala State Road Transport Corporation (KSRTC)'s ordinary buses by the Elderline staff. Elderline staff under the leadership of Program Manager, Admin Officer and Leaders pasted the stickers above the three seats reserved for the elderly in the ordinary buses in the month of April 2022. The inauguration was done by the Program Manager by pasting the sticker at East fort bus depot and Vikas Bhavan depot, Trivandrum on 25-04-2022 along with the leaders and the Call Officers. A total of 600 stickers have been printed initially. Already 80 buses were covered by the Elderline in various districts of Kerala and coming days more depots and buses will be covered.



Elderline promotion is arranged in the Mega Exhibitions of the state government held in all districts:

As the part of the first anniversary celebrations of the State Government, an exhibition cum marketing fair titled ‘Ente Keralam’ (My Kerala) is organized in all the districts of the Kerala from April to May 2022. The event is being held to make the services and schemes of the government more accessible and also to offer real-time services to the general public. Seminar, cultural events and agricultural exhibitions by various departments are staged in this connection. During the month of April 2022, these one-week exhibitions are already taken place in the districts of Wayanad, Kozhikode, Thrissur, Kottayam, Kollam, Kasaragod and Kannur. The FROs have installed Elderline stalls in the above-mentioned districts with the help of Social Justice Department and have promoted Elderline by distributing brochures and postures. In addition, they have also conducted Elderline awareness classes as part of seminar. It is expected that in every district nearly 25000 people will visit the stalls within a week.



ECOSYSTEM BUILDING April 2022			
Elder Line - Kerala			
DETAILS OF COMMUNITY MEETINGS			
Sl.No	Name of Activities and Type of Participants	No of Activity	Number of Participants
1	Large scale awareness and Partnership with Women and Child Department, ICDS, CDPO, and Anganwadi Workers and staffs	13	1321
2	Large scale Stake Holder Meeting with Janamythri Police	1	15
3	Awareness and Medical Camp for the senior citizens	1	70
4	Awareness with senior citizen Associations	3	170
5	Awareness at Sayam Prabha Homes with senior citizens	2	50
6	Awareness with Self Help Groups and NGOs	1	30
7	Public Exhibitions and Fest (Ente Keralam mega fest organised by Government of Kerala in all the districts for a week)	7	100000+
DETAILS OF STAKEHOLDER MEETINGS			
1	Visiting OAHs Inmates and the in chargers for partnership & Awareness Creation	1	4
2	Visiting NGO s for awareness creation and Partnership	3	32
3	Visiting village officer for partnership	1	7
4	LSGD-Corporation, Municipality, Panchayath-Mayor, Secretaries, councillors, Panchayat Members	5	55
5	Awareness & Partnership at Police stations (SP& SHOs & SI)	6	41
6	Visiting Palliative care NGOs Representatives and staffs for partnership & Awareness Creation	1	4
7	Awareness & Partnership at DLSA Secretary& PLV volunteers	1	4
8	Small scale Awareness and Partnership with Women and Child Department, ICDS, CDPO, and Anganwadi Workers and staffs	4	19
9	District Medical Officer	1	20
10	Jwala Scheme Associate Director	1	1

11	District Probation Officer	1	1
12	Assistant District Transport Officer	1	12
13	Partnership & Awareness with Civil Supply Officer and assistant civil supply officer, District and Taluk level	2	15
14	Kudumbasree, Harsham Coordinator	1	10

CHAPTER VII

CASE STUDY

I. Category: Information

Case Study of Mr. Joseph for Care Giver Information

Case Number : KL22042000007
Date of Intervention : 20.04.2022
Caller Name : Gracey Thomas
Caller Number : 8281548656
Elderly Name : ABC
Type of Service : Information

Background of Elderly:

1. Age : 65
2. Gender : Male
3. Mobility / Dependency : Fully Dependent
4. Location : Cherthala, Alappuzha
5. Landmark : Vandanam Medical College
6. Native Location : Thanneermukkam
7. Relation of Caller with the Elderly: Neighbour

Issue in detail: Gracey Thomas is the neighbour of the Senior Citizen (ABC), has contacted Elderline on 20 April 2022 at 01:03PM. She informed that her neighbor (ABC) met with an accident and his leg was fractured. He was admitted in Ortho ward at Vandanam Medical College. As he was in critical condition Medical Officer advised to arrange a bystander (Care Giver) for him as early as possible for further treatments. Presently, he is separated from family and staying alone and no one is there to take care of him. Neighbours approached his relatives but they are unwilling to look after him. Elder is financially weak and Old Age Pension is the only

source of his income. He belongs to Thanneermukkam Ward (16). Ward member and neighbours are trying to arrange finance for his surgery and further treatments. Elderly need Care Giver for taking care of him.

Resolution sought by the Caller : The elder person needed Care Giver support during his treatment at the hospital.

Resolution provided in detail: A call was received in the connect centre on April 20th, 2022 and the connect centre officer collected the details regarding the case along with the basic information of the senior citizen. In this case, caller needed an information about Care Giver for the hospital purpose of Elder. Elder required care giver support for 24 hours. The Call Officer provided (both call and SMS) the contact number of nodal officer of Harsham Geriatric Care Programme under Kudumbasree District, Kerala for getting care giver information to Caller.

Follow up done: Connect Centre Officer contacted caller for follow up on 24 April 2022. Caller said that they had contacted Harsham Care Program Nodal officer and he has arranged a Care Giver for them.

Final Outcome of the Case: Caller contacted Harsham Care Program Nodal Officer and he has arranged a Care Giver for them. They informed that they are very happy with the service of Elderline team.

II. Category: Guidance**Legal****Case Study on Legal Guidance of Mr. Thomas**

Case Number : KL22040800002

Caller Name : Mr. THOMAS

Caller Number : 916238662329

Elderly Name : Mr. THOMAS

Type of Service : Legal Guidance

Background of Elderly:

1. Age : 86
2. Gender : Male
3. Mobility / Dependency : Independent
4. Past Medical in brief (if available): NA
5. Location : Kottopadam 3, Mannarcaud, Palakkad
6. Native Location : Palakkad
7. Relation of Caller with the Elderly: Caller and Elder are same person

Issue in detail: Mr. Thomas is 86-year-old, contacted Elderline on 8th April 2022. The elder was cheated by one of his acquaintances. He requested a legal guidance for proceeding against him.

Resolution sought by the caller (optional): The caller requested an expert legal guidance.

Resolution provided in detail: The Connect Center Officer collected the details of the elder. After understanding the case, the Connect Centre Officer shared the contact details of District Legal Service Authority (DLSA), Palakkad for further legal guidance.

Follow up done: On 9th April, the Connect Centre Officer contacted the elder for follow up. The Officer ensured that he got help from District Legal Service Authority. He informed that as per the guidance received from District Legal service authority (DLSA), he is planning to file a petition against the cheater within two or three days.

Final Outcome of the Case: The elder got a resolution for his legal issue. He expressed his gratitude to Elderline team. The Connect Centre Officer conveyed the elder to contact Elderline office if he required any further help.

III Category: FIELD INTERVENTION

A. RESCUE

Case Study on Rescue Case of Elder Saradhamma

Case Number : 128814
Date of Intervention : 25.04.2022
Caller Name : Mrs. Sheena
Caller Number : 9656004052
Elderly Name : Mrs. Saradhamma
Type of Service : Rescue

Background of Elderly:

1. Age: 84
2. Gender: Female
3. Mobility / Dependency: Fully Dependent
4. Past Medical in brief (if available): NA
5. Location: Mathira, Chithara , Kollam
6. Native Location: Chithara
7. Relation of Caller with the Elderly: Ward member

Issue in detail: On the 20th of April, Elderline Kerala received a call from the ward member of Mathira ward of Chithara Panchayat. She informed about an elder named Saradhamma is ill and requested to shift her to an Old Age Home. She also informed that the elder had 6 children of which 3 have died and the remaining 3 have abandoned her.

Resolution provided in detail: Upon receiving the service request FRO contacted the caller and gathered more information. The elder is completely bedridden and is taken care by her son-in-law who himself is a senior citizen and a heart patient, further the FRO. requested the presence of ward member and ASHA worker during field intervention.

Follow up done: FRO visited the location. The condition of the Elder was so pathetic. Mr Ramachandran, the son-in-law who is the care giver also looked unhealthy and was pleading for help. The F.R.O. immediately contacted the concerned Technical Assistant of the Maintenance Tribunal and enquired about the scope of initiating a suo-moto case against her children then submitted a report to the District Social Justice Officer to shift the elder to any of the nearby OAH.

On the very next day the Technical Assistant along with the FRO visited the elder and collected the details of her children and contacted them. They were adamant on their decision that they cannot take care of the elder as she had given her property to the youngest daughter who died 6 months ago. The FRO tried to make them aware about their responsibility and tried to persuade them and even told them about the legal consequences that they will have to face in the future. But they refused to change their mind.

Final Outcome of the Case: The permission for shifting the elder was attained and later the elder was shifted to the nearby Marthoma Episcopal Jubilee old age home the next day. The Maintenance Tribunal has initiated their procedures and summoned her children to attend the hearing session.



A. ABUSE**Case Study on Abuse case of Elder Radhamani**

Case Number : KL220309000020

Caller Name : Mrs.Kalyani (name changed)

Caller Number : 9656488289

Elderly Name : Mrs. Radhamani (Name Changed)

Type of Service : Abuse

Background of Elderly:

1. Age: 86
2. Gender: Female
3. Mobility / Dependency: Partially Dependent
4. Past Medical in brief (if available): NA
5. Location: Puthiya theru, Kannur -Thaluk Kannur- land mark: near Puzhathi Central School
6. Native Location: Kannur
7. Relation of Caller with the Elderly: Social worker

Issue in detail: The older woman has three sons but no one is willing to protect her. The Elder need proper care as she is currently experiencing physical difficulties and other health related issues and she is not even capable of doing her daily routine chores herself.

Resolution sought by the caller (optional): Mrs. Radhamani is a social worker. She contacted Elderline and informed that children of the Elder (Mrs.Kalyani) is not ready to take care of her. Currently Mrs. Kalyani lives with one of her sons. But he does not protect her as well. At present a neighbour is providing food to the elder. Hence the FRO needs to discuss with elder's children and try to resolve the issue.

Resolution provided in detail: The FRO contacted ward member and discussed the issue and collected contact details of Elder's children. Then Call Officer contacted all the children of the elder over phone and discussed the situation of her mother also. However, Elder's sons informed their helplessness and tried to escape from the situation. The FRO briefed about the Maintenance Act and its consequences to Elder's sons. FRO also summoned the Elder's Sons to her home for a mediation talk and everyone agreed with that.

The next day everyone reached at the elder's home. FRO explained the Maintenance Act to her children. The Ward member also conveyed that if the issue is not resolved here, a complaint would be filed in the Maintenance Court by the Elder. But no one gave a proper reply to FRO. Hence FRO transferred the complaint to the Technical Assistant. After that, the eldest son of Mrs. Kalyani came back home and started taking care of his mother.



Follow-up done: FRO contacted the caller and updated the current situation. FRO spoke to the children over phone and enquired about the mother's health condition and found good.

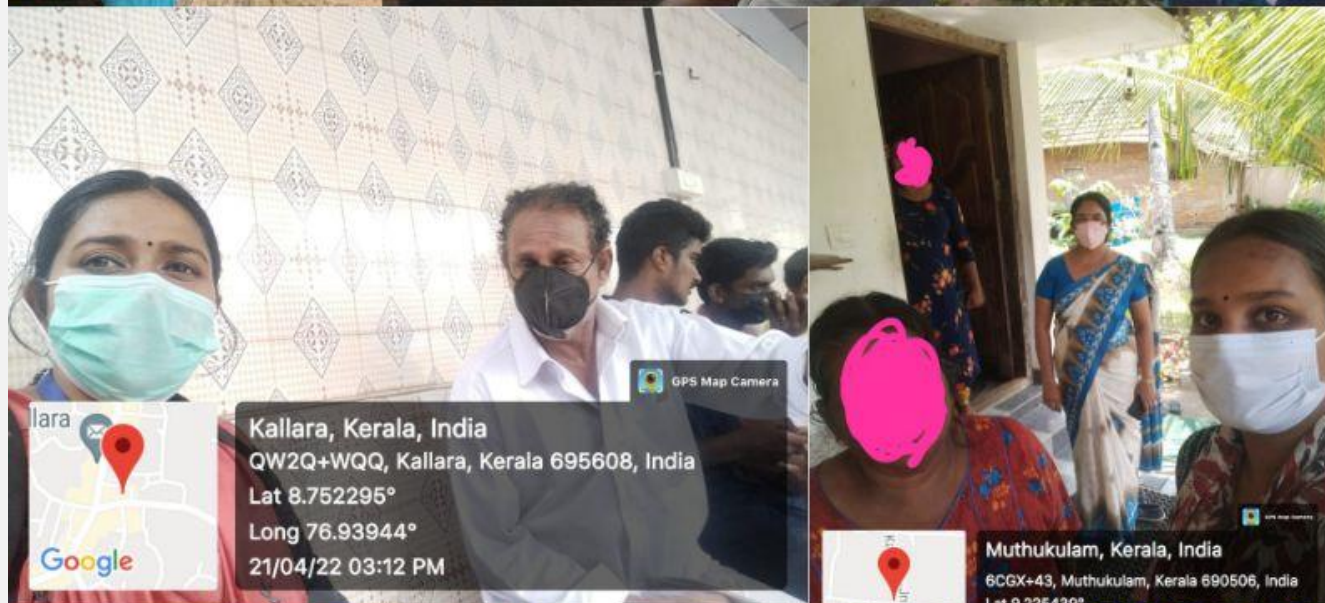
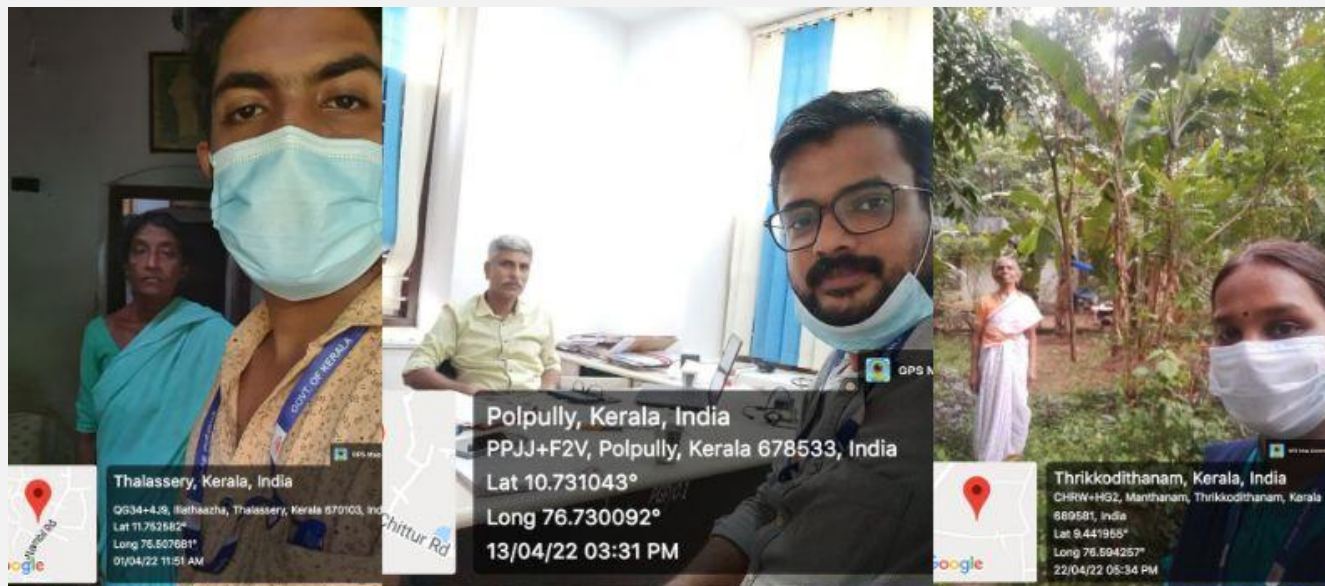
Final Outcome of the Case: FRO contacted elderly and her family members to collect detailed information regarding her health. FRO conducted a mediation talk with the children of the elder and tried to resolve the issue. Currently elder is staying with her youngest son and he informed that he will take care of his mother.



CHAPTER VIII AWARENESS PROGRAM

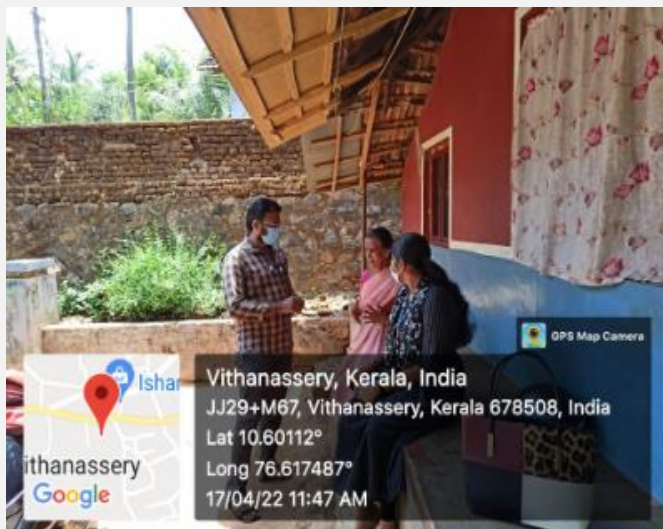
I. SHOTS FROM VARIOUS FIELD VISIT





II. CO's FIELD ACTIVITIES WITH FROs





THANK YOU

