

# Retire in luxury

**TRENDS** Several retirement villages and luxury spaces have come up across the country. Not surprisingly, though. According to research, India will have the highest number of people who are over fifty. Bindu Gopal Rao examines the options available.

Population ageing is one of the most important global trends of the 21st century. In all the developed countries, people in the 60+ bracket have already crossed the seven per cent mark set by the UN to be considered ageing nations and India is no exception. Between 2006 and 2050, while the overall population rises by 40 per cent, those over 60 years will increase by 270 per cent and the 80+ will increase by 500 per cent. By 2050, India will have the highest number of people 50+, overtaking China's current primacy. There are 179 million who are 50+ in India today.

## Homes that care

Perhaps it is a recognition of this potential that have kick-started several projects launched across the country. In Bangalore's retirement village Suvridha, almost all promoters are leading doctors. You pay for 15,000 shares in the company which owns 31 acres of land with a government published guidance value of Rs 40 lakh per acre. As you have 1/200th of the shares in the company, you own 1/200th of the asset of the company and not the cottage. Opines Dr Sheilu Sreenivasan, Founder President, Dignity Foundation, "The word dignity should sum up everything about a senior citizen. Because, when one is 60 and above, it is not the

name, fame, money or position and status that one is after. The mind seeks rest far away from the maddening crowd, a resting place where one can keep one's head high, not dependent on children, a place where one can live with self-esteem, and dignity."

Their residential township for 500 senior citizens is on a 25-acre lush green land. Impact Senior Living Estates (ISLE) is service enabled and fully furnished residential community designed for people over 55 to enjoy life in the way they choose to.

ISLE is a community in community concept integrated functionally with a larger residential community. The Golden Estate offers path breaking infrastructure and management designed to suit specific needs of the elderly, by providing the best in-class care and comfort through a plush community lifestyle solution. Adena from Akshaya Homes is strategically located on Old Mahabalipuram Road, Chennai and comprises 199 homes two bedroom homes ranging from 610 sq ft to 1,046 sq ft. The project has been designed keeping in view that our society is moving away from the traditional joint family system to a nuclear family system.

## Sensitivity first

With the changing social scenario including an increase in the number of nuclear families,



children leaving old parents and going abroad for work, increasing ageing population, increased crimes targeting senior citizens, specialised healthcare needs due to lifestyle related diseases and a significant increase in free time in a senior citizen's life, have escalated the need for a specialist product.

Opines Aman Batra, Chief Operating Officer, ISLE, "The whole concept has been designed in accordance to the needs of every senior citizen. The conceptual master plan of ISLE has been developed by PRP (Pohl Rosa Pohl) the largest residential architecture practice in the UK. They are the leading practice in design and delivery of specialist housing for the elderly designing buildings which deal with various levels of care from independent living to full dementia care.

Further a lot of research has been conducted to understand lifestyle patterns.

Some important features are gradual slopes, ramp access, fresh air ventilation, therapeutic landscape, maximum natural light, anti-skid flooring, emergency buzzers, wheelchair access, level thresholds, grab rails, and seating arrangement in shower area. These are the aspects that make this facility suitable for senior citizens." The unique selling proposition of Dignity Lifestyle is that it is a 'happening place' programmed with things to do throughout the day.

## Pune's Golden Nest

'Golden Nest' is Pune's very first commune designed for senior citizens. "It has an arrangement with Ruby Hall clinic wherein the residents in an emergency will have special status, whereby they need not

fill up forms pay deposit etc. They can also avail of discounts on facilities and services availed at the hospital.

Various other utilities and services which makes it suited for senior citizens includes concierge service, 24 hours security, medical room and doctor on call, physiotherapy room, canteen and central kitchen, 24-hour manning, housekeeping, pest control, laundry, guest accommodation and assisted living, computer room and maintenance, and management of all utilities. Vascon Group and Manisha Constructions conceived the Golden Nest Housing Project.

Vascon Group claimed that this is the first ever project exclusively for senior citizens over 55 years of age," says R Vasudevan, Managing Director, Vascon Engineers Limited.

"The diet of the residents is an integral part of everyday life. Keeping this in minds, the residents are served sumptuous food, recommended and supervised by food experts and prepared from the highest quality groceries by chefs.

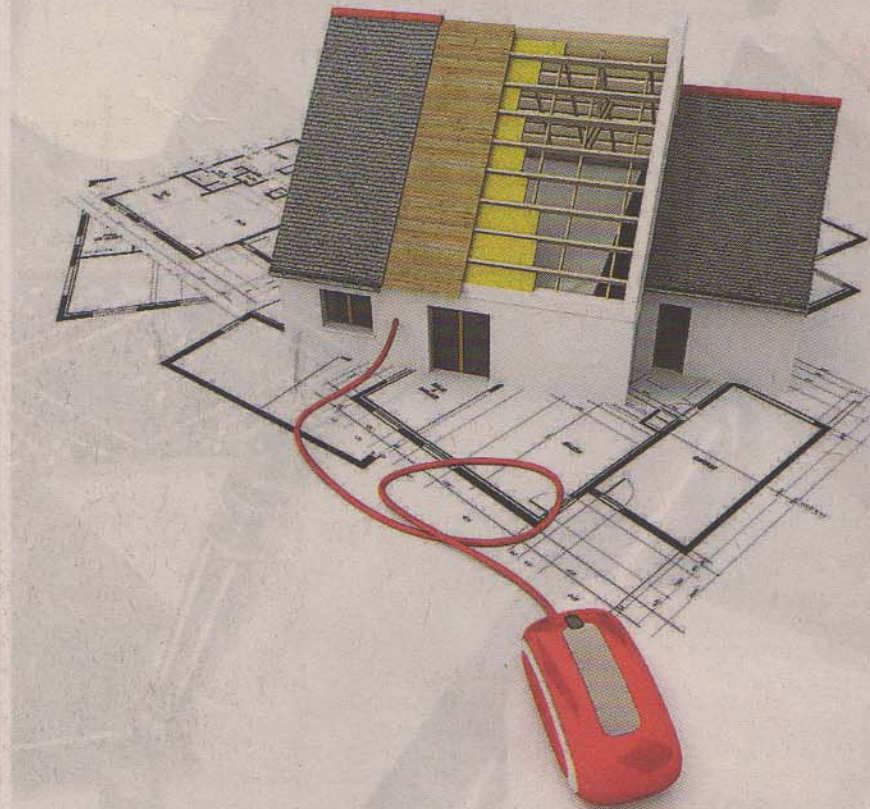
The residents have a choice to keep themselves occupied and indulge in exciting activities at the indoor games area, the entertainment area, the wellness centre, the gym, library or the fully equipped business centre. The health and security of the residents are of supreme priority at The Golden Estate.

Meticulous, rigorous protocols have been defined to provide 24 hour in-house medical support.

Highly advanced electronic surveillance systems of CCTVs, professionally trained security staff and strict safety procedures ensure uncompromising security without invading privacy," says Amit Vaidya, Director, The Golden Estate.

Grab bars in toilets, anti skid tiles in toilets and common area, no sharp edges in common areas, a clinic with pharmacy and an ambulance on call are part of Adena.

Round-the-clock security, professional housekeeping services, access to manned front desk 24X7, on-campus consultancy clinic with a visiting general physician, housekeeping services, utilities, recreation and social activities are all part of the facilities on offer. A variety of scheduled programmes are held round the year. Full-fledged libraries and reading rooms, access to indoor games like carom board, chess and a whole range



**PROJECTS FOR THE ELDERLY** Dignity Lifestyle Retirement Township (top) and (above and left) The Golden Estate.

of Indian local games are available. Then there are also Internet-browsing services, a well-stocked library of books and magazines, Health Club and Fitness Centre, and auditorium. Activities for physical well-being like fitness, yoga and meditation classes as well as spiritual discourses are part of

the activities. At Dignity Lifestyle, social workers are specially trained in geriatric and gerontological care, so they understand you better.

Each resident's progress is closely monitored and assessed periodically - to see how he or she is doing. A specific programme is designed for each

resident, based on physical and cognitive skills, and aptitude. And for those wanting to vent their pent-up emotions and worries, our in-house psychologists will conduct group therapy sessions.

Their 100-bed Geriatric Care Hospital is expected to provide lifetime medical assistance and care to those who need it.

T Chitty Babu, Chairman and CEO, Akshaya Homes adds, "We have decided to venture into this space because elders have specific needs which need to be addressed. We will often find that elders do not venture into malls and multiplexes not because they would not like to but for the reason that we do not take into account the need of elders like ramps, anti-skid flooring, provision of escalators, etc.

Similarly while designing their home we need to take into account that there should be anti skid flooring, grab bars in toilets so that elders do not face problems while sitting down and getting up."

## Products

The market is also abuzz with solutions that hold promise for the retired. Eurovigil Electronic Security Solutions, from the house of Eureka Forbes offers Smart Home System which combines the promise of safe and secure living with utmost comfort, all available at your finger tips.

"What's more, this convenient security solution also allows energy saving which ensures you contribute towards a brighter tomorrow while enjoying your present," says Marzin R Shroff, CEO - Direct Sales and Sr Vice President - Marketing, Eureka Forbes.

The highlight of the product is the integrated control that it offers at the tip of your fingers. The system provides temperature, lights, curtain, air-conditioner and home appliances control all through a touch pad or your mobile phone.

Valueline, India's largest International brand luxury sanitary ware showroom offers Automatic WCs from Sirius brand which are very convenient for senior citizens to use.

It has a hi-tech wireless Digital Remote Control that helps the bowl to be automatically flushed and deodorised.

So much so that to showcase the products and services that are already flourishing in the ageing market in India, Dignity Foundation, the 16-year-old premier NGO specialising in productive ageing opportunities to the 50+ in association with Athashri, the housing company for senior citizens is launching 'The Retirement India EXPO 2011', spread over a month and five cities in September and October 2011.

## Luxury spaces

■ Impact Senior Living Estates (ISLE) is service enabled and fully furnished residential community designed for people over 55 to enjoy life in the way they choose to.

■ Golden Nest is Pune's very first commune designed for senior citizens.

■ In Bangalore's retirement village Suvridha, almost all promoters are leading doctors.

■ Adena from Akshaya Homes is strategically located on Old Mahabalipuram Road, Chennai and comprises 199 homes two bedroom homes ranging from 610 sq ft to 1,046 sq ft.

■ At Dignity Lifestyle, social workers are specially trained in geriatric and gerontological care, so they understand you better.

■ The market is also abuzz with solutions that hold promise for the retired.

■ Eurovigil Electronic Security Solutions, from the house of Eureka Forbes offers Smart Home System which combines the promise of safe and secure living with utmost comfort, all available at your finger tips.