



COVERAGE DOSSIER

For

February 2024

SHEOWS

**Prepared by
Team One2en**

TO : SHEOWS

ATTN : Ms. Anshima

FROM : One2en, Chandigarh

DATE : 7th February, 2024

Coverage Generated

S.No.	Portal	Date	Link
1.	Times Now	19th February, 2024	https://www.timesnownews.com/city/gurugram/more-than-just-a-home-gurugrams-shows-ngo-offers-medical-care-meals-and-winter-relief-to-elderly-article-107817854
2.	BW Business World	5th March, 2024	https://bwellbeingworld.businessworld.in/amp/article/Addressing-Loneliness/05-03-2024-512059/

Coverage Generated- Press Release

S.No.	Portal	Date	Link/Page No.
2.	APN News	25th January, 2024	https://www.apnnews.com/sheows-leads-compassionate-blanket-drive-to-warm-the-hearts-of-delhis-elderly/?_cf_chl_tk=oYPYoDxiNqgrxAWRp29yKci8uPSlqgRhtM22YH28TdY-1706593225-0-gaNycGzNEIA#google_vignette
4.	CSR Mandate	30th January, 2024	https://www.csrmandate.org/sheows-provides-relief-for-delhis-homeless-elderly-with-blanket-drive/

Costing - Online

S. No.	Portal	Cost
1	Times Now	2,00,000
2	BW Business World	2,25,000
	Total	4,25,000

Costing - Press Release

S. No.	Portal	Cost
1	APN News	1,20,000
2	CSR Mandate	1,25,000
	Total	2,45,000

Total PR Value: 6,70,000 X 3 = 20,10,000

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: TimesNow

Headline: More Than Just A Home: Gurugram's THIS NGO Offers Medical Care, Meals, and Winter Relief To Elderly

Date: 19th February, 2024

Link:

<https://www.timesnownews.com/city/gurugram/more-than-just-a-home-gurugrams-sheows-ngo-offers-medical-care-meals-and-winter-relief-to-elderly-article-107817854>

TIMESNOW

More Than Just A Home: Gurugram's THIS NGO Offers Medical Care, Meals, and Winter Relief To Elderly

SHEOWS, founded by Dr. G.P. Bhagat in 2003, operates old age homes in Gautampuri, Garhmukteshwar, and Okhla, providing free accommodation, medical care, and nutritious meals for abandoned elderly. During COVID, they assisted thousands and supported the elderly during winter, emphasising nutrition and conducting blanket distribution drives for the underprivileged

TIMESNOW TN City Desk | Updated Feb 19, 2024, 02:30 PM IST



More Than Just A Home: Gurugram's THIS NGO Offers Medical Care, Meals, and Winter Relief To Elderly

Photo : Times Now

Gurugram: SHEOWS is an old age home, Founded in 2003 by Dr. G.P. Bhagat in Gautampuri, working to save lives of the abandoned, destitute, and homeless elderly is currently present in Gautampuri, Garhmukteshwar, Okhla with a corporate office in Gurugram. Starting from rescue to providing the elderly with a second home, it is a place where the elderly are medically treated, provided with comfortable accommodation, healthy and nutritious food, etc. free of cost. These homes not only offer necessary amenities for daily life but also feature round-the-clock personnel catering to the elderly's needs. Nutritious meals are provided thrice daily, prepared by the in-house cooking staff adhering to hygiene standards. Caregiving staff ensures that elderly residents receive well-balanced, nutritious meals and supplements if necessary.

In the NCR area, old age homes managed by SHEOWS can accommodate residents requiring critical medical care. The Special Care Unit within these homes has 40 beds, updated medical equipment, and experienced staff for round-the-clock care. This unit not only provides intensive medical care but also offers a peaceful living environment for elderly residents. There are more than 500 beneficiaries in assisted living.

SHEOWS provided ration kits to more than 15,000 families during COVID, supplied food to over 2,000 people at DUSIB shelter homes when they were facing an acute shortage of food, and participated in the Yamuna flood relief drive, among other initiatives.

Challenges faced by Elderly:

- They are receptive to disease and injury during the winter months because of the lower temperatures. During this season, illnesses like influenza and hypothermia become more prevalent, endangering the health of the elderly.
- They should be mindful of the symptoms of hypothermia, which happens when body temperatures fall too low. Lowered energy, pale, cold skin, weakness, trouble walking, and a slower heart rate are alerting indicators.
- Seniors who live in cold climates are more gullible to blood pressure spikes, which can raise their risk of heart attacks and strokes.
- They undergo more pain from their arthritis as a result of winter temperatures exacerbating their symptoms. This elevated state could lead to an increased probability of falls and mishaps in both indoor and outdoor environments and restrict their mobility.

Winter Support For Elderly :

Winter brings with it a host of happy celebrations as well as a range of health difficulties. It becomes imperative to address these issues, highlighting the need for a healthy, nutrient-rich diet. Health care providers, especially those working with Old Age Homes in assisted living facilities, emphasise the critical role that diet plays during this time of year since they know that their immune systems may struggle to fight off winter-related illnesses. A balanced diet becomes apparent as one of the most important defences against possible illnesses. The inclusion of meals high in vitamins and minerals that boost immunity is an essential part of this approach. Vitamin C-rich citrus fruits, such as oranges and grapefruits, are essential for amplifying immune systems.

SHEOWS provides meals focussing on the well-being of the elderly under the guidance of a Doctors. Nutrient-rich soups with vegetables and dal are served to provide necessary nutrients and keep the elderly warm. The inclusion of spices such as cloves, nutmeg, and cinnamon offers antioxidant benefits. SHEOWS has adopted a nutritionally balanced cuisine recommended by medical specialists to enhance the health and vitality of its residents, recognizing the significant role that nutrition plays in the lives of the elderly.

SHEOWS extends support to destitute elderly individuals in the ashram and on the streets of Delhi. Dr. G.P. Bhagat, recently led a blanket distribution drive, and donated 600 blankets to assist the underprivileged elderly. The initiative aimed to provide warmth and relief to those unable to afford necessities in harsh weather conditions. The impact was heartwarming, addressing the immediate requirements of individuals on the streets and fostering a sense of solidarity and belongingness through the distributed blankets.

Publication: BW Business World

Headline: Addressing Loneliness

Date: 5th March, 2024

Link:

<https://bwellbeingworld.businessworld.in/amp/article/Addressing-Loneliness/05-03-2024-512059/>



Addressing Loneliness

The social impact of old age homes on senior citizens



05 March, 2024
by Dr. G.P. Bhagat

Print this article

Font size 16

In India, 10 per cent of the population, roughly 104 million individuals, are classified as elderly citizens, a number expected to reach 19.5 per cent by 2050. The changing dynamics of globalization and the migration of the younger workforce contribute to a growing number of elderly people living alone, especially in urban areas. Notably, 9 per cent of elderly women and 6 per cent of men reside independently, with 18,080 senior citizens residing in old age homes, as reported by The Minister of Social Justice and Empowerment. The prevailing sense of isolation among the elderly has become an undeniable aspect of their lives. However, a transformation is underway, as 601 old age homes across India are rewriting the narratives of the elderly. Beyond providing shelter, support and medical care, these institutions create a new environment, offering companionship and a sense of belonging. This shift is effectively reshaping the dynamics of the country's aging population.

How do old age homes serve as a solution to combat loneliness among seniors?

Provides a New Family - In elder care facilities, residents often share a common thread – abandoned by family or having lost their own. When individuals facing such circumstances converge in one space, a unique familial bond emerges, woven from shared experiences and emotions. This environment becomes a sanctuary where their perspectives and feelings are valued and understood. This connection among seniors serves as a powerful antidote to loneliness, offering them the chance to embark on a new chapter with their newfound family.

Fun Activities - Engaging in both physical and mental activities, along with celebrating festivities in old age homes, brings a fresh vibrancy to the lives of seniors. Beyond being enjoyable, these activities contribute significantly to their health, countering feelings of loneliness and overthinking. Given that nearly a third of the elderly population experiences depressive symptoms, especially after being isolated from their families, such engagements become crucial. Participating in such activities and celebrating festivals enables them to relish life to the fullest.

Care with Compassion - In old age homes, both staff and residents form a tight-knit community. The availability of medical and personal care services contributes to the overall well-being of the seniors. Yet, it is the genuine affection and compassion shared among the residents and staff that truly shapes a warm and affectionate atmosphere. This bond fosters a friendly environment and helps combat loneliness among the elderly.

Some old age homes further facilitate diverse programs and initiatives, fostering interaction for seniors with the broader community. Even help them engage in skill-enhancing activities which empower seniors to break free from isolation, encouraging them to rekindle hobbies and acquire new skills. Though adjusting to life outside their familial environment can initially pose challenges, positive engagements, meaningful conversations and environment play a pivotal role in helping the elderly embark on a rejuvenating journey.

PRESS RELEASE

Coverage Generated

Publication: APN News

Headline: SHEOWS Leads Compassionate Blanket Drive to Warm the Hearts of Delhi's Elderly

Date: 25th January, 2024

Link:

https://www.apnnews.com/sheows-leads-compassionate-blanket-drive-to-warm-the-hearts-of-delhis-elderly/?_cf_chl_tk=oYPYoDxiNggrxAWRp29yKci8uPSlqgRhtM22YH28TdY-1706593225-0-gaNycGzNEIA#google_vignette



SHEOWS Leads Compassionate Blanket Drive to Warm the Hearts of Delhi's Elderly

Published on January 25, 2024



In a compassionate initiative, Dr. G.P. Bhagat, the visionary Founder of SHEOWS, spearheaded a blanket distribution drive in Delhi to offer essential support to the underprivileged, destitute, and abandoned elderly. With three decades of dedicated service to this cause, Dr. Bhagat's organization has consistently worked towards improving the lives of the less fortunate.

The focus was to provide warmth and relief to the population that cannot and has no means to afford necessities in harsh weather. The impact was heartwarming, as it supported the immediate requirements of those on the streets. These blankets not only provided warmth but also served as a gesture of solidarity and belongingness.

On this occasion, Dr. Bhagat says, "With this drive, we not only want to offer tangible relief but also want to foster a sense of community and shared responsibility. With such initiatives, we aim to safeguard the well-being of the less fortunate during challenging weather conditions, exemplifying the organization's enduring dedication to making a positive impact on the lives of the destitute elderly."

Publication: CSR Mandate

Headline: SHEOWS Provides Relief for Delhi's Homeless Elderly with Blanket Drive

Date: 30th January, 2024

Link:

<https://www.csrmandate.org/sheows-provides-relief-for-delhis-homeless-elderly-with-blanket-drive/>



SHEOWS Provides Relief for Delhi's Homeless Elderly with Blanket Drive

January 30, 2024

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Delhi: In a compassionate initiative, Dr. G.P. Bhagat, the visionary Founder of SHEOWS, spearheaded a blanket distribution drive in Delhi to offer essential support to the underprivileged, destitute, and abandoned elderly. With three decades of dedicated service to this cause, Dr. Bhagat's organisation has consistently worked towards improving the lives of the less fortunate.



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THANK YOU!