



COVERAGE DOSSIER

For

January 2024

SHEOWS

**Prepared by
Team One2en**

TO : SHEOWS

ATTN : Ms. Anshima

FROM : One2en, Chandigarh

DATE : 29th January, 2024

Coverage Generated

S.No.	Portal	Date	Link
1.	News18	27th December, 2023	https://www.news18.com/lifestyle/health-and-fitness-nutritious-meals-are-important-for-the-elderly-in-winters-8727120.html
2.	Zee News	2nd January, 2024	https://zeenews.india.com/health/recreational-activities-are-more-than-fun-its-therapeutic-for-elderly-check-key-benefits-2706066
3.	Media Insights	4th January, 2024	https://mediainsights.in/recreational-activities-are-more-than-fun-its-therapeutic-for-elderly-check-key-benefits-mediainsights-in/
4.	Auto Spyders	5th January, 2024	https://www.autospyders.com/newssearch/nutritious-meals-are-important-for-the-elderly-in-winters-83373.html
5.	UP Gramin News	5th January, 2024	https://upgraminnews.in/archives/8029

Coverage Generated- Press Release

S.No.	Portal	Date	Link/Page No.
1.	Samachar Lahrein	4th January, 2024	https://samacharlahrein.com/social/sheows-old-age-home-rings-in-new-year-with-celebrations/
2.	APN News	4th January, 2024	https://www.apnnews.com/sheows-old-age-home-rings-in-new-year-with-heartwarming-celebrations/?_cf_chl_tk=n2XJU8FA9bB9ACTR4MqTkhnKX1CB7LMlArPM_QMzthk-1704975565-0-gaNycGzNDrs
3.	Media Brief	6th January, 2024	https://mediabrief.com/sheows-old-age-home-rings-in-new-year-with-joyful-celebration-pooja-rituals/
4.	CSR Mandate	8th January, 2024	https://www.csrmandate.org/sheows-old-age-home-rings-in-new-year-with-heartwarming-celebrations/
5.	Oh Women	8th January, 2024	https://ohwomen.in/post/sheows-old-age-home-rings-in-new-year-with-heartwarming-celebrations/60113416

Costing - Online

S. No.	Portal	Cost
1	News18	2,00,000
2	Zee News	2,00,000
3	Media Insights	75,000
4	Auto Spyders	75,000
5	UP Gramin News	75,000
	Total	6,25,000

Costing - Press Release

S. No.	Portal	Cost
1	Samachar Lahrein	1,25,000
2	APN News	1,20,000
3	Media Brief	1,75,000
4	CSR Mandate	1,25,000
5	Oh Women	1,25,000
	Total	6,70,000

Total PR Value: 12,95,000 X 3 = 38,85,000

Please Note:

PR Value = Ad Value (Estimated value of the publication basis the readership/viewership) + Size or pages of the coverage garnered * 3

**We value editorial coverage based on audience numbers, advertising rates and the length of a story. We use advertising rate cards to calculate that number. Once the ad value amount is determined, the publicity value is calculated. It is traditionally three times the ad value. Hence, the value is multiplied by 3.

ONLINE

Publication: News18

Headline: Nutritious Meals Are Important For The Elderly in Winters

Date: 27th December, 2023

Link:

<https://www.news18.com/lifestyle/health-and-fitness-nutritious-meals-are-important-for-the-elderly-in-winters-8727120.html>



Nutritious Meals Are Important For The Elderly in Winters

• Curated By: [Lifestyle Desk](#) • [News18.com](#) • Last Updated: JANUARY 03, 2024, 21:12 IST • [New Delhi, India](#)



Old-age homes should focus on providing full meals tailored to meet the nutritional needs of the elderly

Dr. G.P. Bhagat, Founder, SHEOWS explains how full meals are important for the elderly.

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As winter blankets are being taken out of our trunks to combat the winter chill, the yearning for warmth is paramount at this hour, the weather not only urges us to bundle up but also calls for a thoughtful reassessment of our diets. While a wholesome diet remains crucial year-round, its significance amplifies for the elderly as temperatures drop. Aging brings about shifts in our bodies, necessitating tailored diets for optimal nutrition. In this winter narrative, the role of old age homes becomes pivotal in ensuring that the elderly receive nourishing, warm, and full meals crafted to meet their unique nutritional needs.

NAVIGATING WINTER CHALLENGES FOR THE ELDERLY AND ENHANCING IMMUNITY

The advent of winter not only ushers in joyous festivities but also presents a spectrum of health challenges. Addressing these concerns becomes paramount, underscoring the necessity for a proper and nutrient-rich diet. Health professionals, particularly those caring for the elderly in Old Age Homes, stress the pivotal role of nutrition during this season, recognizing that their immune systems may encounter difficulties in warding off winter-related illnesses. A well-balanced diet emerges as a key preventive measure against potential ailments. Central to this strategy is the incorporation of foods rich in immunity-boosting vitamins and minerals. Citrus fruits such as oranges and grapefruits, renowned for their vitamin C content, play a crucial role in enhancing immune systems. Additionally, the integration of anti-inflammatory foods like garlic, ginger, and turmeric serves as a proactive measure in fending off cold and flu viruses.

PRIORITIZING BONE HEALTH IN COLD CLIMATES

Ensuring optimal bone health becomes a paramount consideration in the winter nutrition regimen for the elderly. Conditions such as osteoporosis and arthritis, prevalent among this demographic, can intensify in colder climates. Medical experts advocate for the incorporation of calcium-rich foods, including dairy products, leafy greens, and fortified cereals, into their meals to fortify bones and ease joint discomfort. Additionally, the inclusion of omega-3 fatty acids, present in fatty fish such as salmon and mackerel, is recommended to mitigate inflammation and bolster joint well-being. Regular check-ups conducted by visiting doctors at Old Age Homes not only contribute to the overall health monitoring of the elderly but also serve as a preventive measure, ensuring timely intervention for any urgent care needs.

WARM AND COMFORTING MEALS IN OLD AGE HOMES

Under compassionate guidance, old age homes prioritize the well-being of the elderly through the provision of warm and comforting meals. Hearty soups and stews, abundant in vegetables, legumes, and lean meats, serve the dual purpose of keeping the elderly warm and providing essential nutrients. The addition of spices such as cinnamon, nutmeg, and cloves not only enhances flavor but also contributes antioxidant benefits. Recognizing the pivotal role of diet in the lives of the elderly, old age homes must consider incorporating a nutritionally balanced diet recommended by healthcare professionals to further support the health and vitality of their residents.

Publication: Zee News

Headline: Recreational Activities Are More Than Fun, It's Therapeutic For Elderly - Check Key Benefits

Date: 2nd January, 2024

Link:

<https://zeenews.india.com/health/recreational-activities-are-more-than-fun-its-therapeutic-for-elderly-check-key-benefits-2706066>

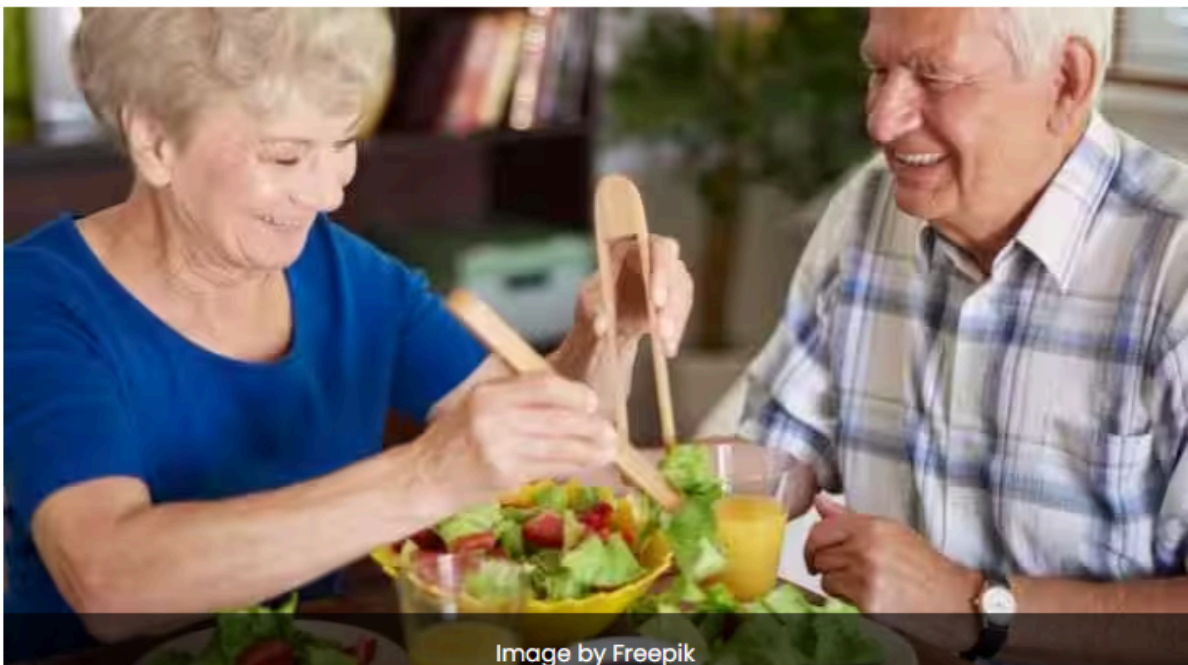


ELDERLY HEALTH

Recreational Activities Are More Than Fun, It's Therapeutic For Elderly – Check Key Benefits

Recreational and therapeutic activities add vibrancy and joy to the lives of the elderly, positively impacting their physical, mental, and social well-being in a multitude of ways.

Written By [Ipsita Bhattacharya](#) | Last Updated: Jan 04, 2024, 02:41 PM IST | Source: Bureau



Recreational activities are always important and when it comes to old age, leisure activities become all the more significant. Old age is a time when people typically have a lot of time, what with retirement from a job and reduced household responsibilities, with kids having grown up. This is a reason why remaining engaged becomes so important. Recreational activities are not just fun but therapeutic.

GP Bhagat, Founder of old age home SHEOWS, says, "The recreational and therapeutic activities encompass a diverse range of pursuits crafted to enhance physical, mental, and emotional well-being. Enjoyable either solo or in groups, these activities effortlessly adapt to various interests, abilities, and individual needs. While crucial for everyone, their significance amplifies for older adults, serving as a dynamic defence against age-related diseases and chronic conditions. The magic lies in preserving mental and cognitive health, paving the way for a notably happier and more fulfilling life. Participation in these activities isn't just a choice but an invitation to unlock myriad benefits for both body and mind."

How Recreational Activities Help The Elderly

Recreational and therapeutic activities add vibrancy and joy to the lives of the elderly, positively impacting their physical, mental, and social well-being in a multitude of ways, says GP Bhagat. He lists the following benefits for elderly people:

Physical Fitness and Combating Decline: Gentle activities like gardening, yoga or exercise and activities such as walking, dancing, or light aerobics help maintain muscle strength, bone density, and balance, reducing the risk of falls and injuries, keeping seniors sprightly and steady on their feet. Regular physical activity is a potent weapon against chronic foes like heart disease, diabetes, and arthritis, improving overall health and quality of life.

Mental Sharpness: Activities that stimulate the brain like puzzles, games, or learning new skills like mental yoga prevent cognitive decline and memory loss, and keep minds sharp and agile. Creative activities like painting, drawing, or music can be therapeutic, providing a means of self-expression and reducing stress. Engaging in enjoyable activities releases endorphins, the body's natural mood-boosters, combating stress, anxiety, and depression, and promoting emotional well-being.

Social Connection and Purpose: Participating in group activities provides opportunities for social interaction and connection, vanquishing feelings of loneliness and isolation that can plague older adults. Enhanced physical and mental fitness allows seniors to stay independent and perform daily activities with ease, adding spring to their step and autonomy to their lives.

Recreational Activities Can Be Superhero For Elderly

"Recreational activities act as a superhero cape in old age, sculpting muscles with personalized exercises. Brain-boosting activities enhance memory, and group engagements ward off loneliness and purposelessness," says Bhagat. But it's important to note that it's not a one-size-fits-all scenario. "The enchantment lies in uncovering activities aligned with personal interests. Encouraging exploration to discover passions that spark joy and purpose becomes the key. By integrating these tailored pursuits, older adults don't merely confront challenges – they seize them, flourishing with renewed vitality in body, mind, and social connections, relishing life to the fullest. Recreational activities create opportunities for socialization, reducing feelings of isolation and loneliness," adds Bhagat.

Publication: Media Insights

Headline: Recreational Activities Are More Than Fun, It's Therapeutic For Elderly - Check Key Benefits

Date: 4th January, 2024

Link:

<https://mediainsights.in/recreational-activities-are-more-than-fun-its-therapeutic-for-elderly-check-key-benefits-mediainsights-in/>

media insights

Recreational Activities Are More Than Fun, Its Therapeutic For Elderly – Check Key Benefits Mediainsights.in



By mediainsights.in

JAN 4, 2024 #Elderly Health, #Old Age, #Physical Fitness, #Social Isolation



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Publication: Auto Spyders

Headline: Nutritious Meals Are Important For The Elderly in Winters

Date: 5th January, 2024

Link:

<https://www.autospiders.com/newssearch/nutritious-meals-are-important-for-the-elderly-in-winters-83373.html>



Nutritious Meals Are Important For The Elderly in Winters

NEWS 18 1 week ago 14



Dr. G.P. Bhagat, Founder, SHEOWS explains how full meals are important for the elderly.

As winter blankets are being taken out of our trunks to combat the winter chill, the yearning for warmth is paramount at this hour, the weather not only urges us to bundle up but also calls for a thoughtful reassessment of our diets. While a wholesome diet remains crucial year-round, its significance amplifies for the elderly as temperatures drop. Aging brings about shifts in our bodies, necessitating tailored diets for optimal nutrition. In this winter narrative, the role of old age homes becomes pivotal in ensuring that the elderly receive nourishing, warm, and full meals crafted to meet their unique nutritional needs.

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Publication: UP Gramin News

Headline: Nutritious Meals Are Important For The Elderly in Winters

Date: 5th January, 2024

Link: <https://upgraminnews.in/archives/8029>



Nutritious Meals Are Important For The Elderly in Winters

Dr. G.P. Bhagat, Founder, SHEOWS explains how full meals are important for the elderly.

NEWS 18

Old-age homes should focus on providing full meals tailored to meet the nutritional needs of the elderly

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Navigating Winter Challenges for the Elderly and Enhancing Immunity

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Prioritizing Bone Health in Cold Climates

Ensuring optimal bone health becomes a paramount consideration in the winter nutrition regimen for the elderly. Conditions such as osteoporosis and arthritis, prevalent among this demographic, can intensify in colder climates. Medical experts advocate for the incorporation of calcium-rich foods, including dairy products, leafy greens, and fortified cereals, into their meals to fortify bones and ease joint discomfort. Additionally, the inclusion of omega-3 fatty acids, present in fatty fish such as salmon and mackerel, is recommended to mitigate inflammation and bolster joint well-being. Regular check-ups conducted by visiting doctors at Old Age Homes not only contribute to the overall health monitoring of the elderly but also serve as a preventive measure, ensuring timely intervention for any urgent care needs.

Warm and Comforting Meals in Old Age Homes

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Hydration and Seasonal Fruits and Vegetables

Addressing dehydration is particularly crucial in the dry and cold winter weather, where the elderly may not feel as thirsty as they should. It is advisable to include warm herbal teas, broths, and fruits with high water content in their diet to maintain adequate hydration levels. The emphasis lies in restricting the consumption of sugary beverages and introducing healthier alternatives. Consistent intake of water, combined with seasonal fruits and vegetables, is essential for the elderly in harsh weather conditions, serving as a preventive measure against dehydration, constipation, and low energy levels.

Old age homes, guided by compassionate leadership, go the extra mile by incorporating seasonal fruits and vegetables into their meals. Winter produce such as apples, pears, cabbages, and Brussels sprouts not only provides a rich source of vitamins, minerals, and fiber but also enhances the dining experience with a spectrum of flavors and colors.

In conclusion, the vital role of nutrition is in ensuring the well-being of the elderly during winter. Old-age homes should focus on providing full meals tailored to meet the nutritional needs of the elderly. Immunity-boosting foods, bone-strengthening ingredients, warm soups and stews, adequate hydration, and seasonal produce are seamlessly incorporated into their diet. By prioritizing nutrition in winter, old age homes truly adorn the lives of the elderly, supporting their overall health and well-being.

PRESS RELEASE

Coverage Generated- Online

Publication: Samachar Lahrein

Headline: SHEOWS ओल्ड एज होम में नए साल का जश्न हार्दिक समारोहों के साथ मनाया गया

Date: 4th January, 2024

Link:

https://samacharlahrein.com/social/sheows-old-age-home-rings-in-new-year-with-celebrations/#google_vignette



SHEOWS ओल्ड एज होम में नए साल का जश्न हार्दिक समारोहों के साथ मनाया गया

नई दिल्ली। SHEOWS ओल्ड एज होम ने अपने प्रिय बुजुर्गों के बीच खुशी फैलाने और एकता को बढ़ावा देने के लिए समर्पित एक हार्दिक कार्यक्रम के साथ नया साल मनाया। उत्सव पारंपरिक पूजा अनुष्ठानों के साथ शुरू हुआ, जो आशा और नई शुरुआत का प्रतीक है। बाबा और अम्मा ने सक्रिय रूप से भाग लिया, जिससे एकजुटता की भावना पैदा हुई और आगामी वर्ष के लिए आशीर्वाद साझा किया गया।

उत्सव में एक जीवंत फोटो सत्र के माध्यम से खुशी के क्षणों को कैद किया गया, जिसमें लाभार्थियों और प्रबंधन टीम के बीच साझा की गई खुशी का प्रदर्शन किया गया। इसके अतिरिक्त, एक जीवंत कराओके सत्र से पूरे घर में हंसी और सौहार्द की गूंज सुनाई दी। SHEOWS ओल्ड एज होम के सीईओ सौरभ भगत अपने बेटे के साथ बुजुर्गों के साथ नए साल का केक काटने में शामिल हुए। इस भाव ने अंतर-पीढ़ीगत बंधन और एकजुटता की भावना का उदाहरण दिया।

SHEOWS ओल्ड एज होम के सीईओ सौरभ भगत ने कहा, “हमारी प्रतिबद्धता एक ऐसा पोषण वातावरण बनाने की है जहां हमारे निवासी पोषित, मूल्यवान और जुड़े हुए महसूस करें।” “हम उनके जीवन की गुणवत्ता को लगातार बढ़ाने का प्रयास करते हैं और हमारे प्रयासों में समुदाय के समर्थन की सराहना करते हैं। SHEOWS ओल्ड एज होम में नए साल का जश्न अपने निवासियों के लिए एक प्रेमपूर्ण, दयालु और सार्थक घर प्रदान करने के लिए संगठन के समर्पण को दर्शाता है।”

Publication: APN News

Headline: SHEOWS Old Age Home Rings in New Year with Heartwarming Celebrations

Date: 4th January, 2024

Link:

<https://www.apnnews.com/sheows-old-age-home-rings-in-new-year-with-heartwarming-celebrations/>



SHEOWS Old Age Home Rings in New Year with Heartwarming Celebrations



SHEOWS Old Age Home celebrated the New Year with a heartfelt event dedicated to spreading joy and fostering unity among its cherished elderly. The festivities began with traditional pooja rituals, symbolising hope and new beginnings. Baba's and Amma's actively participated, creating a sense of togetherness and shared blessings for the upcoming year.

The celebration captured joyful moments through a vibrant photo session, showcasing the happiness shared among beneficiaries and the management team. Additionally, a lively karaoke session echoed laughter and camaraderie throughout the home. Saurabh Bhagat, CEO of SHEOWS old Age Home, joined the elderly in cutting a New Year cake along with his son. This gesture exemplified the spirit of intergenerational bonding and solidarity.

"Our commitment is to create a nurturing environment where our residents feel cherished, valued, and connected," said Saurabh Bhagat, CEO of SHEOWS Old Age Home. "We strive to continuously enhance their quality of life and appreciate the support of the community in our efforts. The New Year celebration at SHEOWS Old Age Home demonstrates the organization's dedication to providing a loving, compassionate, and meaningful home for its residents."

Publication: Media Brief

Headline: SHEOWS Old Age Home rings in New Year with joyful celebration, Pooja rituals

Date: 6th January, 2024

Link:

<https://mediabrief.com/sheows-old-age-home-rings-in-new-year-with-joyful-celebration-pooja-rituals/>

MEDIABRIEF

SHEOWS Old Age Home rings in New Year with joyful celebration, Pooja rituals

MEDIABRIEF



SHEOWS Old Age Home celebrated the New Year with an event dedicated to spreading joy and fostering unity among its elderly. The festivities began with traditional pooja rituals, symbolizing hope and new beginnings. Baba's and Amma's actively participated, creating a sense of togetherness and shared blessings for the upcoming year.

The celebration captured moments through a photo session, showcasing the happiness shared among beneficiaries and the management team. Additionally, a lively karaoke session echoed throughout the home. Saurabh Bhagat, CEO of SHEOWS Old Age Home, joined the elderly in cutting a New Year cake along with his son. This gesture exemplified the spirit of bonding and solidarity.

Saurabh Bhagat, CEO of SHEOWS Old Age Home, said, "Our commitment is to create a nurturing environment where our residents feel cherished, valued, and connected."

"We strive to continuously enhance their quality of life and appreciate the support of the community in our efforts. The New Year celebration at SHEOWS Old Age Home demonstrates the organization's dedication to providing a loving, compassionate, and meaningful home for its residents," **Bhagat** added.

Publication: CSR Mandate

Headline: SHEOWS Old Age Home Rings in New Year with Heartwarming Celebrations

Date: 8th January, 2024

Link:

<https://www.csrmandate.org/sheows-old-age-home-rings-in-new-year-with-heartwarming-celebrations/>



SHEOWS Old Age Home Rings in New Year with Heartwarming Celebrations



India: SHEOWS (Saint Hardyal Educational and Orphans Welfare Society) is a compassionate old age home dedicated to rescuing and providing free, comprehensive care for abandoned, destitute, and homeless elderly individuals in Delhi NCR and Uttar Pradesh. From medical treatment to comfortable accommodation and nutritious meals, SHEOWS is committed to giving the elderly a second home.

SHEOWS Old Age Home celebrated the New Year with a heartfelt event dedicated to spreading joy and fostering unity among its cherished elderly. The festivities began with traditional pooja rituals, symbolising hope and new beginnings. All inmates actively participated, creating a sense of togetherness and shared blessings for the upcoming year.

The celebration captured joyful moments through a vibrant photo session, showcasing the happiness shared among beneficiaries and the management team. Additionally, a lively karaoke session echoed laughter and camaraderie throughout the home. Saurabh Bhagat, CEO of SHEOWS Old Age Home, joined the elderly in cutting a New Year cake along with his son. This gesture exemplified the spirit of intergenerational bonding and solidarity.

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Publication: Oh Women

Headline: SHEOWS Old Age Home Rings in New Year with Heartwarming Celebrations

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SHEOWS Old Age Home Rings in New Year with Heartwarming Celebrations



SHEOWS Old Age Home celebrated the New Year with a heartfelt event dedicated to spreading joy and fostering unity among its cherished elderly. The festivities began with traditional pooja rituals, symbolising hope and new beginnings. Baba's and Amma's actively participated, creating a sense of togetherness and shared blessings for the upcoming year.

The celebration captured joyful moments through a vibrant photo session, showcasing the happiness shared among beneficiaries and the management team. Additionally, a lively karaoke session echoed laughter and camaraderie throughout the home. **Saurabh Bhagat, CEO of SHEOWS old Age Home,** joined the elderly in cutting a New Year cake along with his son. This gesture exemplified the spirit of intergenerational bonding and solidarity.

"Our commitment is to create a nurturing environment where our residents feel cherished, valued, and connected," said Saurabh Bhagat, CEO of SHEOWS Old Age Home. "We strive to continuously enhance their quality of life and appreciate the support of the community in our efforts. The New Year celebration at SHEOWS Old Age Home demonstrates the organization's dedication to providing a loving, compassionate, and meaningful home for its residents."

For more information on supporting or getting involved with SHEOWS Old Age Home, please contact <https://www.sheows.org/>

THANK YOU!