



OLDER ADULTS DEMOGRAPHIC SHIFT

INDIA'S SPECIAL CHALLENGE...

RAVI BALA

CONSULTANT - AGETECH, DHAF, LINKAGE LAUNCH





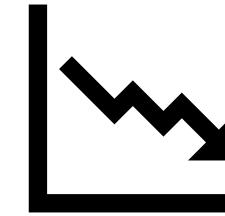
LIKE THE REST OF THE WORLD



LIFE
EXPECTANCY
INCREASING



BIRTH RATE
FALLING

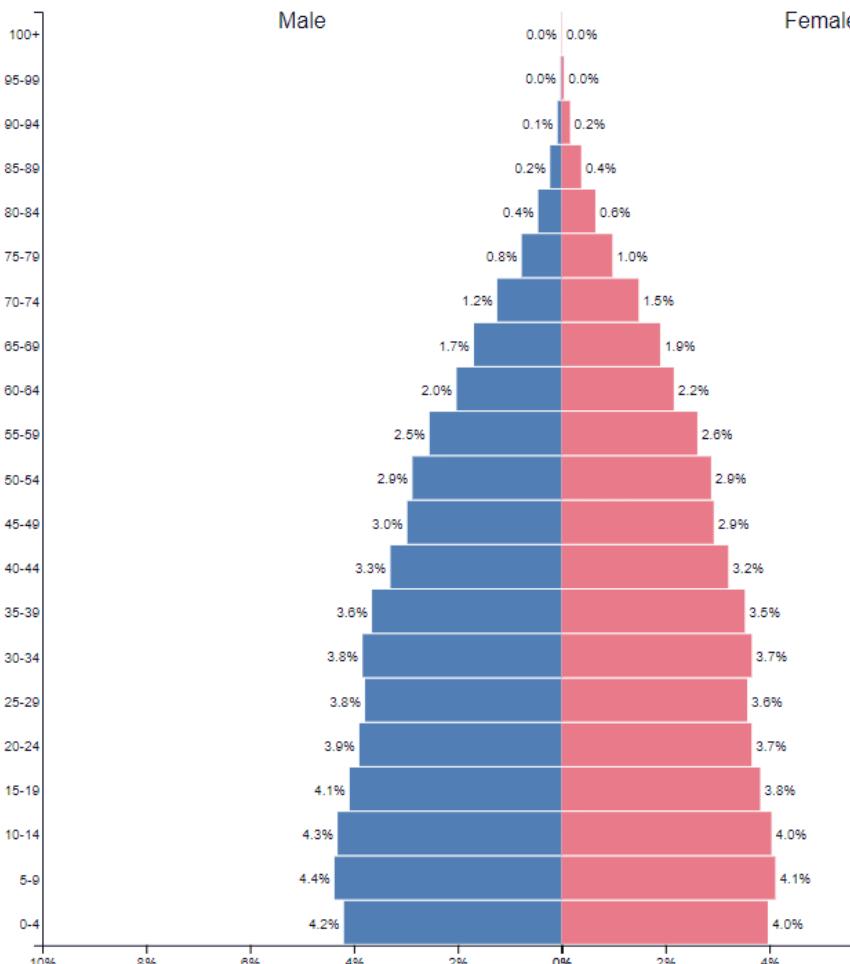


LIKE THE REST OF THE WORLD

WORLD ▾

2023

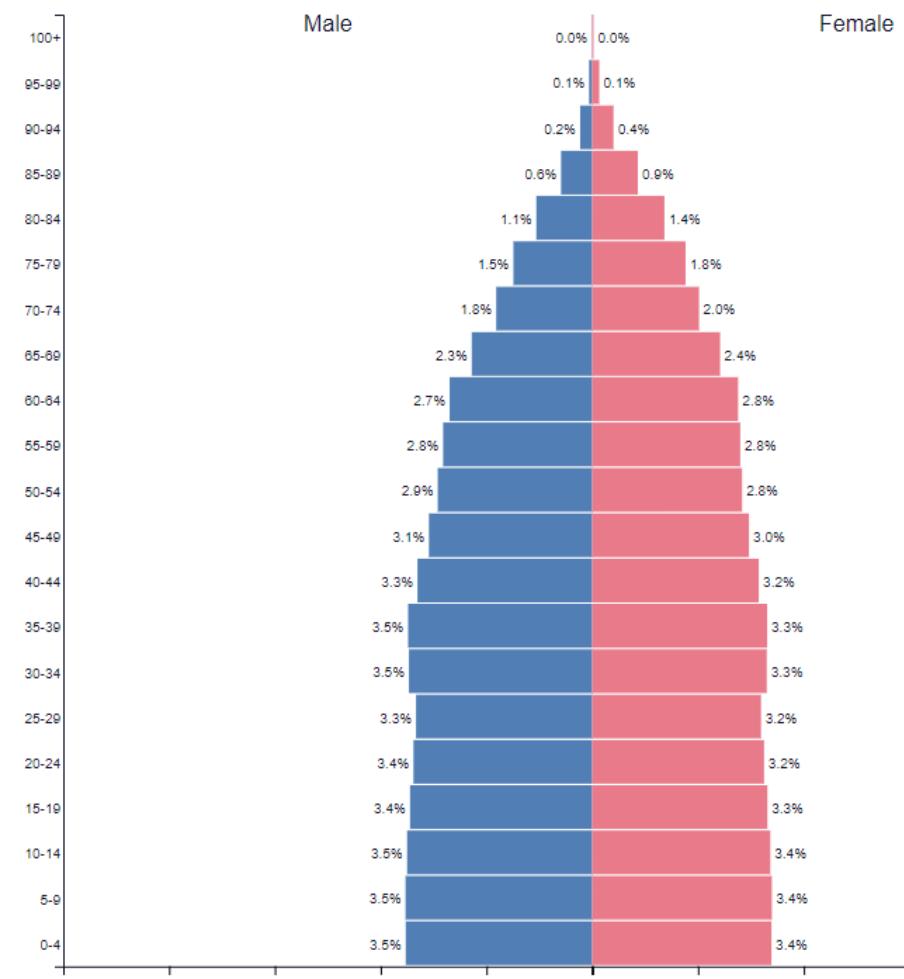
Population: 8,045,311,447



WORLD ▾

2050

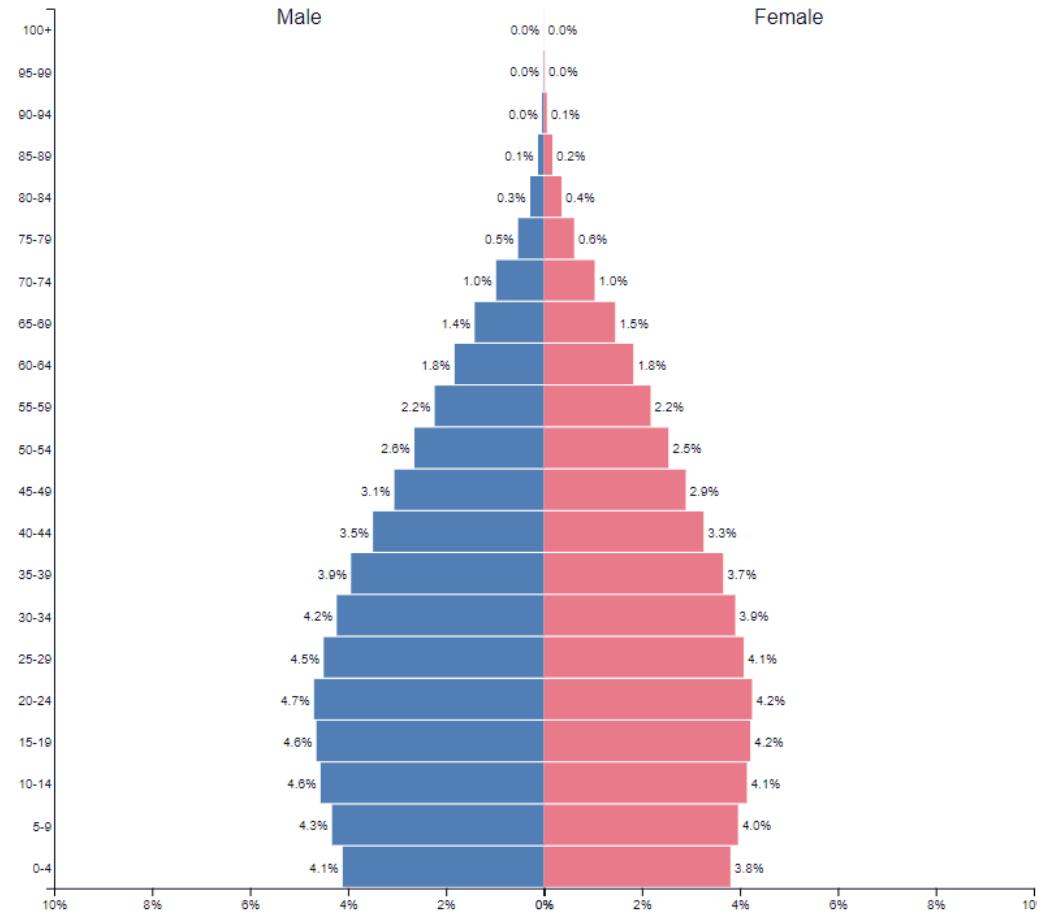
Population: 9,709,491,760



LIKE THE REST OF THE WORLD

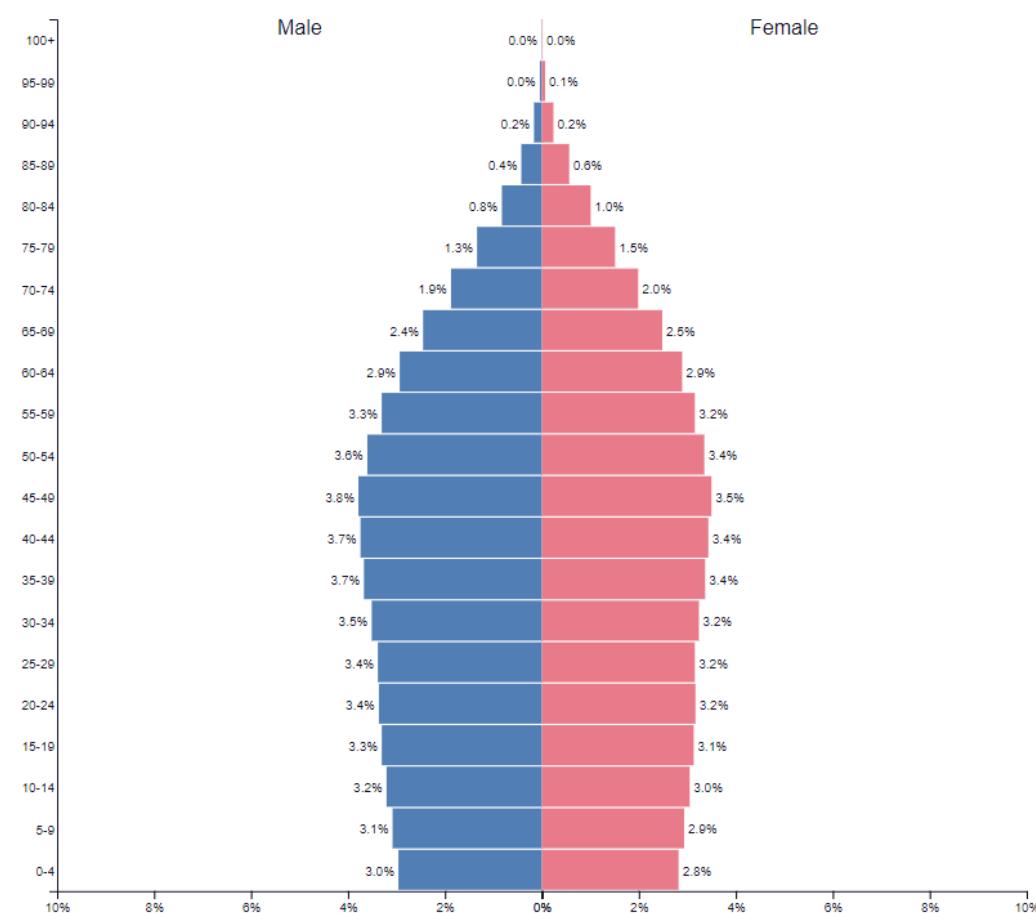
India ▾

2023



India ▾

2050



WHAT'S DIFFERENT?

2023

SCALE



1,428,000,000



143,000,000



WHAT'S DIFFERENT?

2050

SCALE



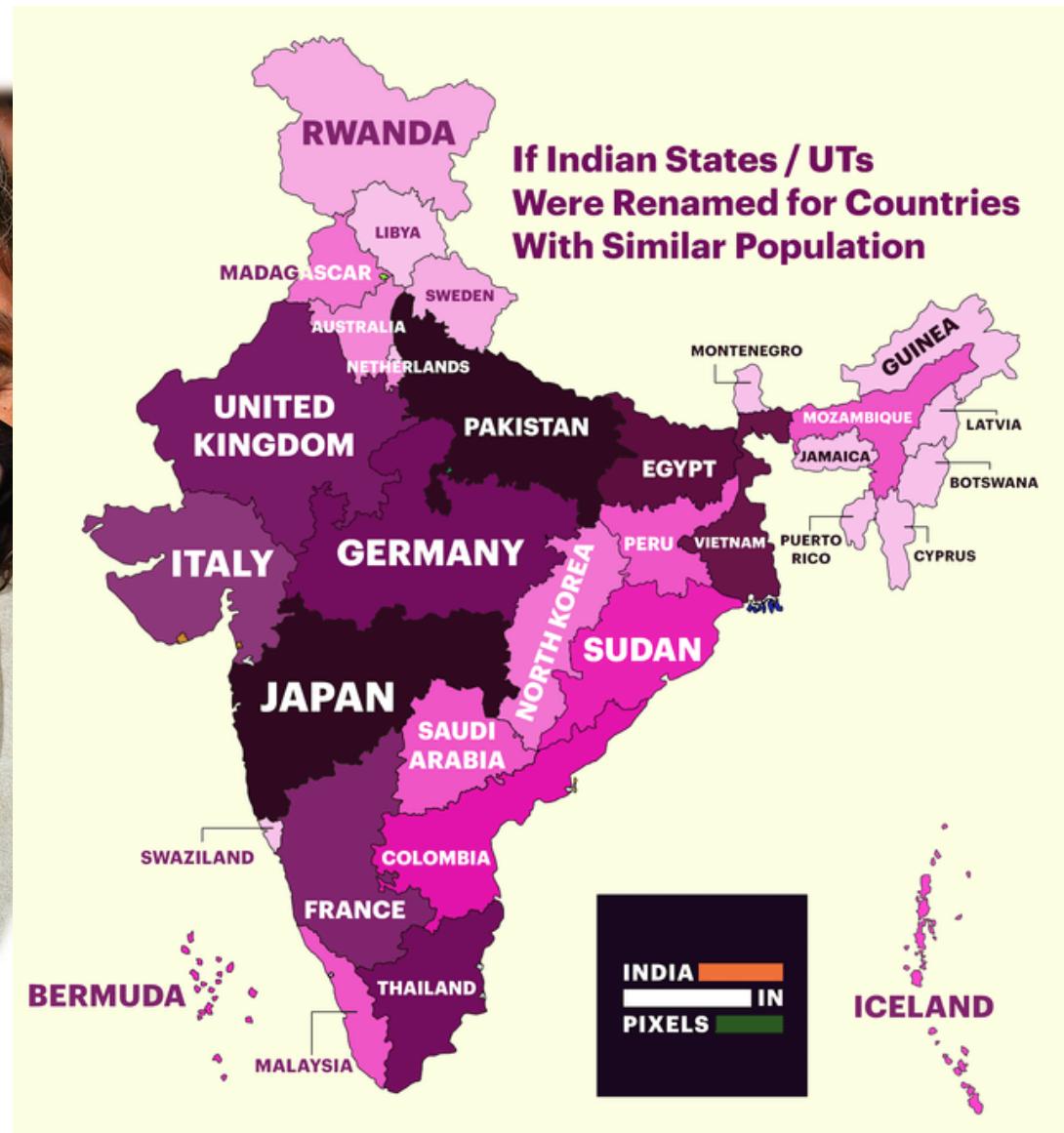
1,670,000,000



347,000,000



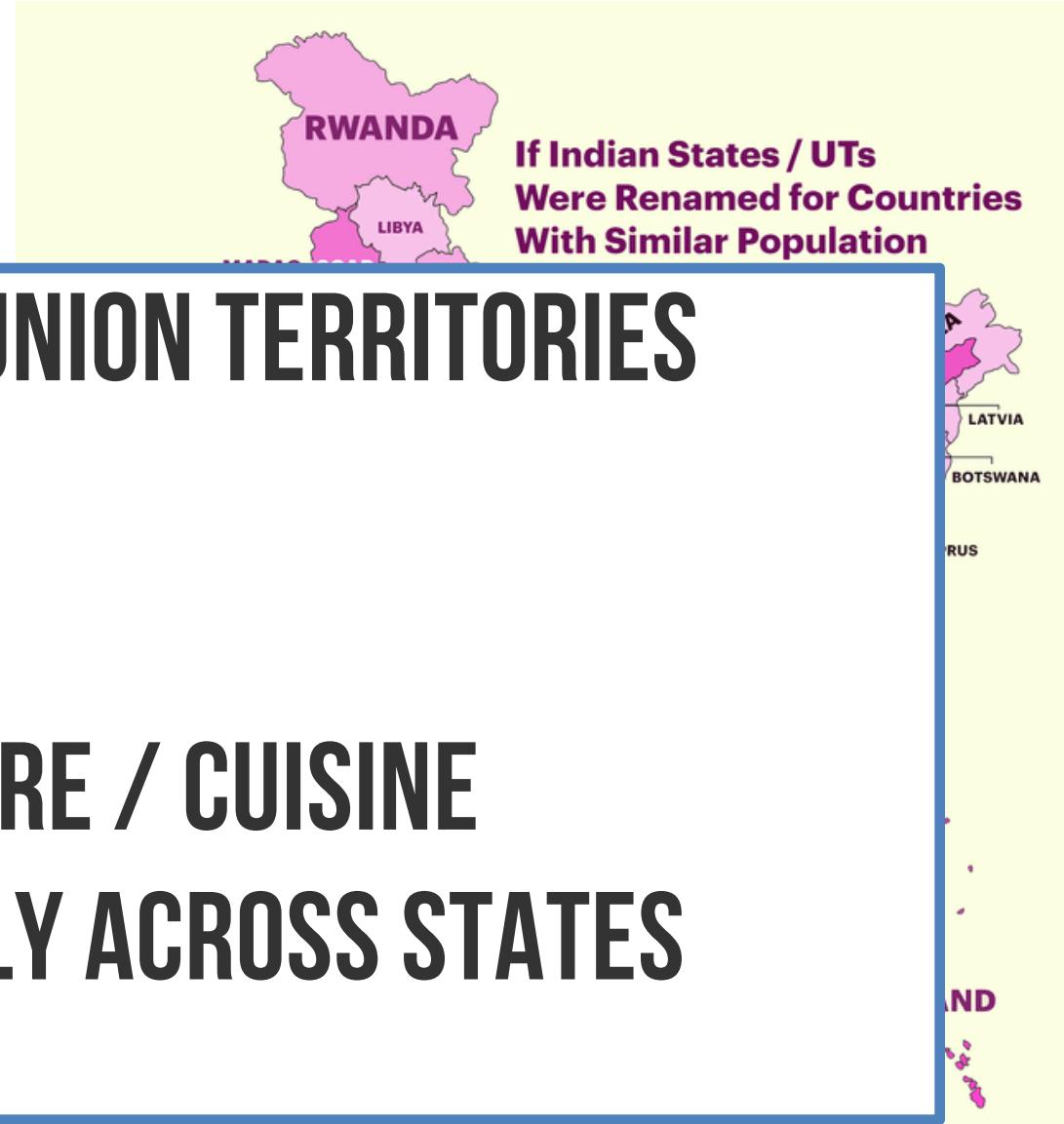
MANY COUNTRIES IN A COUNTRY

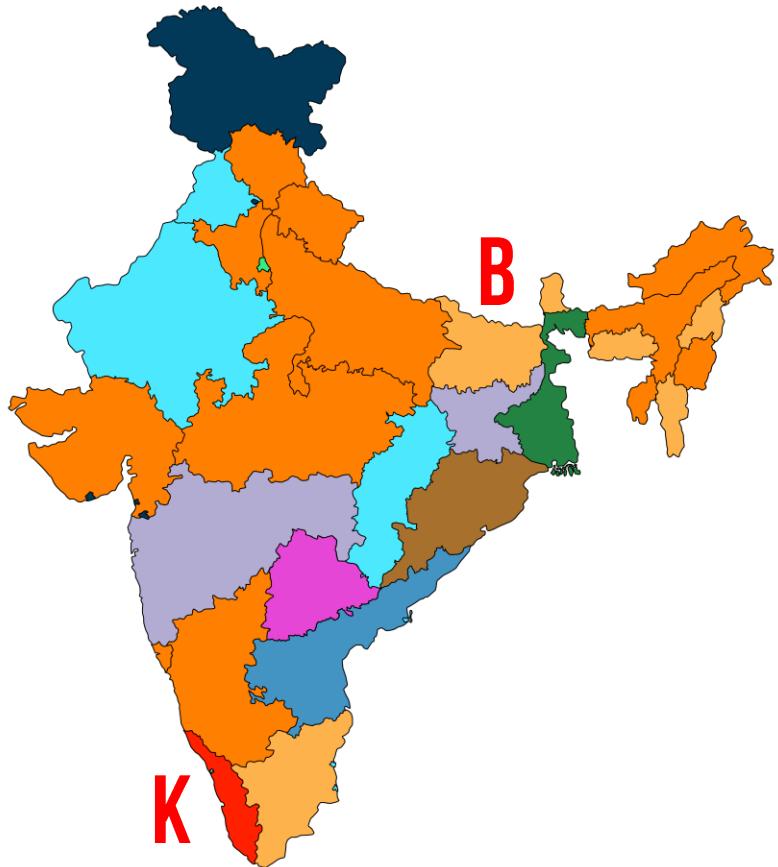


MANY COUNTRIES IN A COUNTRY



- **28 STATES + 8 UNION TERRITORIES**
- **22 LANGUAGES**
- **300 DIALECTS**
- **DISTINCT CULTURE / CUISINE**
- **AGE DIFFERENTLY ACROSS STATES**





KERALA

16.5% ELDERLY
75 YRS. LE (EU)
RLE@60 = 18

BIHAR

7.7% ELDERLY
63.7 YRS. LE (AFRICA)
RLE@60 = 17
FEMALE < MALE

EDUCATION, WEALTH, HEALTH, FERTILITY RATES ALL VARIED



ELDERLY

75% RURAL

7% MORE FEMALES

**SIGNIFICANT RURAL
URBAN VARIANCE IN LE
AND RLE@60**



CHALLENGES

- HCP SHORTAGE
- AGEISM – RETIREMENT @ 60
- NO SOCIAL SECURITY
- LACK OF AWARENESS AND FOCUS ON ELDER NEEDS



NO SOCIAL SECURITY

- LASI: 36% OF 60+ WORK
- 12% OF MEN == PENSION
 - 3% OF WOMEN
- 88% INFORMAL WORK SECTOR
- NATIONAL PENSION
 - BPL
 - 200+600 RS./MO.



GOVERNMENT INITIATIVES

**PRIMARILY PENSION ENABLING
SCHEMES – HIGHER INTEREST RATES**

AYUSHMAN BHARAT



NON-PROFIT INITIATIVES

- **HELPAGE INDIA – MOBILE HC UNITS**
- **DIGNITY FOUNDATION –
RETIREMENT TOWNSHIPS**

**KEY CHALLENGES – FUNDING /
SCALING**



SENIOR LIVING COMMUNITIES

- ASHIANA
- COLUMBIA PACIFIC (HOSPITALS)
- COHIVE
- ATHULYA INNOVATIONS (GOLDEN AGE CONNECT)
- TOP 15% ONLY

AGEING AT HOME



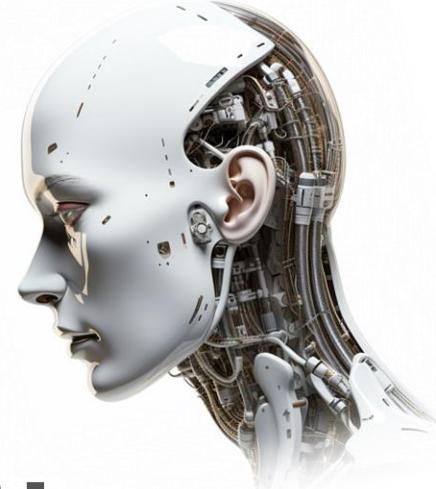
- EMOHA
- TRIBECA
- SAMARTH
- CARE24-INDIA
- ANVAYAA
- AFFORDABILITY



AGECARE HIERARCHY

- **ULTRA RICH – HOME PRIVATE CARE**
- **UPPER MIDDLE CLASS - SLC**
- **MIDDLE CLASS – HOME HELP**
- **REST – FAMILY CARE**

HOPE???



- DIGITIZATION/AI
- AADHAR
- UPI -- UHI
- AYUSHMAN BHARAT



ACTION



- TECHNOLOGY -> HEALTHCARE
- CAREGIVING MODEL EXPERIMENTS
- ELDER CAREGIVER SUPPORT
- ENABLE ELDER WORK
- ELDER HOUSING MODS FUNDING
- SS AND PENSION

ACKNOWLEDGEMENTS

- DR. CP MURALIDHARA, JEEVIN
- ARUN PAUL, CEO PRIYA LIVING
- BHAVANA ISSAR, CAREGIVER SAATHI
- BANI JAIN, ASSOC OF SL INDIA
- ANKUR GUPTA, MD ASHIANA LIVING
- PANKAJ MEHROTRA, CONSULTANT
- DR. ARUN BALACHANDRAN, COLUMBIA U

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നുംഗ്രി

നീളം
THANK YOU

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ধন্যবাদ

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THANK YOU

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