

IMMERSIVE TECH FOR SENIOR CARE

*Innovative
Approach*



OVERVIEW OF THE ELDERLY POPULATION IN INDIA

Demographic Statistics:

- Current Elderly Population: 1040 Lacs (10% of total India's population)
- Projected Elderly Population by 2050: 3190 Lacs (20% of total Indian population)
- Growth Rate: 3% per year

Physical Health Status:

- 25% of Indians over 60 and 20% over 45 report poor health.
- 40% of the elderly have disabilities, with 25% experiencing multi-morbidity.

Functional Abilities and Mobility:

- 11% of seniors have impairments affecting daily activities.
- Mobility issues lead to increased fall risks and limited access to supportive technologies.

The NITI Aayog's position paper titled "*Senior Care Reforms in India - Reimagining the Senior Care Paradigm*" published in Feb. 2024 highlights challenges and opportunities for the elderly population in India, emphasizing on the need for comprehensive reforms across various sectors. Ananda Vriddhi Foundation has taken initiatives to address certain key issues through innovative programs aimed at improving the quality of life for senior citizens.



*Virtual
Tour*

Mental Health Status:

- 20% of the elderly face mental health challenges, with a significant prevalence of undiagnosed depression.
- An estimated 4 million currently suffer from dementia, projected to rise to 13.4 million by 2050.

Digital Divide:

- A significant digital divide exists, with many seniors facing challenges in using digital devices due to physical and cognitive limitations. This gap hinders their access to essential services and information.

Key Learnings from Global Practices:

- The position paper draws insights from successful international practices, particularly in digital inclusion for seniors. **Technologies such as Virtual Reality(VR) and AI-driven tools can enhance independence and reduce social isolation among the elderly.**



Immersive Journeys

Statistics and Recommendations sourced from NITI Aayog's position paper titled "Senior Care Reforms in India - Reimagining the Senior Care Paradigm"

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ANANDA VRIDDHI FOUNDATION'S INITIATIVES

In line with NITI Aayog's recommendations, Ananda Vriddhi Foundation is actively implementing programs aimed at digital empowerment and social inclusion for senior citizens. Our key initiatives include:

Dekho Apna Desh Program:

- Digital Exploration: This program enables seniors to virtually explore touristic locations, enhancing their mental well-being and reducing feelings of loneliness and boredom.
- Positive Impact: Over the past two years, the initiative has benefited more than 1,000 seniors across 30 elderly care institutions.
- Collaboration: In partnership with TellMe Digiinfotech Pvt. Ltd., recognized for its innovative approach & rich digital media content, we continue to expand the program's reach.

Impact and Future Directions:

- Bridging the Digital Divide: Our ongoing efforts focus on empowering seniors through immersive digital experiences, ensuring they remain active and engaged in society.
- Commitment to Quality of Life: By integrating technology into senior care, we are dedicated to improving the overall quality of life for elderly individuals.

Comprehensive Approach:

- Guiding Framework: The insights from NITI Aayog's position paper guide our initiatives, emphasizing a multi-faceted approach to senior care.
- Focus Areas: Our programs encompass health, social, economic, and digital empowerment, addressing the diverse needs of the elderly population.

Through continued innovation and collaboration, Ananda Vriddhi Foundation aims to significantly contribute to the evolving landscape of senior care in India, ensuring that seniors lead fulfilling and independent lives.