

# How welcoming are Indians of senior living projects?

With the concept of senior living gathering momentum in India, we spoke to a few folks, young and senior, to gauge if they are willing to opt for such projects

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A recent survey by JLL stated that from more than 125 of the most influential investment leaders who specialise in the senior housing sector, 44 per cent said that they would increase their exposure to senior housing this year; 44 per cent indicated that they would make no change and just 12 per cent stated that they plan to reduce their exposure to senior living. While this concept seems interesting, is it welcome in India? Let's understand.



It is a good and helpful concept. But, I am unsure if it is really a comforting one. As we age, we often prefer the comfort of our own home rather than beginning a totally new life in an unfamiliar place.

— Mrudula Kolshetkar, 59, bank employee



The concept is extremely practical in the current scenario where especially in India, children are looking at settling abroad. Most of the elderly parents due to their rooted approach, still opt for staying back in India and thus live alone. Since a few of today's elderly parents are monetarily well-to-do, they can afford to rent or



Senior living projects are a great option for someone like me (read: widow with no children). But I will invest in such a project once I feel I am unable to take care of myself and need assistance. I believe such facilities should be encouraged as they are more sophisticated than old-age homes. It's always good to have our children around but it's time that people start thinking practically. Such facilities give independence to the elderly; they don't have to depend on anyone, and no one needs to accommodate the needs of the elderly in the home. In the end, all that matters at this age is peace of mind, good medical support and freedom to live the way we wish to.

— Vinaya Pathare, 72, senior citizen



Whatever fancy name you give, a senior living facility is nothing less than an old-age home. Also, you either must buy a home or take it on rent; and both are expensive options. So, buying a home in such a facility is not an option that would make sense to many. Additionally, only financially affluent people can avail the services of these facilities presently. Instead, it is better to provide these services at respective homes and at a reasonable price so that the majority of people can avail of the services. For instance, the doctors can visit all clients in a specific area on the same day; a doctor can be assigned to each area on a specific day.

— Swapnalata, 67, retired teacher



It is a unique concept in a new world view, especially for a country like India where traditionally senior citizens are taken care of by their children. While the concept is new, it can be very practical in many aspects; especially in cases where senior citizens are abandoned by their kids and there is no assurance about them getting the necessary medical assistance that is utmost necessary for aged groups. Such townships can be often mistaken for old-age homes, but this concept is great and if managed properly, can be very effective in Indian subcultures. It is however necessary that senior citizens spend enough time with their children and grandchildren.

— Praadnya Wadke, 27, private sector employee

buy an apartment in a senior living complex. This allows them to live a dignified life on their terms with adequate social and medical help. In our society, where people don't have time to pay heed to their family members, elderly singles and couples are intentionally or unintentionally left ostracised. This concept brings like-minded citizens together and helps develop a sense of community. I see no reason for a taboo to be associated with it. It's a win-win situation for everyone. The children will not hesitate to avail of the

opportunities abroad and will not suffer from guilt; the society will have no reasons to blame them for the same as everyone could avail of this option. The elderly, with and without any children, would be in an equal social atmosphere, and everyone's independence will remain intact. Till this convenient option is not cursed by corrupt facilitators from the hospitality and the medical fraternity, it seems an ideal option at present and for the future.

— Girija G, 32, private sector employee