



***A Dedicated Website for Senior Citizens and their Family members***

***Silver Innings, A New Beginning.....***

# Ageing



- **"Trees grow stronger over the years, rivers wider. Likewise, with age, human beings gain immeasurable depth and breadth of experience and wisdom. That is why older persons should be not only respected and revered; they should be utilized as the rich resource to society that they are": [United Nations Secretary-General Kofi Annan](#)**

# Ageing in India



- **India is currently experiencing a demographic change** characterised by Declining fertility and mortality rates, Improved living standards and Higher life expectancy
- **As a result India's population is ageing rapidly**
- **Even as the graying population increases, urban migration and changing social structures have reduced the old-age support** traditionally provided by Joint Family
- **Thus, social safety nets in urban areas and rural area require different design** and competencies and will be more costly to provide

# Senior Citizens



- **Generally, all over the world, the categorisation of senior citizens is based purely on age. This varies anywhere between 55 and 65. A very painful definition of a senior citizen has been given as “a person who lacks basic motor skills and the ability to hear, drive, stand up straight, walk, think clearly, or provide basic financial support for him/her self.”**
- **But surprisingly, the term senior citizen is not used for those who are over 60 but are active in politics or running industries**
- **Senior citizens are first ‘senior’ not only because of their age, but because they have much more experience than the rest of the population and as ‘citizens’ they have the right to participate in the affairs of society and the community**

# Issues



- As a previously working and earning person slides into the ‘senior citizen’ slot, he automatically undergoes a **mental trauma**, as **society and the government start treating him as a load** on the existing system.
- **Disturbing factor is growing distance in human relationships at all levels.** The young are busy with their careers, the middle-aged with achieving position and prestige and everyone with competition and the resultant rat race. Technology has drastically cut into inter-communication between people and has seriously reduced normal conversations.
- **The area where the senior citizens suffer the most** is the total lack of concern of the government and society for the practical difficulties they encounter in their daily life — whether it be waiting in a queue inside an office or at a bus stop outside or understanding the modern gadgets of communication, documents, etc. The list is endless.....

# The main problem For Elderly :Pan India

- Poverty among the Elderly
- Illiteracy
- Employment
- Dependency
- Living Arrangements
- Health Problems and Physical Disabilities



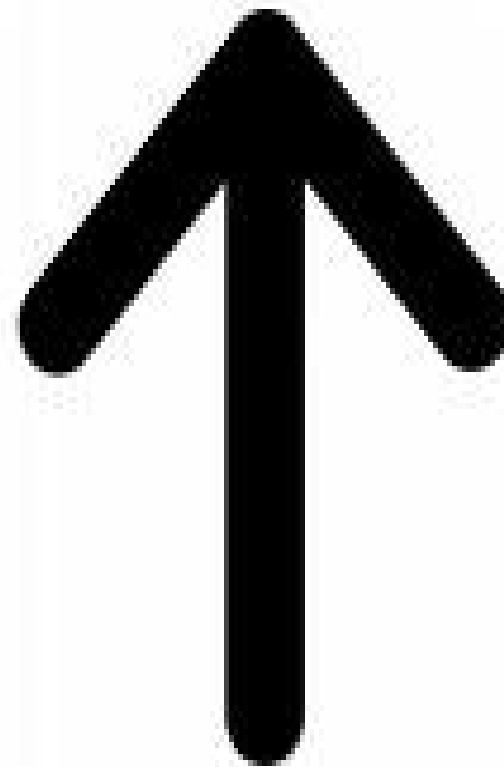
# Elder :Vital Statistics



- **2001 Census 7, 66, 22,321: 7.5% of Total population**
- **Male 37,768,327: 7.1% of total population**
- **Female 38,853,994: 7.8% of total population**
- People in Rural 72.2% People in Urban 27.8%
- **According to UN urban population** in India will increase from 30 % in 2010 to more than 50 % by 2045.
- Projected Elderly in 2008 @ 7.5% will be 8, 60, 75, 775
- **According to UN by 2050, nearly 20% of India's population will comprise of people over the age of 60 years**

# Life expectancy

- In 1970 49
- In 1990 58
- In 2005 64
- In 2008 68



# Why Silver Innings



- With more than three years experience in Social sector especially for Elder Care I have found that **there is still lot to be done for Seniors**
- There are many NGO's / organisation working for cause of women, children, education, AIDS; but there are **hardly few** (infact handful) organisation working in this domain, and that too they are placed in big cities like Mumbai, Delhi, Bangalore etc
- **Government too is not much bothered** about this **most neglected segment**, though lately there are few initiative taken by central government but Forget State government

# Why Silver Innings



- **Also it is found that for any information on net,** seniors or there family members have to surf as many sites for the different information they require regarding elders
- **There is vaccum** for more organisation and more concentrated effort
- We thought of forming new NGO, but then we needed many like minded people- Right Team and Funds. So till then it was best to **channelise all our expertise and experience and host a website which will be One stop Destination/Resource for all the information related to Senior Citizens**
- **There are many website for seniors, but most of them are being run by organisation and provide info on service provided by themselves.** But there are hardly website that gives objective and comprehensive information on the issues and problems of Elders.

# What is Silver Innings



- **A one stop destination** for information for the Elderly and their family members
- All the information for Elderly **under One Roof**
- **Silver Innings is a new beginning for our Elders.** It is a new path, **the journey of successful ageing**
- **It is an initiative by four youngsters** far removed in distance but united in the cause of Elders
- **Who's afraid of Ageing** is what this team believes in.
- The team also wanted to disseminate through this website the concept of **productive ageing**, the **new mantra** for aging gracefully

# Team



• **Sailesh Mishra : Founder**



• **Hendi Lingiah : Clinical Psychologist, France**



• **Prof Parul Kilbilwala : L T College of Nursing  
SNDT University**

• **Swati Ingole : MSW**, The Family Welfare Agency

• **A Research Scholar** : due to her commitment, she

can't join us now  
[www.silverinstitute.com](http://www.silverinstitute.com)

# Silver Innings Website



- **Dedicated ,Comprehensive and Interactive**
- **The name was selected by mass participation by Elderly** from all over the Globe
- **Elder Friendly Techniques** have been incorporated like Text Size, Color, Less cursor movement , Universal screen resolution 10254 x 768 , Easy Menu , Helpful Icons
- **Contributors include Elders**
- **Free primary membership**
- **Group and community**
- **Regularly update**

# [www.silverinnings.com](http://www.silverinnings.com)

- Ageing
- Health and Fitness
- Finance
- Elder Law
- Relationship
- Directory and Resources
- Hobbies and Activities
- Get Involved
- Ask the Expert
- Products
- News and Event
- Silver Personality of the Month
- Old Age Homes Directory
- Elder Help lines Directory
- Website Guide



# What we intend to do: 1



- Currently **Web based** service only
- **Utilise technology** as medium to share and create information
- **Networking** with like minded organisation
- **Not to work in isolation**, partnership with other service oriented organisation
- **Advocacy** for Elder cause
- **Lobby for cause not for organisation**
- **Marketing the cause**
- A step towards **our own NGO** in future to work at **Grass Root level for Elderly**, the common man – poor or rich , urban or rural
- **Sensitize** community and society towards the cause of Elderly
- Promote **intergenerational programmes**
- **Empowering Elders in their own community / locality**

# What we intend to do:2



- **Advocate for separate ministry** / independent state minister
- Ask Political parties to have **Vayaskar/Senior Citizens/Jeshta Nagrik Brigade**
- More **Involvement of Youngsters**
- Time to Time **Petitions**
- Promote **CSR for Elderly**
- Make **Elder Care products and services** available
- **Promote Life long Learning :Adult Education and IT Knowledge**
- **Competitions** – Architecture , Indigenous Product Design and Manufacturing , Talent
- **Self Sustainable Module** for Website and Elder organisation
- **Home Base service**
- **R & D** in Alternate Therapy

# Success with you



- **This website can only be successful through active participation** of Elders and their family members
- **Team effort and Passion** towards the cause
- **Its our Gift and Tribute to our Elders** for taken care of us and spent their life for Family, Society and Country
- **We sincerely hope our efforts will help our Elders to live a happy, peaceful and dignified life**

# Age Quote



**Age is an issue of mind over matter. If you don't mind, it doesn't matter**

-- Mark Twain

**You don't stop laughing because you grow old.  
You grow old because you stop laughing**

-- Michael Pritchard

Thank you for being our Inspiration



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