

## **WORLD ELDER ABUSE AWARENESS DAY**

The Rotaract club of AIM and HelpAge India jointly organised a Poster Designing competition on 14 June 2017 in connection with World Elder Abuse Awareness Day. Mr. Bimal Thankachan and Ms. Ann Maria Sunny, volunteers of HelpAge India coordinated the competition with Ms. Dlisha Azeez and Ms. Amila Alex (President and secretary of Rotaract Club of AIM). Postgraduate students of the Business Administration Programme participated in the competition with the theme “AGEISM”.

The students also participated in a Signature Campaign in support of the above cause, focusing on the necessity of voicing their opposition towards the abuse and suffering inflicted on the older generation. About 490 students of the College and 19 faculty members were part of this initiative.



Prize winners with the dignitaries

