

## 'Senior Citizens Projects Aren't Shelter Homes'

*DELHI-NCR-based UCC Care has undertaken the development of specialised, self-sufficient lifestyle communities for senior citizens across India, one being in Faridabad, while others are coming up in Gurgaon, Mohali, Bangalore and Hyderabad. In an interview with Sanjeev Sinha, Amit Vaidya, director, UCC Care, shares his outlook for senior citizen homes and talks about their own projects. Excerpts:*

**What is the concept of retirement homes and which are the factors driving their demand?**  
Today's senior citizen homes are vibrant complexes that take care of food, housekeeping, health care, recreation and security, allowing senior citizens to enjoy their sunset years. Several factors are driving the demand for retirement housing in India. India's so-called demographic dividend will soon turn grey. The census projections state that the elderly segment would account 9.3 percent share of the entire chunk of the population by 2016. As of 2011, India had 98 million seniors above the age of 60 and is expected to grow to 173 million by 2025. The country's overall population is growing at 1.8 percent annually, but the ranks of senior citizens are swelling at a much faster clip at 3.8 percent every year. Nearly 27 million senior citizens hailing from the premium segment of the society are independent, financially stable, well-travelled, socially connected, and as a result have well developed thoughts of how they want to spend time after retirement. This segment has started gaining attention of the businessmen and policy makers who consider them as a potential market.

**Is there any difference between a senior citizen home and a destitute centre, or both are the same?**  
Housing projects developed to cater the concept of senior citizen homes are different from destitute homes or run-down old-age homes built to cater to the people who are aged and abandoned and live in a pitiable state. The siblings of these people are well established who have not abandoned their parents. In fact, they are caring and very cautious about them. This concept has come up for those people who are looking

for such facilities for their elderly. The aspect of nuclear family has become inevitable. There are families where the young brigade has settled abroad or due to fast paced daily life are unable to devote time to the elderly. This concept caters to the senior citizen population which seeks a smooth transition from their family homes into a lifestyle community, which will enable them to experience a healthy secure and dignified lifestyle.

**What are the facilities generally provided in senior citizen homes and what about your projects?**  
Senior citizen homes offer a multitude of facilities to their occupants and they no longer have to worry about their daily household needs and security issues. Rather they can opt for an active lifestyle and utilize their time in recreational activities, social work and suitable companionship. The residential complex at our Golden Eastate, for

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instance, is build to offer privileged accommodations in suite and studio format. All units are elegantly furnished and aesthetically designed with all modern amenities and gadgets. All the important facilities like hospital, malls, markets, cinema halls and parks are available within the radius of one kilometer of the Golden Estate. It provides 24x7 security, 24x7 in-house medical clinic, complete housekeeping services, in-house physiotherapy unit, entertainment areas like lounges, club, library, theater, spa, and a completely equipped business centre.

**What care is taken in terms of security & medical facility?**  
The facility has a 24x7 manned and electronic security system with controlled entry and exit points. The facility is equipped with its own in-house medical clinic which is staffed 24x7 and is fully equipped to take care of all day-to-day, preventive and emergency medical needs of the residents. In case of any medical urgency requiring hospital level intervention, the resident is shifted under the medical staff's supervision to our partner hospital Fortis in a well-equipped ambulance which is available 24x7. We have also worked hard to ensure that our residents enjoy a home-like stay in a completely secure and safe environment.



Amit Vaidya, director UCC Care