



Bio Social Issues of Senior Citizens: Intermingling Fundraising Methods to Address Biological and Social Factors

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Summary: The research was conducted in Madurai, Tamilnadu, India. Qualitative anthropological research techniques were used to collect empirical data presented in the paper. The main purpose of this research was to highlight and discuss the problems of senior citizens in the context of bio social issues. This attempt has been made to explore the senior citizen anticipation from the government about their welfare as well as financial security. Modernization has affected the lives of the older people immensely, leading to various issues. These issues include social isolation, social mobility, feminization of aging, dependency, and authoritative problems, etc.. Hence, the research concluded that although there were many issues which made the life of senior citizens problematic, they still lived a satisfied life as they were economically independent. The major pastimes included; time spent with their children and grandchildren, parks and Temples as places of socialization and religion which played an essential role in the lives of senior citizens.

Key Words: Senior Citizen, Modernization, Social Mobility, Dependency, Generational Gap, Old age, Financial security, Fund raising.

INTRODUCTION :

Since the creation of this universe, man has tried to find more about the complex nature of this mysterious world and every day of his life is spent to adapt to his changing environment in order to survive the toughest of the situations. This social animal with intellect works hard for its offsprings and spends his entire life to protect them and help them survive. Thus every member in the family should be obliged to their parents for the efforts and struggle they spent to protect their generation. The cruelty of time makes them wear the grayness of age and every individual is made to suffer the same end. As man cannot live separately in isolation thus interaction with people to exchange their ideas and feelings is a necessity and consequently adapting to the changing situation. In this article the social problems and issues which senior citizens are facing are discussed with special focus on modernization, and provide coping mechanism of psychological and financial intervention.

THE RESEARCH SITE :

Direct interview method was adopted and Madurai city was researcher Universe. The people who have crossed above 65 years of age was unit of the study.

RESEARCH METHODOLOGY :

Duration : 2 months April & May 2020

Sample : 100 Numbers

Methods : Indepeth Interview

Madurai city has 100 wards one sample from each ward was taken for Universal representation.

Corona preventive education volunteers was utilized to conduct Qualitative research. All of them MSW students from Madurai Social Work College.

Audio / Video, observations are the tools used to collect the information.

RESULTS AND DISCUSSION:

Looking at the social patterns about elderly people and old age, in our country, from a historical point of view that the elderly, whether female or male is always protected at the times of ancient sub content. Social life and family life witnessed rapid and significant changes in India. These rapid changes affected social institutions, behavior and values. For example, a crowded family divided into nuclear families, the family and kinship systems developed as far as functionality is concerned. In the society, the word elderly evokes an unhappy and lonely dependent individual with walking difficulties, close to changes and whose social relations have weakened. The retired individual has various worries concerning his/her health, losing his/her control or being excluded from the society. Human relations based on the network of connections. Interaction among people constitutes a chain of relationships which generates familiarities and acquisition among people. It binds them into different social groups. Social groups facilitate the people for the survival in the society. Relationships of belonging can be a source of companionship, socialization, identity and safety or security. "Relationships emerge when people interact with one another, usually in the process of playing their various social roles" (Atchley et al 2014). Family is a source that enables the individuals to live and participate in the mainstream of society. All sorts of help, which are the basic need of the society, are firstly acquired from family. After family, relatives, friends, neighbors and other relations, which exist in society can be a substitute for family or can provide the services, which are provided by family. Interaction between individuals or social groups may constitute a focal point where all actors gather their resources and activities. NGO's can play a vital role in supporting them for their financial independency through using fund raising methods.

Social Isolation :

Social isolation is a process in which persons, group, or culture lose or do not have communication or cooperation with one another, often resulting in open conflict. When the person gets old and attained the status of senior citizen, he/she may suffer social isolation. A central theme in the literature and health is social isolation and social support. Social isolation usually defined as follows – whether implicitly or explicitly as interpersonal from others and the resulting lack of social support (Uribe 2017). Interaction is essential for every human being and without this interaction nobody can survive. So, for survival social interaction is needed. Senior citizens are becoming the victim of social isolation reason behind this is the varying trends in the lifestyle and family structure of a person. These changes are occurring due to the development in the society. One of the respondents said, "*Social isolation in the life of senior citizens means moving toward grave*" An old person in seclusion with many types of diseases along with the fear of death all results in him going closer to his final destination.

To overcome this problem collective effort should be made to aware the society of the drawbacks of leaving the senior citizens (parents and grandparents) aside because the pain of being alone could not be felt until one passes through that stage. Mostly the senior citizens are affected by the social isolation. Social isolation is also directly associated with health consequences which mean that the relation between these is very important. Interaction with society of older individuals is possible if the health of that old soul is intact. But apart from health, the healthy lifestyle and the air of brotherhood must prevail among the families, friends and the relatives. This type of social isolation makes old people much closer to death because at this point of life bad health, children and relatives left them in this poor condition and life itself seems to be miserable as soon as the person becomes older. The social isolation makes the senior citizens increase

the process of aging and it is the major issues in the social factor. So the senior citizens for making their end of life relaxing and more comfortable increase the social integration and connection. The social interaction can only increase by the young generations. It all depends on children that they help their parents and make them busy and try to take them out for increasing the interaction and connectivity. As social isolation is objective condition which can be observed easily. The social bond is the thing which fibres the class, age and race of the people and senior citizens feel fast aging due to the less social bond and according to the study finding this the main problem which senior citizens suffers and senior citizens who kept their self in the social bond they don't feel the social isolation problem (Saxena 2016). Now we can see the relation of fast aging and social isolation the relation between these is directly proportion to each other. Improving socialization process by multiple approach, can bring better results to them.

Family Problems :

Family problems are increasing and its affecting a lot of senior citizens. When we are talking about the family problems it also links with family structure. Now here I am going to discuss that how it is linked and their relationships with the life and the problems of senior citizens. Many senior citizens are suffering the family problems. There is a large group of people living in the nuclear family, which means that family problems are there and modernization is the main impact according to the senior citizen. According to respondent this make feels dishearten because of living without their children because the time when they need their children they are not available for them. Many aspects are related to family problems.

- ✓ No respect from the family to the senior citizen.
- ✓ No help, no love, no care and
- ✓ Also property dispute.

Respect for elders is a socio-cultural aspect of life in India. One of our respondents said, "*Authority is in my hand and when I will give my authority to my children they will no more tolerate me.*" Family problems are increasing due to the change in the family structure and the change in the society pattern. An old person knows their sense of responsibility and tries to contribute to the welfare of the family . Senior citizens are contributing to the society for solving the family issue and perform his/her role in the family but sometime children forget their responsibility towards their parents. Just for unity and avoiding the disputes and major thing that for their own safety they hold their authority and business because they know the reality and they know where they are standing in the family.

Feminizations of Aging:

Feminization of aging means that older women tend to have fewer resources. Old women who has lost her partner and she is totally dependent on her children, that women suffers a lot of problems in her life. That senior citizen just spends her end of life in so much pain. These problems are amplified by the feminization of aging –the steady rise in the proportion of the population who are female in each older age group, so that women compromise a larger proportion of the elderly than the young and middle age. Because elderly women are poor and lack of a spouse who can and will care for them and because women in general, experience more illness than men do, the feminization of aging will increase the costs of providing health and social service to the elderly . Old ladies who are widowed and living with their children face many problems in their life. The feminization of aging has many outcomes in the face of health and other services. The health outcome is due to different factors and these factors involve cultural, social, economical and political. And these factors affect more than physically alone. As the females are, the less who know the policy and the services in this case they feel more discrimination. And they get any social benefits and security. If they get any pension of their husband that pension in half and that money not fulfil their needs. These problems are increasing day by day children don't want that their own kids spend time with them and just because that they are old and ill. Many older women, even those in generally good health, will require both an increase in instrumental and social support. Health professionals must understand the broader considerations of widowhood and recognize that their needs go beyond a traditional medical response and include issues around support, networks, and resources .Role conflict can be tackled through educating family members and relatives.

Discrimination:

Senior citizens face different types of discrimination in daily life. Discrimination usually refers to the negative behaviour. Discrimination is unbearable for senior citizen. Senior citizen's life is affecting from discrimination it is very important to control this factor. Now here am going to discuss the different types of discrimination. Discrimination at workplace: at workplace people prefer youngsters. Sometime youngsters tease old people and give them stress so that they should leave the job. When the senior citizen demands for a discount they treat very badly. People never support senior citizen. One of my respondents said, *"Discrimination in terms of respect in terms of taking care in society and at home to be honest, yes I feel discrimination in the society as compare at home."* Older workers have been discriminated against on the basis of the stereotypes that they are unable to learn new things, less productive than younger workers, more likely to miss work because of sickness and set in their ways. Senior citizens become little bit slow because of their health and other type of things; here other type of things is tension in their life may be due to children, money etc. Because of that they face different types of discrimination. This discrimination is one of the biggest aspects of social problems in the life of senior citizens. And discrimination in access to health care, mobility, accessibility, educational services, financial services, insurance and jobs. In cases of health care when they go to hospitals or in clinics they to wait long and nobody bother that or feel concern about senior citizens, now in terms of mobility and accessibility when the old people used to go out and use public transport they even don't get and respect and a seat to sit. People don't care about that who is standing or not. When senior citizens search for the job they first face the age discrimination and this is all because of physical condition and declining in the efficiency of work and other things (Cheng 2018).

Dependency :

Aging, the old age is a stage of life from which every person has to cross except those who plucked down incidentally or accidentally. In Modern societies aging persons are called as senior citizens as a token of respect. However, the life status of senior citizens is the status in which they are dependent on others and being dependent on the others is a major threat of their lives. In reality, yes, this is the most painful thing.

Depending for little things even you cannot drink water by yourself. Every senior citizen said, *"I want to die earlier before getting depended on the other or on children"*. Dependency is not only at the individual level, but also on the social level. Another major issue with regards to dependency concerns health problems, organic and mental illnesses, as well as impairment (Baltes and Mayer 2019). When we talk about the social dependency it also has a link with the economic dependency. Older people have many issues, health issue is the major one and it creates social dependency and after that economically dependent. Some of the senior citizens die just because of the dependency on others. Children don't take care of their parent. Now we can see that child once who was dependent on parents now that children don't have time when their parents become old and they are depending on them. It is about the care and love which mostly old people demand. Senior citizens who are childless couple they are also depending on each other and this is very difficult for them. From whom they take love and care and help. And they start depending on the old houses.

Authoritative Problems:

Senior citizens who passed their lives with full command, joy, and comfort, become more sensitive once they feel that their ego and prestige is endangered. They feel that they are being deprived of all privileges they were enjoying once they were independent, self sufficient and authoritative. When life cycles completes and person getting old after spending long and hectic life he wants that all authority should belong to him but that is not possible for them to control. The person who was authoritative and suddenly he grow old and weak and his voice trembles. But many of the senior citizens are holding the authority due to some reason. According to the survey, few senior citizens are running a business and they are the head of their business and they are not willing to give their authority because they think that if will hand over their authority to their family next day their family and children will kick them out from the house and will send to the old house. One of my respondents said, *"I never expect from my children and grandchildren still I am the head of family and will be till my death because I don't want to send my end days of life like a beggar."* In early days senior citizens were the authoritative till their last breath and they have the power of controlling all the things in the family. Senior citizens were the dominant one and take all the decisions for family and children used to respect them and they never go against their decisions, but now because of the modernization the family pattern has totally changed and because of that change parents are losing their authority which is very important for parents when they attain then the status of senior citizens.

Social Dignity:

Every person has its self respect and dignity, and that respect increases when a person becomes aged and attain the status of senior citizen. Becoming the senior citizen of society the responsibility also increases on them along with that the respect for them in the society also rises. Every person in the society is interlinked and interaction with each other is very important because people can't live in isolation. The ageing process is apprehensive; this means that there are shared dependencies and responsibilities between the different age groups of people in which society is comprised. The concept of the social dignity among the senior citizens was founded the empirical study in the British and the author concluded that human dignity is multifaceted concept and every person has its own self respect and self esteem and has right of choice. The senior citizens always demand for respect reason is very clear a because there old age is a status which needs love and care and the respect. In the society senior citizens need dignity and love in the society so that their self respect should not let down. Many of the senior citizens feel deprived that our society doesn't give respect which we deserve and which make their self depress and even they don't get respect from their own children and family.

Religion :

Faith in religion is the one of the most important thing which can help in many ways like issues of physical pain and other types of suffering and the reality of death. Modernization has affected the life pattern of this world and individuality is increasing day by day and becoming a senior citizen in this world is not an easy thing. Social isolation and isolated from family and the loneliness in the life. The reality of death is very difficult to accept and religion is the only thing which can give peace to every person especially the older people. It doesn't matter that the person belongs to which religion, Islam, Christianity, Hinduism, Buddhist, Jewish and etc. every old person tries to find peace from their religion. The significance of spirituality and religion on aging is people are living longer having good quality of life with the help of medicines.

Generational Gap:

Modernization is a process by which traditional societies become complex and differentiated. The modernization is affecting everyone's life, it means that the life of older people also who are not too much aware of the advancement and feel difficulties with this modernization and advancement. Modernization is creating the generational gap also like the relation of our parents with their parents was so respectable because they have spent their life which was very simple and they were God loving people. They care and respect everyone, but now because of too much awareness and technology what we can say modernization the children don't know what is respect and how to take care of others. Today's parents and older people can only give guidance and now its depending on the children to accept that or not. There is most certainly a sense in traditional representations of aging and family that generational conflict. Later on the older people and children have too much generational gap but today it's not like that. . Today the modernization has removed this gap between children and parents, grandparent and grand children. According of the survey, sharing is one of the main reasons which have made the bridge between two generations. Senior and junior generation relation is important for every person. Senior citizens are the people who have spent their life with hard work and have lots of experience and when they will share their experience with their junior automatically the generational gap will finish. The second generational gap also exists in the society because the life expectancy has also increased during the century, the generation gap can exists not only among the young and the old but also in between the old middle age parents.

Management of Geriatric care bio social perspective :

Charity fund raising is not new in India, our culture it always blend with helping others. All religions are encourage to do charity at the maximum, few religions make it mandatory and fix some formula for charitable donation. Even govt. of India now make it mandatory for corporate / manufacturing industries through company's Act.

It is the individual, institutional and community responsibility to address the old age problems in order to mainstreaming them in a proper manner. Govt. Of India recently passed an Act for Geriatric care and make sure that every elderly person should treated in a more decent manner by their children / relatives and neighbourhood. Inspire of all the efforts, even non governmental organisations are still working against old age homes, there is an increasing demand for the old age home. Some charity organisations are mobilizing resources using through various fund raising techniques and address the biological and social issues by providing awareness programs, legal aid and physical mental health care.

Fundraising Methods used by NGO's/Community organisations

<i>Fundraising Methods</i>
ad print/radio/TV, Electronic or Online giving,
Auctions, Crowd funding ,Voucher donations
bingos/casino nights, Street fund raising
collection plate/boxes, door to door fund raising
door-to-door solicitation, Gaming: raffles
draws/lotteries, Gaming: door prizes
dinners/galas/concerts, Micro-payments
Sales, Personal solicitation for major individual and corporate gifts
Internet, Personal solicitation for major individual and corporate gifts
mail campaigns, "Virtual" walks or runs
planned-giving prog,e-Philanthropy
corp donations/sponsor, Major gift fund raising
targeted contacts, Matched fund raising
phone solicitation, Accommodation charges and services
phone / TV solicitation, Tribute giving
tournament/sport events, telethons
walk/swim/bike-a-thons, anonymous donations, loose collections
cause-related marketing

Charitable giving in India 2020 study conducted by charity Aid foundation UK.**KEY FINDINGS**

- ✓ More than eight in ten (84%) people took part in at least one charitable activity in the past 12 months, in line with 2018 (82%) but lower than in 2017 (87%).
- ✓ Around three quarters (77%) of people gave money in the past 12 months, either by donating to an NPO/charitable organisation (charity), by giving to a religious organisation or by sponsoring someone.
- ✓ The most popular causes for donation remain the same as previous years: helping the poor (54%), supporting religious organisation (51%) and supporting children (49%).
- ✓ The typical (median) amount donated or sponsored in the last 12 months has remained consistent since 2017 at 5,000 rupees.
- ✓ Whilst cash remains the most common way to donate (58% of donors), its prevalence has declined since 2018 (68%). Over the same period, giving via a digital wallet has grown more commonplace (from 20% to 28% of donors).

- ✓ More than half of people (54%) have volunteered in the past 12 months. Whilst the most popular causes have remained the same since 2018, there has been an increase in volunteering for disaster relief (27% vs 15% in 2018).
- ✓ Overall, Indians agree that charities have a positive impact in their community (80%), their country (80%) and internationally (70%). More than half (56%) agree that most international charities and non- profits are trustworthy, whilst just under half (48%) feel the same about Indian charities.
- ✓ Nearly eight in ten (78%) think that businesses should support the communities in which they operate and seven in ten (70%) would be more inclined to buy a product or service from a business that donates to charitable causes or supports their local community.

CONCLUSION:

In short, senior citizens are facing different problems in their physical and social life. In their social life factors affecting are social isolation which is the main factor and isolation makes a person older. Family pattern and family problems are that type of issues which creates healthy environment and also makes the surroundings bad. Other issues feminization of aging, discrimination, dependency, insecurity and authoritative problem and generational gap these problems put together the life of old person less and challenging. Entertainment, using beneficial experience, source of affection and attention are the things which can help senior citizens to over dome other social issues. Religion is the source of satisfaction in old age.

For their physical and psychological well being wholly depending upon their financial health. Their Economic stability can be made through various income generating programs, rehabilitation programs, improvement in social security plan so on so forth individual philanthropists, NGO' s and corporates can create visible changes by implementing micro and macro level programs for them

Conflict of interest:

The authors have no conflicts of interest to disclose

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