



COVERAGE DOSSIER

For

March 2024

SHEOWS

**Prepared by
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TO : SHEOWS

ATTN : Ms. Anshima

FROM : One2en, Chandigarh

DATE : 2nd April, 2024

Coverage Generated

| S.No. | Portal | Date | Link |
|-------|--------------------|------------------|---|
| 1. | ET Healthworld | 30th March, 2024 | https://health.economictimes.indiatimes.com/news/industry/elderly-people-in-dire-need-of-healthcare-support-are-often-abandoned-by-their-families-g-p-bhagat-sheows/108742212 |
| 2. | BW Wellbeing 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. |
|-------|----------------------|------------------|---|
| 1. | CSR Mandate + Others | 28th March, 2024 | https://www.csrmandate.org/old-age-home-sheows-holi-fest-brings-smiles-to-beloved-residents/ |

Costing - Online

| S. No. | Portal | Cost |
|---------------|--------------------|-----------------|
| 1 | ET HealthWorld | 2,75,000 |
| 2 | BW Wellbeing World | 2,25,000 |
| | Total | 5,00,000 |

Costing - Press Release

| S. No. | Portal | Cost |
|---------------|---------------|-----------------|
| 1 | CSR Mandate | 1,25,000 |
| | Total | 1,25,000 |

Total PR Value: 6,25,000 X 3 = 18,75,000

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: ET Healthworld

Headline: Elderly people in dire need of healthcare support are often abandoned by their families: Dr. G.P.Bhagat, SHEOWS

Date: 30th March, 2024

Link: <https://health.economictimes.indiatimes.com/news/industry/elderly-people-in-dire-need-of-healthcare-support-are-often-abandoned-by-their-families-g-p-bhagat-sheows/108742212>



Elderly people in dire need of healthcare support are often abandoned by their families: Dr. G.P.Bhagat, SHEOWS

Care and concern for the elderly is a global crisis. By 2050, there will be twice as many seniors (65 and older) as there are children under the age of five. The scenario in India is alarming, and we continue to be in a quandary. Despite significant growth in old-age care homes and tech-savvy solutions, we are still off track. Geriatrics and palliative care are on the backseat, general physicians are scarce, and policies are scant. Worse is the plight of those who have been abandoned by their own family members. It's time for everyone to rethink!



Shahid Akhter, editor, ETHealthworld, spoke to Dr. G. P. Bhagat, founder and general secretary of SHEOWS, to figure out the multiple challenges faced by the elderly today. Policies are not enough, facilities are

scarce, resources are inadequate, and the graph is on the rise. There is a massive increase in the number of elderly people being abandoned by their own families.

Elderly care: Challenges

The problem of the elderly is not new; it is a global issue, and in India, there are specific challenges for the elderly who are physically and mentally disabled. The first thing is the growing elderly population. It is estimated that by the year 2050, the elderly population will reach 21 billion, making it very challenging to care for them. The second thing is the prevalence of diseases among the elderly. Many of them suffer from mental and physical ailments such as dementia, Alzheimer's, psychiatric disorders, paralysis, and fractures.

Another big problem is the abandoning of the elderly, which started in 2000 in India. I have surveyed in Delhi NCR and found many people near temples and public places who were abandoned by their own families. This issue has increased significantly, with reports in the newspaper every day of someone abandoning their parents. This problem is growing day by day and poses a big challenge for the country.



Elderly care policies not enough

Not only in geriatrics but also in paramedical and caregivers, these staff are not available as needed. In India, the government introduced the Senior Citizen Act 2007 for the maintenance and welfare of senior citizens. However, the major problem that was not addressed in the policies is the elderly, who are physically and mentally disabled.

SHEOWS:Idea and origin

I submitted my M.Phil. dissertation in 1984. I conducted research on medical diagnosis through AI techniques and how artificial intelligence can assist physicians in diagnosing specific diseases. I found that there were no organisations in the Delhi NCR area dedicated to caring for physically and mentally disabled elderly individuals.

After conducting a survey, I found that there were no existing old-age homes in the area. This led me to establish one in the Gautampuri slum area of Delhi in 2003. Since then, the organisation has grown into a large institution. Currently, we operate three old-age homes, two in Delhi and one in Garhmukteshwar, which we proudly claim is the largest and most beautiful among them.

SHEOWS: Growth and expansion

We have a complete model of service. What is required of a physically and mentally disabled old person once they have been abandoned by their own family? They need complete behavioural love and affection, and medically, they need proper treatment. In each centre, we have full medical facilities like our own pathology lab, x-ray, physiotherapy centre, and a special care unit with full ICU facilities. Currently, we have around 25 physicians, paramedical staff, and technicians in our old-age home. For the last 20 years, we have been rescuing people. Our vehicle goes on the streets of Delhi, NCR, to bring the elderly to our facility, where we treat them and provide a better life in a beautiful and healthy environment.

SHEOWS: Future plans

As of now, we have three centres, but with our expansion in Gurgaon, we are going to start a geriatric research centre along with an old age home. Our research is focused on preventing and treating dementia through alternative medicine.

Publication: BW Business World

Headline: Old Age Homes: Connecting Community with Elderly Seeking Compassion

Date: 15th March, 2024

Link: <https://bwellbeingworld.businessworld.in/article/Old-Age-Homes-Connecting-Community-With-Elderly-Seeking-Compassion/15-03-2024-513508/>



Old Age Homes: Connecting Community With Elderly Seeking Compassion

Old Age Homes play a crucial role in providing essential care and support to seniors, creating a supportive community environment



As individuals age, their requirements change, requiring assistance in daily tasks, medical attention, and emotional understanding. Despite common misunderstandings portraying these homes as lonely and forsaken places, they serve as vital hubs that connect the elderly with a community attuned to their changing needs, ensuring they receive the empathy they rightfully deserve.

How Old Age Homes Bridge Gaps with Compassion?

Fundamental Care and Assistance: Old age homes provide a secure haven for seniors, particularly those requiring aid in daily tasks or health management. Dedicated staff undergo specialized training to help with essentials like bathing, dressing, and medication. Moreover, these establishments boast on-site medical facilities staffed by qualified healthcare professionals, guaranteeing residents consistent care for their overall well-being.

Recreational Activities: In addition to providing essential care, old age homes create vibrant spaces for residents to stay active and involved. Offering diverse activities, from exercise sessions to arts and crafts, these communities support seniors in pursuing their passions. Beyond just physical health, this engagement enhances their overall sense of fulfillment and purpose. Regular outings and events further ensure that residents remain connected to the broader community, fostering social interaction and enriching their lives.

Intergenerational Interaction: Old age homes aid in connecting generations within society. Partnering with nearby schools, youth organizations, and community centers, they facilitate the exchange of stories and wisdom between residents and the younger generation. These interactions serve as a vital bridge, allowing youth to gain valuable insights from the diverse experiences of older adults. This initiative cultivates empathy and understanding and also guarantees the transfer of invaluable wisdom from one generation to the next. Through these connections, old age homes become a nexus for the exchange of knowledge and the preservation of intergenerational bonds.

Community Engagement: Venturing beyond the confines of the facility, staff members motivate residents to engage in community events, volunteer opportunities, or local cultural activities. Establishing connections with the broader community fosters a profound sense of belonging and purpose among the elderly. Consequently, it alleviates feelings of loneliness and isolation, promoting a more integrated and fulfilling experience for them.

Old age homes serve as vital hubs, linking seniors with a community attuned to their essential requirements. Within these homes, the elderly flourish in a secure and nurturing atmosphere, enabling them to engage in meaningful activities despite the inevitable passage of time. The welcoming setting, coupled with specialized care, facilitates socialization and active involvement. These facilities provide consistent medical support and

foster community interaction, effectively bridging generational divides. Through these connections, old age homes cultivate an environment that cherishes and attends to the well-being of its senior inhabitants.

PRESS RELEASE

Publication: CSR Mandate

Headline: Old Age Home 'SHEOWS' Holi Fest Brings Smiles to Beloved Residents

Date: 28th March, 2024

Link: <https://www.csrmandate.org/old-age-home-sheows-holi-fest-brings-smiles-to-beloved-residents/>



Old Age Home 'SHEOWS' Holi Fest Brings Smiles to Beloved Residents



Delhi: Old Age Home – SHEOWS, marked the joyous occasion of Holi Week with the elderly residents at its Care Centres in Gautampuri, Okhla (Delhi), and Garhmukteshwar (Uttar Pradesh) with over 200 volunteers from four corporate houses and other individual supporters joined the event. Their participation added to the joy of the Holi celebration, fostering a sense of togetherness, and bringing smiles to the faces of the elderly.

The Holi week started with SHEOWS volunteers, and corporate and in-house volunteers joining with elderly residents to foster a familial atmosphere and encourage interactions. Following this, Holi colours were distributed and everyone celebrated the festival with lively music, festive treats like Gujiya and Thandai, and light-hearted activities suitable for the elderly. These included singing traditional Holi songs, dancing, and playing musical chairs aimed to create an enjoyable and inclusive Holi celebration for all the elderly residents.

On celebrating this festive Occasion, Dr. G.P. Bhagat, Founder and General Secretary of SHEOWS, says, "Celebrating such festivities with the SHEOWS residents, we aim to create a sense of joy and bring smiles in the lives of the elderly. Such festivities help us and the support from corporate and volunteers helps the elderly to enjoy the moment and celebrate with everyone, be it fellow residents, our staff and people from outside the Old Age home."



As the week ended, a vibrant atmosphere of festive foods and enjoyable activities enveloped the surroundings, fostering meaningful interactions between elderly individuals and volunteers. These interactions, coupled with corporate support, alleviate the loneliness often felt by the elderly. This external support provides them with opportunities for engagement, celebration and feeling included, contributing significantly to their mental, emotional and physical well-being. Social Gatherings help them to boost mood, create new happy memories and enhance the sense of community through fun activities, keeping minds active and spirits high. The joyous festivities of Holi became memorable as elderly residents, staff and volunteers captured moments of celebration across three locations, and heartfelt wishes for health and happiness were exchanged, bringing immense joy to the residents of SHEOWS.

THANK YOU!