## 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.

one of the most important global trends of the 21st century. In all the developed countries, people in the 60+ 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 priwho are 50+ in India today.

Homes that care Perhaps it is a recognition of this potential that have kickstarted several projects launched across the country. In Bangalore's retirement village Suvidha, 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

opulation ageing is 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 bracket have already crossed on children, a place where one can live with self-esteem, and

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 commacy. There are 179 million munity 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 60 and above, it is not the the number of nuclear families,



children leaving old parents and going abroad for work, increasing ageing population, increased crimes targeting sen-ior 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

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

been conducted to understand lifestyle patterns.

gradual slopes, ramp access, ral light, anti-skid flooring, emergency buzzers, wheelchair access, level thresholds, cols have been defined to prograb rails, and seating arrangement in shower area. These are support. the aspects that make this facility suitable for senior citi- surveillance systems of CCTVs. zens." The unique selling professionally trained security throughout the day.

## **Pune's Golden Nest**

clinic wherein the residents in are part of Adena. an emergency will have special Round-the-clock security, status, whereby they need not professional housekeeping

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 activi-Further a lot of research has ties at the indoor games area, the entertainment area, the wellness centre, the gym, li-Some important features are brary or the fully equipped business centre. The health fresh air ventilation, therapeu- and security of the residents tic landscape, maximum natu- are of supreme priority at The Golden Estate.

Meticulous, rigorous protovide 24 hour in-house medical

Highly advanced electronic proposition of Dignity Lifestyle staff and strict safety proceis that it is a 'happening place' dures ensure uncompromising programmed with things to do security without invading privacy," says Amit Vaidya, Director, The Golden Estate.

Grab bars in toilets, anti skid 'Golden Nest' is Pune's very tiles in toilets and common first commune designed for area, no sharp edges in comsenior citizens. "It has an mon areas, a clinic with phararrangement with Ruby Hall macy and an ambulance on call

> services, access to manned front desk 24X7, on-campus consultancy clinic with a visiting general physician, housekeeping services, utilities, able. Then there are also Interrecreation and social activities net-browsing services, a wellare all part of the facilities on stocked library of books and offer. A variety of scheduled programmes are held round the year. Full-fledged libraries um. Activities for physical welland reading rooms, access to being like fitness, yoga and indoor games like carom meditation classes as well as she is doing. A specific pro-





of Indian local games are availthe activities. At Dignity they understand you better. magazines, Health Club and Fitness Centre, and auditori-

Lifestyle, social workers are specially trained in geriatric and gerontological care, so

Each resident's progress is closely monitored and assessed periodically - to see how he or 

And for those wanting to vent their pent-up emotions and worries, our in-house psychologists will conduct group ther-Their 100-bed Geriatric Care Hospital is expected to

resident, based on physical and

cognitive skills, and aptitude.

provide lifetime medical assistance and care to those who

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

"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 16year-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 Octo-

ber 2011.

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

Luxury spaces

■Impact Senior Living Estates

(ISLE) is service enabled and

community designed for peo-

fully furnished residential

ple over 55 to enjoy life in

■Golden Nest is Pune's very

first commune designed for

■In Bangalore's retirement

village Suvidha, almost all

promoters are leading doc-

Homes is strategically located

on Old Mahabalipuram Road,

Chennai and comprises 199

homes two bedroom homes

■Adena from Akshaya

the way they choose to.

senior citizens.

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.