



**COVERAGE DOSSIER**

**For**

**December 2023**

# **SHEOWS**

**Prepared by  
Team One2en**

**TO :** SHEOWS

**ATTN :** Ms. Mandavi Singh

**FROM :** One2en, Chandigarh

**DATE :** 26 December, 2023

### Coverage Generated

S.No.	Portal	Date	Link
1.	The CSR Universe	12th December, 2023	<a href="https://thecsruniverse.com/articles/innovative-approaches-to-aging-old-age-homes-introduce-cutting-edge-well-being-programs">https://thecsruniverse.com/articles/innovative-approaches-to-aging-old-age-homes-introduce-cutting-edge-well-being-programs</a>
2.	Mid-day	25th December, 2023	<a href="https://www.mid-day.com/lifestyle/health-and-fitness/article/navigating-winter-care-for-senior-citizens-tips-to-ensure-optimal-care-and-support-23326389">https://www.mid-day.com/lifestyle/health-and-fitness/article/navigating-winter-care-for-senior-citizens-tips-to-ensure-optimal-care-and-support-23326389</a>

### Coverage Generated- Press Release

S.No.	Portal	Date	Link/Page No.
1.	The Sentinel Hindi	8th December, 2023	<a href="#">Guwahati- 8</a>
2.	APN News	6th December, 2023	<a href="https://www.apnnews.com/sheows-foundation-goes-global-hosts-charity-gala-to-aid-elderly-lives/#google_vignette">https://www.apnnews.com/sheows-foundation-goes-global-hosts-charity-gala-to-aid-elderly-lives/#google_vignette</a>
3.	Media Brief	8th December, 2023	<a href="https://mediabrief.com/sheows-cares-foundation-expands-globally-hosts-charity-gala-for-elderly-support/">https://mediabrief.com/sheows-cares-foundation-expands-globally-hosts-charity-gala-for-elderly-support/</a>

**Costing - Online**

<b>S. No.</b>	<b>Portal</b>	<b>Cost</b>
1	The CSR Universe	2,00,000
2	Mid-day	1,50,000
	<b>Total</b>	<b>3,50,000</b>

**Costing - Press Release**

<b>S. No.</b>	<b>Portal</b>	<b>Cost</b>
1	The Sentinel Hindi	80,000
2	APN News	1,20,000
3	Media Brief	1,75,000
	<b>Total</b>	<b>3,75,000</b>

**Total PR Value: 7,25,000 X 3 = 21,75,000**

**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:** The CSR Universe

**Headline:** Innovative Approaches to Aging: Old Age Homes Introduce Cutting-Edge Well-Being Programs

**Date:** 12th December, 2023

**Link:**

<https://thecsruniverse.com/articles/innovative-approaches-to-aging-old-age-homes-introduce-cutting-edge-well-being-programs>



## Innovative Approaches to Aging: Old Age Homes Introduce Cutting-Edge Well-Being Programs

By [TheCSRUniverse Team](#)



*Elderly care has remained a rather under-discussed issue in South Asian societies. However, the rise in elderly population accompanied with societal shifts and a surge in abandoned, destitute, and financially challenged elders has highlighted the urgency of this pressing matter. In this article, **Dr. G.P. Bhagat, Founder of SHEOWS**, sheds light how old-age homes need to evolve in response to the evolving needs of this growing demographic.*

*Established in 2003, SHEOWS in Gautampuri, New Delhi, stands as a compassionate haven for overlooked seniors. Focused exclusively on destitute and abandoned individuals, SHEOWS provides free services, notably specializing in Dementia and Alzheimer's care. Old-age homes, once perceived as places for the elderly to spend their final years, are now vibrant communities offering comprehensive care. SHEOWS, along with similar organizations across India, has introduced holistic well-being programs encompassing healthcare, community building, financial support, emotional rehabilitation, and recreational activities.*



*As the aging population burgeons, the demand for innovative elderly care approaches intensifies. Dr. Bhagat emphasizes the need for increased government funding, awareness of elder abuse, and community initiatives to promote healthy aging. In conclusion, the article delves into the transformative journey of old-age homes, particularly SHEOWS, and their mission to redefine aging through cutting-edge well-being programs. Dr. Bhagat's pioneering efforts underline the vital role these initiatives play in providing a fulfilling and dignified life for the elderly.*

*Article begins.*

As the elderly population continues to increase, it becomes increasingly important to address the needs and well-being of this growing demographic. Aging brings a new set of challenges, and traditional approaches to caring for older adults are no longer sufficient. In recent years, there has been a shift towards innovative and holistic approaches to aging, particularly in the realm of old-age homes. Societal and cultural changes like nuclear families, urbanisation, etc. coupled with destitute elders, financially challenged elders, and elders without children or extended family members have led to an increasing need for old age homes. The old age homes across India are introducing cutting-edge well-being programs that are designed to promote physical, mental, and social health. These innovative approaches aim to support the physical, mental, and emotional health of older adults.

Traditionally, old age homes have been seen as institutions where seniors go to live out their final years. However, with the growing demand for higher quality services and a desire for a better quality of life, old age homes are now evolving into places that offer a wide range of programs and activities to promote overall well-being. Cutting-edge well-being programs are being designed to promote physical, mental, and social well-being in older adults. These programs are often based on the latest research in gerontology and incorporate a variety of evidence-based practices.

**Some of the popular cutting-edge well-being programs include:**

**1. Comprehensive Care:** Old-age homes across India offer abandoned elders comprehensive care, addressing their physical, emotional, and psychological needs. A team of healthcare professionals ensures that residents receive regular medical check-ups, medication management, and specialised care tailored to individual requirements.

**2. Community and Companionship:** Recognising the importance of social connections, old-age homes promote a sense of belongingness among its residents. Through engaging activities, group dining, and communal spaces, elders have the opportunity to build friendships and find solace in the companionship of their peers.

**3. Financial Support:** Old-age homes are aware that there might be financial challenges faced by abandoned elders and strive to alleviate this burden. These organisations collaborate with donors, sponsors, and government agencies to secure funding for residents; basic needs, ensuring that financial constraints do not hinder their well-being.

**4. Emotional Rehabilitation:** The teams working at old-age homes recognise the emotional distress experienced by abandoned elders and provide counselling and emotional support. Through therapeutic interventions and personalised care plans, residents are encouraged to rediscover their sense of purpose and find joy in their daily lives.

**5. Recreational and Therapeutic Activities:** Old-age homes incorporate recreational and therapeutic activities into the daily lives of elderly residents. These activities are designed to enhance physical health, cognitive function, and emotional resilience. Whether through arts and crafts, music, or gentle exercises, residents have opportunities to stay active and engaged.

**6. Nutritious Meal Provision:** Recognising the importance of proper nutrition for the well-being of abandoned elders, old-age homes ensure the provision of nutritious meals. The organisations collaborate with nutritionists to design balanced and wholesome menus, catering to the dietary needs of elderly residents. Access to nourishing meals not only supports physical health but also contributes to overall vitality and quality of life for seniors.

By embracing these well-being programs, old age homes are re-defining the concept of aging. They are no longer viewed as places of isolation, but as vibrant communities where the elderly can thrive and live fulfilling lives.

#### **Primary benefits of these well-being programs for elderly people**

These innovative programs have an excellent impact on the elderly population. They not only enjoy the process but encourage their fellow residents to forget about challenges and live happily. Cutting-edge well-being programs help to improve physical strength, balance, and coordination. They can also help to reduce the risk of chronic diseases such as heart disease, stroke, and diabetes, cognitive function and memory. These programs help older adults stay connected with friends and family and make new friends, reducing social isolation and loneliness. These programs primarily aim to provide the elderly with a holistic and enriching experience during their twilight years.

In addition to the innovative approaches being taken by old age homes, there are a number of other things that can be done to promote the well-being of older adults in India:

- The Indian government needs to increase funding for elderly care programs. This will help to ensure that all older people have access to quality care, regardless of their income level.
- Elder abuse is a serious problem in India. We need to raise awareness of this issue and develop effective prevention programs.
- We need to promote healthy aging by encouraging senior citizens to eat healthy, exercise regularly, and get regular checkups.
- Younger generations need to create communities that are welcoming and supportive of older adults. This includes making sure that there are accessible transportation options, safe places to exercise, and opportunities for social interaction.

As the population continues to age, the demand for innovative approaches to elderly care will only grow. Old-age homes that are able to provide cutting-edge well-being programs will be well-positioned to meet this demand. With the introduction of such programs, these facilities are now promoting active and healthy aging. With the use of technology, alternative therapies, and personalised care, these programs are helping to address the physical, mental, and emotional needs of the older generation, ultimately leading to a better quality of life in their later years. As society continues to age, it is essential that we continue to invest in innovative approaches to aging, and old age homes are leading the way in this important endeavour.



**Publication:** Mid-day

**Headline:** Navigating winter care for senior citizens: Tips to ensure optimal care and support

**Date:** 25th December, 2023

**Link:**

<https://www.mid-day.com/lifestyle/health-and-fitness/article/navigating-winter-care-for-senior-citizens-tips-to-ensure-optimal-care-and-support-23326389>

# mid·day

## Navigating winter care for senior citizens: Tips to ensure optimal care and support

Updated on: 25 December, 2023 07:31 PM IST | Mumbai  
mid-day online correspondent |



Senior citizens are often vulnerable to winter illnesses. Hypothermia, frostbite, respiratory problems, heart issues, and mental health challenges are among the common health issues faced by the elderly during the cold season. At such times, ensuring optimal care is paramount



*Image for representational purposes only. Photo Courtesy: iStock*

The winter season is often awaited by many as it provides the much-required respite from blazing summer. It is also the one that comforts the soul due to its pleasant nature, however, the cold season does offer its own set of troubles. Viral cold and dry skin are common woes during this time. Children and senior citizens are the most vulnerable to winter illnesses.

Older individuals face serious risks like hypothermia and frostbite. The harsh weather also raises the chances of respiratory problems, heart issues, and mental health challenges, such as Seasonal Affective Disorder (SAD). Difficulty in accessing healthcare and basic needs makes these health risks even more critical.

“Regular medical check-ups, access to healthcare, and strategies to address mental health challenges are essential to minimise the adverse effects of cold weather on the elderly,” says Dr G.P. Bhagat, founder and general secretary of SHEOWS, a welfare society and old age home dedicated to ensuring protection and care of the country’s elderly.

Bhagat shares key insights on how individuals must ensure good care of their elder family members during the [winter season](#).

#### **Are the elderly most vulnerable to winter illnesses?**

**Bhagat:** Winter presents specific health concerns for elderly individuals that are distinct to their age group. Their increased vulnerability to cold-related illnesses is a direct result of age-related health conditions. Moreover, the seasonal factors accentuate mental health struggles for the elderly during the winter months. This intersection of age-related health vulnerabilities and environmental stressors highlights the unique considerations essential for addressing the well-being of older individuals in colder climates.

#### **How does winter exacerbate existing health conditions among the elderly?**

**Bhagat:** Elderly individuals often have weakened immune systems and struggle to regulate body temperature. This makes them more susceptible to conditions like hypothermia and frostbite. Respiratory conditions such as asthma or COPD can worsen due to the cold air irritating airways. The strain on the cardiovascular system increases the risk for those with heart conditions.

Arthritis and joint pain can intensify in the cold, and the season's shorter days may contribute to mental health challenges. Limited mobility is exacerbated by icy conditions, raising the risk of falls, especially for those with existing mobility or balance issues. To address these concerns, it's essential to provide warmth, support mental health, and ensure access to healthcare and assistance for daily activities during the winter months.

### **How can caregivers support the health and well-being of elderly individuals during the winter months?**

**Bhagat:** Supporting the health and well-being of elderly individuals in winter involves caregivers ensuring access to essential resources. This includes providing warm clothing, ensuring they have proper shelter, and scheduling regular medical check-ups. Equally important is addressing mental health through emotional support, encouraging community engagement, and organising **recreational activities**. Additionally, caregivers play a crucial role in maintaining overall health by providing nutritious meals and securing access to necessities. This holistic approach helps elderly individuals navigate the challenges of winter and promotes their overall well-being.

### **Are there specific dietary recommendations for the elderly during winter?**

**Bhagat:** To support the dietary needs of the elderly during winter, emphasis should be placed on nutrient-dense and warming foods. Ensuring an adequate intake of essential vitamins and minerals, particularly those that bolster immune function, becomes crucial in this season. Collaborating with nutritionists to craft balanced and wholesome menus tailored to the specific dietary requirements of elderly individuals is essential. This collaborative approach helps address health concerns during winter, promoting overall well-being through a diet that is both nourishing and seasonally appropriate.

### **What are the potential risks of winter isolation for the elderly, and how can these be mitigated?**

**Bhagat:** Winter isolation for the elderly can lead to mental health struggles, exacerbation of existing conditions, and an increased risk of accidents. Mitigation involves promoting community and companionship through engaging activities, group interactions, and communal spaces. Emotional support, regular check-ins, and access to mental health services are essential in combating winter isolation risks.

### **In what ways can communities together address the unique health challenges that the elderly face during winter?**

**Bhagat:** Communities can address the unique health challenges of elderly individuals during winter by providing shelter, organising outreach programs, and facilitating access to healthcare services. Collaborative efforts to ensure warm clothing, **nutritious meals**, minimal physical activity under supervision and emotional support contribute to creating a safer and more supportive environment for the elderly.

**PRESS RELEASE**

## Coverage Generated- Print

Sr. No.	Publication	Date	Page No.	Edition
1	The Sentinel Hindi	8th December	8	Guwahati

# शीओस फाउंडेशन ने ग्लोबल, बुजुर्गों की सहायता के लिए चैरिटी गाला का आयोजन किया



नई दिल्ली, 7 दिसंबर  
शीओस केयर्स  
फाउंडेशन ने भारत में बुजुर्गों के जीवन  
पर सकारात्मक प्रभाव डालने के अपने  
मिशन में एक महत्वपूर्ण कदम बढ़ाया,  
न्यूयॉर्क, यूएसए में गाला 2023 का  
आयोजन किया। इस महीने के अंत में हुए इस समारोह में अमेरिका से बीस  
से अधिक प्रमुख मेहमानों को एकत्र किया, जिनमें व्यापार नेता, उद्यमियों,  
और धार्मिक दाताओं की श्रेणी में लोग शामिल थे। मोहन वांचू, शीओस  
केयर्स फाउंडेशन के एक बोर्ड सदस्य, और सौरभ भगत, शीओस के सीईओ  
द्वारा संचालित, इस गाला ने दोहरे उद्देश्य के साथ कार्य किया। पहले, इसने  
शीओस केयर्स फाउंडेशन आईएनसी. की स्थापना की, जो न्यूयॉर्क स्थित एक  
501(सी) पंजीकृत गैर-लाभकारी संगठन है। इस संस्था का उद्देश्य शांति,  
समृद्धि, और सतत विकास को बढ़ावा देने के लिए चैरिटेबल और शैक्षिक  
कारणों में योगदान करना है। इसका मुख्य ध्यान भारत में बुजुर्गों की  
आवश्यकताओं का समाधान करके, संबल, सहायता, और समर्थन प्रदान  
करने में है। दूसरा, इस गाला ने शीओस को एक वैश्विक मंच पर उंचाई  
प्रदान करने और इसके नेतृत्व में एक नोबल कॉज के बारे में जागरूकता  
फैलाने में कार्य किया। इस समारोह ने उन पर्यावरणिक परियोजनाओं को  
समर्थन करने के लिए निधि जुटाने के लिए मौद्रिक पहल कि जो संस्था के  
मिशन के साथ समर्थित हैं। सौरभ भगत, शीओस और शीओस केयर्स फाउंडेशन  
के अग्रणी ने गाला में एक मुख्य प्रतिसीटानकर्ता के रूप में भाग लिया,  
जिससे स्पष्ट होता है कि संस्था अपने लक्ष्यों के प्रति प्रतिबद्ध है।

## Coverage Generated- Online

**Publication:** APN News

**Headline:** SHEOWS Foundation Goes Global, Hosts Charity Gala to Aid Elderly Lives

**Date:** 6th December, 2023

**Link:**

<https://www.apnnews.com/sheows-foundation-goes-global-hosts-charity-gala-to-aid-elderly-lives/>

◆ APN NEWS

# SHEOWS Foundation Goes Global, Hosts Charity Gala to Aid Elderly Lives



Saurabh Bhagat, CEO of SHEOWS at Gala 2023 in New York

SHEOWS Cares Foundation took a significant stride in its mission to create a positive impact on the lives of the elderly in India by hosting the Gala 2023 in New York, USA. The event, held late this month, brought together over 100 distinguished guests, including Business Leaders, Entrepreneurs, and Philanthropists from across America.

Organised by Mr. Mohan Wanchoo, a Board Member of SHEOWS Cares Foundation, and Mr. Saurabh Bhagat, CEO of SHEOWS, the Gala served a dual purpose. Firstly, it marked the establishment of the “SHEOWS Cares Foundation, Inc.,” a 501(c) registered non-profit organisation based in New York. The foundation aims to contribute to charitable and educational causes by fostering peace, prosperity, and sustainable growth. Its focus lies in providing resources, assistance, and support to vulnerable communities, particularly addressing the needs of the elderly in India.

Secondly, The Gala served as a platform to elevate SHEOWS on a global stage, spreading awareness about its noble cause. The event laid the groundwork for fundraising initiatives to support sustainable projects that align with the foundation’s mission.

Mr. Saurabh Bhagat, at the forefront of SHEOWS and SHEOWS Cares Foundation, attended the Gala as a Key Representative, emphasising the commitment of the foundation to its goals and showcased its dedication to making a positive impact on communities in need.

On the occasion, Mr. Saurabh Bhagat said, “This Gala marks a pivotal moment in our journey to make a meaningful impact on the lives of the elderly. The support and presence of esteemed Business Leaders, Entrepreneurs, and Philanthropists from America underscore the global significance of our mission. The establishment of our non-profit organisation in New York opens up new avenues for collaboration and support, reinforcing our commitment to promoting peace, prosperity, and sustainable growth.”

**Publication:** Media Brief

**Headline:** SHEOWS Cares Foundation expands globally, hosts Charity Gala for elderly support

**Date:** 8th December, 2023

**Link:**

<https://mediabrief.com/sheows-cares-foundation-expands-globally-hosts-charity-gala-for-elderly-support/>

## MEDIABRIEF

# SHEOWS Cares Foundation expands globally, hosts Charity Gala for elderly support



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**THANK YOU!**