



CommonAge

INDIA MISSION

REPORT

2024



WELCOME TO INDIA



Our CommonAge delegates (Left to right) Mansur Dalal - Global Chair, Dr Renu Varughese, Chair - CA India Chapter, Andrew Larpent Founder and Chair Emeritus CommonAge, Femada Shamam - Vice Chair & Chair of the South Africa Chapter.

They were invited to speak at 3 events
DemCon24, by DIA (Dementia India Alliance) in Bengaluru
29th - 30th November.

Souhrudam, Kochi 2024 - Celebrations of the launch of the
City of Kochi as a WHO designated Age Friendly City
1st to 4th December.

ALSI (Association of Seniors Living) 5th Annual Ageing Fest
6th December, Bengaluru

THE WARM WELCOMES



About Our Mission

DEMCON24 , BENGALURU

29TH - 30TH NOVEMBER 2024



DemCon 2024 is an international conference for those dedicated to advancing dementia care, research, and support. This year's programme offered an exceptional opportunity for medical professionals, researchers, family carers, service providers, senior citizens, and students to learn from leading experts, explore the latest in dementia research and caregiving practices and build meaningful connections.

DEMCON24 , BENGALURU

Conference Objectives:

> Identify Gaps and Bridge Solutions: Highlight and address gaps in dementia awareness, diagnosis, research, and care, with actionable solutions to close these divides.

> Foster Collaborative Networks: Strengthen partnerships between government entities, corporates, NGOs, researchers, academicians, and service providers to expand support for people with dementia and their family caregivers.

> Facilitate Knowledge Sharing: Offer a platform for participants to exchange insights, discuss challenges, and share best practices, research advancements, and innovations in dementia care.

> Shape Policy and Advocacy: Harness the expertise of policymakers and advocacy groups to develop inclusive and impactful dementia care policies for India.

> Submit Recommendations: Present the government of India with strategic recommendations on dementia care regulations, addressing current challenges and proposing viable solutions.



Our Delegation



Mansur Dalal



Andrew Larpent



Femada Shamam

DEMCON24 , BENGALURU



(Left to Right) Dr. Mathew Varghese, Dr Suvarna Alladi, Dr Shalini Nooyi, Dr Radha S Murthy, Mr Mansur Dalal, Mr Dinesh Gundu Rao (minister for health and family welfare, govt. Karnataka), Dr Rajinder Dhamija, director, Institute of Human Behaviour and Allied Sciences, Mr Shyam Vishwanathan Secretary, Dementia India Alliance Mr Graeme Prior, president of the International Federation of Ageing , Dr KR Gangadharan, Mr Premkumar Raja and Dr KVS Hari.



Signing of the letter of intent for Collaboration with DIA

We are delighted to announce that CommonAge has signed a Letter of Intent with Dementia India Alliance to advance the cause of dementia and address its challenges head-on. This collaboration aligns seamlessly with CommonAge's focus on healthy ageing, creating a powerful synergy to drive progress.



Facility Visits

TRAVANCORE FOUNDATION PROJECTS

- **MISSION VALLEY**
- **RAHEL HOMES**
- **PRESIDENCY HOMES**



Our CommonAge Team: Mansur Dalal, Andrew Larpent, Femeda Shamam and Dr Renu Varughese, visited Mission Valley, Rahel Homes and Presidency Homes in Kotayam, Kerala, India.

Service-oriented professionals with adequate geriatric experience and a resident management team handle in-house operations. They render excellent residential care for seniors with well-planned custom-made programmes based on individual health evaluations. The Centre has well-appointed individual residential units with modern and functional amenities. Their experienced nursing faculty promptly attends to all the medical needs of the residents.



THE LAUNCH OF THE CERTIFICATE PROGRAMME IN 'INTER-PROFESSIONAL PRACTICES IN GERONTOLOGY' AT ST. ALBERTS COLLEGE



“CommonAge is proud to announce the launch of the Certificate Programme in ‘Inter-Professional Practices in Gerontology’ as part of our twin-track approach: advocacy and work on the ground. This certificate course is offered by TF-ERCA (Travancore Foundation Education and Research Centre on Aging) in collaboration with St. Albert's Autonomous College.” – Masur Dalal, Chair.

“Travancore Foundation remains strongly committed to our values and mission to guarantee the best possible care for our residents at all times. To this end, our vision will be augmented by education and research in aging through Travancore Foundation Education and Research Center on Aging (TF ERCA). The foundation operates in a global context bringing the world into TF ERCA through novel technology and experiential learning. Put simply, our task is to evolve and meet the dynamic elder care demands of the modern world. Global forces shape our lives as societal and family values change and converge.” – Dr Renu Abraham Varughese, Chairperson Travancore Foundation and Director, CommonAge.

Facility Visits

BLESS HOMES



Bless Homes is a retirement living community dedicated to enhancing the quality of life for individuals aged 55 and above. Their facilities feature elderly-friendly infrastructure, regular doctor visits, trained in-house staff, and high-quality medical services. Located in Kerala, Bless Homes fosters an environment where comfort, compassion, and community seamlessly unite, ensuring residents experience a blissful retirement

About Our Mission

SOUHRUDAM, KOCHI

3RD - 4TH DECEMBER 2024



Our CommonAge Team: Mansur Dalal, Chair; Andrew Larpent, Chair Emeritus; Femada Shamam, Vice Chair; Dr Renu Varughese, Director along with Dr Praveen Pai, Chairman, CEDAC; Adv. M Anilkumar, Mayor of Kochi Municipal Corporation and others



SOUHRUDAM, KOCHI



Our CommonAge Team: Mansur Dalal, Andrew Larpent, Femada Shamam, Dr Renu Varughese, along with Dr Praveen Pai, Chairman, CEDAC; Adv. M Anilkumar, Mayor of Kochi Municipal Corporation and other dignitaries.

Our CommonAge Team: Mansur Dalal, Chair; Andrew Larpent, Chair Emeritus; Femada Shamam, Vice Chair; Dr Renu Varughese, Director along with Dr Praveen Pai, Chairman, CEDAC; Adv. M Anilkumar, Mayor of Kochi Municipal Corporation and other dignitaries.



“A manifesto was signed between CommonAge, CEDAC and the Kochi Municipal Corporation as an important step toward ensuring that Kochi becomes a truly age-friendly city. By working together, a model will be created to inspire other cities to embrace the principles of inclusivity, respect, and support for older persons. We look forward to our continued collaboration and are excited to help Kochi achieve its full potential as a leader in age-friendly development.

By aligning with the WHO’s Global Network of Age-Friendly Cities, we reaffirm our commitment to assist by knowledge sharing to enhance Kochi’s policies, infrastructure, and services, ensuring they adapt to demographic changes and improve the lives of its senior residents.” – Mansur Dalal.

About Our Mission

ASLI 5TH ANNUAL CONCLAVE, BENGALURU

6TH DECEMBER 2024



Senior Care Sector: Ready for Take Off

The most anticipated Senior Care event of the year, focusing on innovation, retirement financing, technology, and human skilling. This event fosters knowledge exchange and brings together industry leaders, experts, government bodies, investors, and businesses to shape the future of senior care in India.

ASLI ANNUAL CONCLAVE , BENGALURU

Mansur Dalal, Chair participated in a Roundtable Discussion on Building Capacity to Serve: The Human Capital Challenge. The Moderator was Dr Karthik Narayan R, Board Member, Association of Senior Living in India; MD, Athulya Senior Care. The other participants were: Dr Shubnum Singh, Board Member Healthcare Sector Skills Council, Confederation of Indian Industry; Dr. Sanju Thomas Abraham, Managing Director, Tamil Nadu Apex Skill Development Center For HealthCare and Nirupama Vellore Ganapathy, Managing Director, Ad Astra Consultants.



ASLI ANNUAL CONCLAVE , BENGALURU

Andrew Larpent, Chair Emeritus was the keynote speaker at the 5TH ASLI Ageing Fest. He spoke on “Ageing in the Commonwealth”, describing the challenges and opportunities of ageing in the Commonwealth, with a focus on the recently published "Roadmap for Healthy Ageing." This roadmap was a central theme of the health justice agenda at CHOGM held in Samoa in October 2024. With particular relevance to Seniors Living providers, the challenges that must be addressed by and with seniors as advancing frailty requires them to make the transition from independent living into care settings. Healthy and active ageing requires a whole of society cultural approach.



ASLI ANNUAL CONCLAVE , BENGALURU



Femada Shamam, Vice Chair, & CEO , The Association for the Aged (Tafta), South Africa participated in a Roundtable Discussion on Technology & Seniors: Is AgeTech for Real?

The Moderator was Mrinalini Mirchandani, Senior Partner, McKinsey & Company.

The other participants were:

Ayush Agrawal, Prev- Founder, Seniority.in, Co-Founder, Kubo Care Private Ltd.

Rohit M A, Managing Partner, Peer Capital, Founder, Cloud Nine

Ganapathy G.R., CFO, Machani Robotics



ASLI ANNUAL CONCLAVE , BENGALURU



Dr. Benazir Patil wins the Founder's Award 2024.

She is the founder of SCHOOL (Society of Community Health Oriented Operational Links), a non-profit focused on supporting vulnerable older adults in India. She holds a Bachelor's from Fergusson College, a Master's in Social Work from Tata Institute of Social Sciences, and a Ph.D. in Public Health Policy from Pune University.

Before founding SCHOOL, Dr. Patil worked with the UN and international organizations on large-scale projects in India, Nepal, Bangladesh, and the UAE. She also contributed to the development of the National Health Profile 2020.

Her flagship initiative, 'Vridhha Mitra' (Friends of Older People), launched in 2018, promotes 'Ageing in Place' by providing home-based care to older adults. The program has expanded to five locations, reaching 46,500 elderly individuals across India. Dr. Patil's work has been recognized by the Government of India, WHO, World Bank, and various philanthropic organizations.

LINKS TO THE EVENT

DemCon24

- Mansur Dalal, speaking on “Technology / AI and Reminiscence Therapy” at DemCon 24, Dementia India Alliance, International Conference in Bengaluru.

<https://www.youtube.com/watch?v=QSSuw60ORQ4>

- Newspaper article on Mansur Dalal, Chair and founder of ELD-AR Memories, on Reminiscence Therapy.

Read the full story here:

<https://www.msn.com/en-in/health/other/the-way-you-drive-can-predict-if-you-re-prone-to-dementia-experts/ar-AA1v1Dj1>

Souhрудam Kochi 2024

- Link to the Event

<https://www.youtube.com/watch?v=QSSuw60ORQ4>

ASLI

- TV news channel coverage of ASLI

<https://www.youtube.com/watch?v=QtOhsmilBvc>

- **Newspaper Article on ASLI:** Addressing an event by the Association of Senior Living India (ASLI) here, leading senior care industry experts highlighted the sector's vast opportunities.

<https://annualconclave.asli.org.in/5th-asli-ageing-fest-newspaper-coverage/>

“The expectations of the government, from institutions like the ASLI, are higher than ever, and we welcome your ideas, which will help us draft policies in line with our goals and societal values,” said Dr V K Paul, Member of the National Institution for Transforming India, (NITI Aayog). He leads the Health, Nutrition and Education verticals.

Read the full newspaper article here:

<https://bhaskarlive.in/need-to-put-in-more-energy-resources-to-improve-senior-care-in-india-dr-vk-paul/>

- **Clippings from the Economic Times**

View Funding for Senior Care Ventures as Long Term, says Nithin Kamath

Our Bureau



Bengaluru: Stock brokerage firm Zerodha's chief executive, Nithin Kamath, said on Friday that those investing in senior care ventures need to view it as a journey of 15-20 years rather than the traditional startup cycles of 7-10 years.

Entrepreneurs need to focus on steady growth rather than rapid scaling, he said. “This isn't about catching a trend. The key is not to build short-term. You're trying to build something before the market

fully develops,” he said, speaking at the Association of Senior Living India's Ageing Fest in Bengaluru.

‘Entrepreneurs need to focus on steady growth rather than rapid scaling’

He emphasised the need to mainstream the idea of ‘senior care’ and bring more awareness to remove the social stigma that exists in society. “There needs to be more effort to build beyond the top 25%,” he added. In October, Kamath's investment firm, Gruhas, contributed \$13 million to a \$20 million seed funding round by eldercare startup Primus Senior Living.

Despite Policy Hurdles, Stakeholders Set Sights on Senior Care Sector

With 1 in every 4 Indians to be a senior citizen by 2050, cos want govt to offer relief at policy level

Puran Choudhary

Bengaluru: One in every four Indians is projected to be a senior citizen by 2050, which suggests that stakeholders in the senior living sector — investors, real estate developers, healthcare providers and technology providers — stand to gain from creating solutions for the silver generation.

While the senior living industry in the country is still in the nascent stage, companies that are currently providing such services are increasingly looking at the government to offer some relief at the policy level.

Speaking on the sidelines of Association of Senior Living India's Ageing Fest in Bengaluru, association chairman Ranjit Mehta told ET: "There's no single nodal agency — we currently deal with the Ministry of Social Justice, Urban Affairs and Housing, and Health. We've requested the government to streamline this."

True changes will come when insurance companies start creating products for seniors, making the whole deal affordable, he said.

Currently, a senior home or apartment falls in the range of ₹50 lakh to ₹1 crore, catering only to the top 1-5% of the society.

There are currently fewer than 100 companies providing senior care in India. As per Mehta, about 1.8 million units are required to cater to seniors, while the country has only 40,000. The 18% GST on senior living services compared to only 5% on hospital care is also a huge pain point for the stakeholders, he said.

Ankur Gupta, joint managing director of Ashiana Housing, said the reverse mortgage policy needs immediate attention.

The policy allows senior citizens to borrow against their home without selling the property, providing them with a steady income. "The



government must push banks to implement it effectively. I once met a National Housing Bank official who claimed the policy was fine because no one was using it. If no one wants it, then the policy isn't working. We need a framework that works for both banks and consumers," Gupta said.

As per data from Niti Aayog's report on Senior Care Reforms released in February 2024, India will have 319 million people aged 65 years or older by 2050, accounting for 20% of the total population.

VCS & DEVELOPERS

Venture capital firm Accel's co-founder, Prashanth Prakash, said he is looking for ideas that not just offer one- or two-fold growth but are transformational.

He also highlighted the need for mainstreaming the idea of health managers. Everybody today is paying for a wealth manager if he or she earns above ₹50 lakh in yearly income, Prakash said, asking: "Why can't we have a health manager?" It's about redefining family health offices in India, offering longitudinal tracking and data-driven engagement, he added.

Real estate players believe that there needs to be a better understanding of the model when building for senior care.

INTRODUCING THE TEAM BEHIND THE INDIA MISSION SUCCESS



Pinto Simon
Secretary, CommonAge
India Chapter
Program Manager, TF
ERCA



Jiji Philip
Vice Chairperson,
CommonAge Indian Chapter
Managing Trustee and CEO,
Travancore Foundation



Bani Jain
Executive Director
Association of Senior
Living India



Stuti Sharma
Association of Senior
Living India



Pritish Nelleri
COO
KHAYAAL



Himanshu Jain
CEO
KHAYAAL



Tabassum Jabbar
Regional Head
KHAYAAL



Simran Rodrigues
DIA



Mahima Chadha
DIA



Chippy Sebastian
DIA