



COVERAGE DOSSIER

For

November 2023

SHEOWS

**Prepared by
Team One2en**

TO : SHEOWS

ATTN : Ms. Mandavi Singh

FROM : One2en, Chandigarh

DATE : 30 November, 2023

Coverage Generated- Print

S.No.	Portal	Date	Edition
1.	The Pioneer	16th November, 2023	Vijayawada & Hyderabad
2	CSR Times	28th November, 2023	November Issue

Coverage Generated- Press Release

S.No.	Portal/Publication	Date	Link/ Page No.
1.	Delhi Pratap Kiran	15th November, 2023	4
2	InvestmentGuruIndia	12th November, 2023	https://investmentguruindia.com/newsdetail/dil-se-diwali-mela-sheows-old-age-home-organises-heartwarming-celebrations-for-the-elderly-215754
3	The CSR Journal	16th November, 2023	https://thecsrjournal.in/old-age-home-delhi-diwali-celebrations/#google_vignette

Costing - Print

S. No.	Portal	Cost
1	The Pioneer	2,00,000
2	CSR Times	1,25,000
	Total	3,25,000

Costing - Press Release

S. No.	Portal	Cost
1	Delhi Pratap Kiran	75,000
2	InvestmentGuruIndia	75,000
3	The CSR Journal	1,00,00
	Total	2,50,000

Total PR Value: 5,75,000 X 3 = 17,25,000

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.

PRINT

Sr. No.	Publication	Date	Page No.	Edition
1	The Pioneer	16th November	P-10	Vijayawada + Hyderabad

Vijayawada

the pioneer

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Thursday
 November 16, 2023



SHIKHA DUGGAL

Let's learn more about aging loved ones with the help of this new community with Sheows—connecting us on a deeper level and bridging the gap between the generations. We had the right questions to ask the founder in order to hear stories that will be remembered for generations to come.

Here is an example of a meaningful exchange with Saurabh Bhagat, the CEO of a care center for seniors. "We have challenged stereotypes about aging and reshaping perceptions in the wider community through its dedicated efforts in caring for abandoned elderly individuals, particularly those suffering from dementia and Alzheimer's disease. By providing free food, shelter, clothing, and medical services to around five hundred beneficiaries, we demonstrate a compassionate and inclusive approach to elder care."

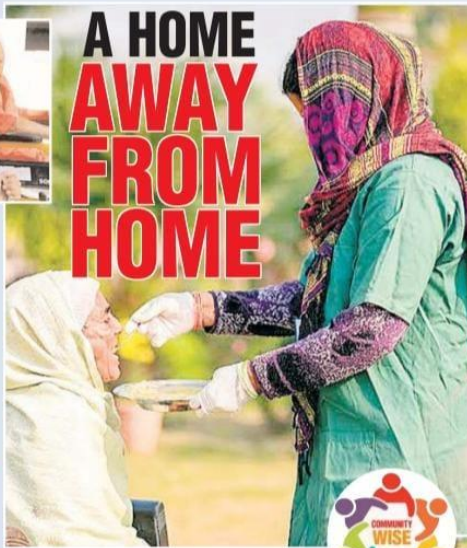
The rescue team's proactive approach to rescuing elderly individuals from roadside situations emphasizes the urgency of caring for abandoned seniors. This challenges the stereotype that aging individuals are neglected or disposable, promoting the idea that everyone, regardless of age or health condition, deserves respect and care! The voluntary organization continues, "Offering not only basic necessities like food, shelter, and clothing but also medical services, we dispel the misconception that aging individuals are solely a social or economic burden. The provision of comprehensive support demonstrates a commitment to the holistic well-being of the elderly, challenging stereotypes that may mar-

With an aim to rescue and provide the elderly with their second home, The Pioneer brings to you the story of Sheows, which aims to serve every needy old person as our own family member.

ginalize or overlook their needs."

The creation of Sheows is a testament to the indomitable willpower and profound passion for elder care that ignited in the heart of their founder, Dr. G.P. Bhagat. Fueled by a burning desire to make a meaningful difference in the lives of abandoned elderly individuals, their founder embarked on a journey, driven by a vision of a society where every aging person is treated with dignity and compassion. As witnessed, old age can sometimes lead to neglect, especially for those who have been in high positions and think they can no longer be in a commanding position, which they enjoyed for years. In other words, it is no longer needed. But a care center like this slashes that!

"This journey has been an emotional odyssey, filled with the challenges of rescuing those forgotten by the wayside. The founder's



dream, nurtured by unwavering dedication, has gradually unfolded and found roots in the compassionate hearts of those who joined the cause. The impact has been nothing short of profound, transforming the lives of hundreds of elderly beneficiaries, especially those grappling with dementia and Alzheimer's. Through the years, the organization has grown not just in scale but in the depth of its impact. The support of generous donors and the kindness of countless individuals have been the pillars upon which we have risen, a testament to the collective power of empathy. Each step forward has been a triumph over the skepticism

that aging individuals, especially those with cognitive challenges, could be left to the peripheries of society," added Saurabh. The emotional resonance of the old-age home lies not just in the numbers but in the stories of lives rescued and hearts healed. It's a journey of turning despair into hope, loneliness into companionship, and neglect into dignified care. The founder's dream, once a flicker in the darkness, now radiates as a beacon of compassion, drawing more souls into the fold of elder care. As they look back, the emotional tapestry woven by Sheows is not just a story of growth; it's a narrative of love,

resilience, and the enduring spirit of compassion that binds us all together. Talking more about the elderly. To ensure early detection of psychological issues, we employ regular mental health assessments and screenings for all residents. In the event of identified concerns, the ashram offers tailored counseling sessions led by experienced professionals. Recognising the prevalence of Alzheimer's and dementia among the elderly is seriously important. Additionally, the holistic well-being of residents is prioritized through the integration of yoga and meditation services, fostering a serene environment that promotes mental and emotional resilience."

By leveraging social media platforms and local events, they disseminate information on elder rights, abuse prevention, and support resources, encouraging open dialogue within the community. Additionally, the organization encourages volunteers to actively participate in outreach programs, collaborating with local leaders, volunteers, and advocacy groups to create a network of support. They may provide on-site medical services through partnerships with healthcare professionals or by employing medical staff directly. This can include regular health check-ups, medication management, and addressing acute medical needs. Moreover, establish strong communication channels with external healthcare providers to coordinate medical care seamlessly. This involves sharing residents' medical histories and treatment plans and ensuring continuity of care. Offering rehabilitation

services on-site or through partnerships with rehabilitation centers to support residents recovering from surgeries, injuries, or chronic conditions. Implementing emergency response systems to ensure prompt assistance in cases of medical emergencies, including immediate contact with local emergency services and healthcare providers. Focusing on health and wellness initiatives, including exercise programs, nutritional support, and mental health services, to promote a holistic approach to residents' well-being. Providing ongoing training for caregivers to stay updated on best practices in medical care and ensuring that they can effectively support residents' health needs is all the assistance that we provide for senior citizens.

Their expansion plans involve establishing additional facilities and outreach programs to accommodate the growing demand for elder care services. This includes the development of new old-age homes equipped with modern amenities and specialised care units to address varying health needs. To achieve this ambitious goal, they aim to collaborate with governmental bodies, philanthropic organizations, and the community to secure the necessary resources and support. By reaching and positively impacting the lives of 10,000 elderly individuals, Sheows aims to contribute significantly to creating a society that values and cares for its senior members. They remain dedicated to the mission of ensuring that no elderly person is left without the care and support they deserve in their later years.



Sr. No.	Publication	Date	Page No.	Edition
2	CSR Times	28th November	10-11	November Issue

EMPOWERING THE ELDERLY

EMPOWERING THE ELDERLY: NAVIGATING CHALLENGES AND THE ROLE OF OLD AGE HOMES IN MODERN SOCIETY



Dr. G.P. Bhagat, Founder of SHEGWS

In the landscape of modern Indian society, the concept of old age homes is undergoing a significant transformation. Traditionally, India prided itself on a reciprocal familial commitment system where ageing parents lived with their adult children, emphasising the joint family structure. Elders were revered as equivalents of gods, and the cultural ethos of filial piety was deeply embedded in society. However, the fast-changing dynamics marked by modernization, urbanisation, increased life expectancy, higher literacy rates, and the migration of younger generations are contributing to a paradigm shift.

Old age homes, once considered a nascent concept in India, are gaining prominence. This shift is not merely a

reflection of societal evolution but is influenced by factors such as exposure to diverse global cultures, a growing desire for privacy, and an increasing inclination towards independence.

Rise of Old Age Homes and the Factors Driving Change

Old age homes, once a rarity, are becoming more prevalent in response to changing societal dynamics. Factors such as increased life expectancy, advancements in medical science, rising chronic diseases among the elderly, and a desire for independence are contributing to the growth of old age homes. The shift towards nuclear families is particularly notable, with some individuals exploring alternatives to hands-on care for their ageing parents.

The elderly, unable to contribute to household work or finances as they once did, can be viewed as liabilities in certain scenarios. This perception may lead to abuse, neglect, or, in extreme cases, abandonment. The underprivileged, lacking financial resources, face additional challenges in providing for the medical care and well-being of the elderly.

Alarming Statistics and the Growing Need for Support

Statistics paint a concerning picture of the elderly population in India. The Technical Group on Population Projections anticipates an increase from 138 million elderly persons in 2021 to around 194 million in 2031. Disturbingly, there are approximately 18 million homeless elderly persons, as reported by the Longitudinal Ageing Survey of India in 2020.

In response to this growing demographic, India currently hosts 728 old age homes, providing various geriatric services, including in-home care, hourly adult care, hospice care, palliative care, assisted living, and nursing homes. However, the availability and accessibility of these services are often skewed, leaving a significant portion of the elderly population without adequate support.

Old Age Homes as a Supportive Option

Old age homes, despite their historical stigma, play a crucial role in providing care, attention, and a supportive environment for the elderly. While the traditional familial structure may no longer be universally sustainable, these homes offer an alternative, ensuring that the elderly receive the care they require based on their needs and concerns.

The shift towards old age homes does not imply a disregard for traditional values or familial bonds. Instead, it represents an adaptation to changing societal needs, providing a viable solution for those who lack familial support or face challenging circumstances.

In navigating the challenges faced by the elderly in modern Indian society, it is imperative to acknowledge the

evolving dynamics and the role of old age homes. While the traditional joint family system remains an integral part of India's cultural fabric, the rise of nuclear families, coupled with factors like increased life expectancy and chronic diseases, has necessitated alternative solutions.

Old age homes, once considered a deviation from cultural norms, now serve as vital support systems for the elderly. As India grapples with the demographic shift towards an ageing population, there is an urgent need for comprehensive and accessible geriatric care services. Balancing respect for traditional values with the evolving needs of the elderly is key to ensuring a dignified and supportive environment for India's seniors in the years to come.

Traditional Values and Shifting Dynamics

The traditional Indian family system, characterised by joint families and a strong sense of familial commitment, has long been a cornerstone of Indian society. Elders were central figures, accorded the status of gods, and familial ties were deeply cherished. Aging parents typically lived with their adult children, fostering a sense of support and interconnectedness.

However, with the advent of modernization and urbanisation, there is a discernible shift in societal norms. Many are gravitating towards the nuclear family concept, seeking increased autonomy and privacy. While not universally applicable, a disconcerting trend emerges where some individuals, driven by personal interests, are abandoning their elders,

particularly in the face of the responsibilities associated with caring for aging parents.

In this evolving landscape, the rise of old age homes stands as a reflection of shifting societal dynamics and changing family structures. These homes, once a novelty, are gaining prominence, driven by various factors that mark the changing fabric of Indian society.

- 1. Empowered Care:** Old age homes offer a comprehensive solution to the challenges faced by the elderly in modern Indian society. They provide specialised care, attention, and a nurturing environment for residents, ensuring their needs are met and their well-being is prioritised. With trained caregivers who understand the complexities of health issues like dementia care and communication strategies, these homes create a supportive ecosystem for individuals with specific needs like dementia.
- 2. Healthcare and Emotional Support:** Within these homes, there's a concerted effort to ensure the emotional well-being of residents and their families. Emotional support, counselling, and the creation of inclusive atmospheres are integral components of their approach. Additionally, healthcare monitoring and collaboration with medical professionals are emphasized, ensuring prompt attention to any medical concerns that may arise.
- 3. Respect and Autonomy:** The core ethos of these homes lies in upholding residents' dignity and autonomy. Residents are involved in decisions to promote independence and a

sense of control in their daily lives.

- 4. Comfortable Environment:** Creating a safe, comfortable, and familiar environment is pivotal. Measures are taken to minimize confusion and provide a calming atmosphere, which becomes especially crucial for individuals living with conditions like dementia. Wheelchair accessibility and safety protocols are ensured for the well-being of all residents.
 - 5. Adaptive Technologies and Nutritional Care:** Old age homes employ adaptive technologies like music therapy and reminiscence therapy to enhance residents' quality of life. Nutritional support is also given utmost importance, ensuring a balanced and nutritious diet, addressing specific dietary needs, and handling challenges related to conditions like difficulty swallowing.
 - 6. Preservation of Traditions:** While these homes represent an alternative to traditional family care structures, they don't disregard the significance of familial bonds or traditional values. Instead, they adapt to the changing needs of the elderly population, providing a supportive and dignified environment in line with evolving societal dynamics.
- The emergence and evolution of old age homes in India signify a profound transformation in how society addresses the needs of its elderly population. As India grapples with demographic changes and the challenges posed by an ageing population, these homes play a crucial role in providing comprehensive and empathetic care, ensuring the well-being and dignity of seniors in their later years.

PRESS RELEASE

Coverage Generated- Print

Sr. No.	Publication	Date	Page No.	Edition
1	Delhi Pratap Kiran	15th November	4	Delhi

दिल से दीपावली मेला जिंदगी को रोशन करता है : श्वेओसद्ध बुजुर्गों के लिए दिल को छू लेने वाले जश्न का आयोजन

नई दिल्ली, प्रात : किरण संवाददाता

सेंट हरदयाल शिक्षा और अनाथ कल्याण समाजद्ध ने हाल ही में 3 नवंबर को अपने नए उद्घाटित केयर सेंटर में एक जीवंत दीपावली मेला का आयोजन किया। इस घड़ी में ने अपने लाभार्थियों के भलाई को सुधारने और त्योहारी मौसम में समुदाय की भावना को बढ़ावा देने के अपने प्रतिबद्धता को हाइलाइट किया।

एक दयालु संगठन है जो दिल्ली के वृद्ध नागरिकों के जीवन को सुधारने के समर्पित है। 2003 में स्थापित हुआए वृद्ध व्यक्तियों के लिए एक सुरक्षित और देखभाल करने वाला वातावरण प्रदान करता है जिन्हें अकेला छोड़ दिया होय संगठन निरुशुल्क आवासए खाना और चिकित्सा सेवाएं प्रदान करता हैए यह सुनिश्चित करता है कि वृद्ध निवासियों का अच्छे तरीके से ध्यान रखा जाये ताकि उन्हें कोई तकलीफ न हो यउनकी मौजूदगी के साथ.साथए वृद्धों के बीच समुदाय और साथीपन की भावना को भी बढ़ावा देता हैए उनके सुनहरे वर्षों में उनके जीवन को समृद्ध करता है। मेले का मुख्य उद्देश्य दीपावली की त्योहारी भावना को बढ़ावा देना और सुनिश्चित करना



था कि लाभार्थियोंए जिनमें अधिकांश वृद्ध नागरिक हैंए इस विशेष समय के दौरान गहरी सहमति और खुशी का गहरा अहसास करें।

दीपावली मेले में विभिन्न स्टॉल्स थेए जिनमें स्थानीय विक्रेताओं की प्रतिभा और उत्पादों की प्रदर्शनी थी। ये स्टॉल्स स्थानीय शिल्पकारों और उद्यमियों के लिए उनके शिल्प और उत्पादों को प्रचारित करने के लिए एक मंच थाए स्थानीय व्यापारों का समर्थन करने के कार्य को आगे बढ़ाते हुए। भाग लेने वाले स्टॉल में भ्रुंदपजपअम त्मजंपस चअजप स्रजकणए ंतम व्तहंदपबवए इपदं डर्मीदकप। तजपेजए तमजपअम किए। इकनस थंकप। तजपेजए टपेनंस।

तजपेजए और छंपं शामिल थे। खाने के स्टॉल में डहहपमए। सवव च्चं चंवतए वनसंडं श्रंउनदए श्रीसउनतपए कॉफीए और चना चाट स्टॉल शामिल थे। वृद्ध निवासियों के लिए एक दिल छूने वाले जश्न के अलावाए संगठन ने एक विशेष बच्चों के कोने की स्थापना की। इस विचारपूर्ण पहल ने सुनिश्चित किया कि मेले में शामिल होने वाले बच्चों को भी मजा आए। बच्चों के कोने में बैलून मेन और खेलने के स्विंग शामिल थे।

एक आवासी में से एक आजय बाबा ने अश्रम के कल्याण प्रयासों में सहायता करने के रूप में अन्य कर्मचारियों के स्टॉल के साथ एक खाने का स्टॉल स्थापित किया। यह

कृत्य हमारे संगठन की निःस्वार्थ आत्मा और हमारे वृद्ध आवासियों के भलाई के समर्पण को प्रतिबिंबित करता है।

इस मौके पर श्वेओस के डॉ जीप्पी भगत ने कहाए हमारे नए श्वेओस केयर सेंटर में दीपावली मेला आयोजित करके बहुत खुश हैं। हमारा लक्ष्य हैए हमारे वृद्ध नागरिकों को खुशी और सहयोग की भावना दिलानाए और यह मेला हमारे मिशन को पूरी तरह से प्रकट करता है। मेला हमारे निवासियों और स्थानीय समुदाय को एकता के खूबसूरत माहौल का संज्ञान कराता है। इस मेले ने समुदाय और दान की शक्ति का प्रदर्शन कियाए और हम हमारे वृद्ध निवासियों के जीवन को सुधारने के हमारे मिशन के प्रति प्रतिबद्ध रहते हैंए और आगे भी रहेंगे

इस घटना ने स्थानीय समुदाय के साथ बातचीत करने और संबंध बनाने का एक अवसर भी प्रदान किया। आवासियों और स्थानीय लोगों के बीच का इस आपसी संवाद ने एक दिल छूने एकता की भावना बनाईए समाज में मजबूत बंधनों को मजबूती दी। दीपावली मेला एक शानदार सफलता थाए जिसने लाभार्थियों और स्थानीय निवासियों पर गहरा असर छोड़ा।

Coverage Generated- Online

Publication: Investment Guru

Headline: Dil Se Diwali Mela - SHEOWS Old Age Home Organises Heartwarming Celebrations for the Elderly

Date: 12th November, 2023

Link:

<https://investmentguruindia.com/newsdetail/dil-se-diwali-mela-sheows-old-age-home-organises-heartwarming-celebrations-for-the-elderly-215754>



12-11-2023 09:38 AM | Source: PR Agency

Dil Se Diwali Mela - SHEOWS Old Age Home Organises Heartwarming Celebrations for the Elderly



SHEOWS (Saint Hardyal Education and Orphans Welfare Society) recently organised a lively Diwali mela at their newly inaugurated **SHEOWS Care Centre in Okhla**. The event highlighted SHEOWS' commitment to improving the well-being of its beneficiaries and fostering a sense of community during the festive season.

The main aim of the mela was to instil the festive spirit of Diwali and ensure that the beneficiaries, many of whom are senior citizens, felt a deep sense of belonging and happiness during this special time.

The Diwali mela featured an array of stalls, showcasing the talents and products of local vendors. These stalls provided a platform for local artisans and entrepreneurs to promote their crafts and products, furthering the cause of supporting local businesses. The participating stalls included **Humanitive Retail Pvt. Ltd., Care Organico, Shabina Mehandi Artist, S Creative Ads, Abdul Hadi Artist, Visual Artist, and Nazia.**

The food stalls included Maggi, Aloo Pyaaz Pakora, Gulab Jamun, Jhalmuri, coffee, and chana chaat stalls. In addition to providing a heartwarming celebration for the elderly residents, the organization set up a dedicated kids' corner. This thoughtful initiative ensured that the children who attended the mela had a great time too. The kids' corner featured balloon men and playful swings for kids.

Ajay Baba, one of the residents, set up a food stall alongside other staff members' stalls to help the ashram's welfare efforts. This act reflects the selfless spirit of our organisation and its dedication to the well-being of our elderly residents.

Commenting on the occasion, Dr. G.P BHAGAT of SHEOWS stated, "We are thrilled to have organised the Diwali mela at our new SHEOWS Care Centre in Okhla. Our goal is to bring joy and a sense of belonging to our senior citizens, and this event perfectly embodied our mission. The mela united our residents and the local community, fostering a beautiful atmosphere of togetherness. The event showcased the power of community and giving, and we remain committed to our mission of enhancing the lives of our elderly residents."

The event also provided an opportunity to interact and build connections with the local community. The interaction between residents and locals created a heartwarming sense of togetherness, strengthening the bonds within the society. The Diwali mela was a resounding success, leaving a lasting impact on the beneficiaries and the local residents.

Publication: The CSR Journal

Headline: Dil Se Diwali Mela - SHEOWS Old Age Home Organises Heartwarming Celebrations for the Elderly

Date: 16th November, 2023

Link: https://thecsrjournal.in/old-age-home-delhi-diwali-celebrations/#google_vignette



Old age home in Delhi organises heartwarming Diwali celebrations

By The CSR Journal - November 16, 2023



New Delhi, India: SHEOWS (Saint Hardyal Education and Orphans Welfare Society) recently organised a lively Diwali mela at their newly inaugurated SHEOWS Care Centre in Okhla. The event highlighted SHEOWS' commitment to improving the well-being of its beneficiaries and fostering a sense of community during the festive season.

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THANK YOU!