



Title : Caring for Elderly people

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At present Indian society has large population between the age group of 15 to 30 yrs. Most of Indian products and services are designed targeting this population. At present percentage of elderly people is in single digit however it is increasing rapidly and will be double by year 2020. Urban families also show a trend of old people staying alone as their young generation is on move for professional commitments. This demands elderly people to complete their work by themselves for which self-mobility is an essential necessity.

Stopping driving or movement on road is a major event in personal life bringing about depression, loss of identity, loneliness and for some the first tangible outcome of ageing. Loneliness and the subsequent decline in wellbeing ness adversely affect physical health.

Care for elderly people will become more important considering these trends. More facilities needed to be created for elderly people. Understanding their constraints, sensitizing them through better products and services will be a key challenge in near future.