

Golden years

NGO Dignity Foundation, in association with Athashri-Paranjape Schemes Venture, is launching Retirement India Expo 2011. The expo opens on September 17 in Bangalore

Correspondent

Longevity and better socio-economic indices of people over 50 are making Indian companies take initiative to introduce products and services specially customised to the needs of this age group.

To showcase the arrival of such a market presence, Dignity Foundation, a 16-year-old NGO, in association with Athashri-Paranjape Schemes Venture, a leading name in housing solution for senior citizens in India, is launching an event titled Retirement India Expo 2011 in five cities - Chennai, Bangalore, Pune, Mumbai and Hyderabad - from September 10 to October 24, 2011. In Bangalore, the expo opens on September 17 at 11 am. In the words of Dheeraj Sinha, author, Consumers India - Inside the Indian Mind and Wallet, (2011) in a country where we have some 27 million people in the age band of 45+ belonging to the top three socio economic classes, not only are they significant in numbers but they are also high in their consumption power.

On show are products and services that have been customised by banks, insurance companies, housing firms, assisted devices by marketing outfits and other lifestyle services in tours and travel, convenience products, health monitoring equipment and alike. In words of Dr Sheilu Sreenivasan, founder president of Dignity Foundation, "We plan to deliver action-packed space for showcasing products, services, interactive exhibits of everything that is related to lifestyle segments for senior citizens. The goal is to set abuzz the commercial sector with potentialities for tapping the hitherto unchartered market territories."

For a firsthand meeting with the following companies' products and services, the public may visit stalls at Bangalore Nimhans Convention Centre, Hosur road on September 17, 18 and 19, 2011.

Dignity Foundation and Dignity Lifestyle Retirement Township will also be present to assist senior citizens who wish to see around the expo in wheel chair and avail of social support services extended by them addressing the needs of senior citizens. They bring to the expo a long line of very relevant empowerment activities of learning and discovery, workshops and entertainment.

H D Deve Gowda, former prime minister of India, will inaugurate the expo on September 17 at 11 am and N Santosh Hegde, former justice & Lokayukta of Karnataka, will flag off the World Elders Day celebrations at 4 pm on September 19, 2011.

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PARTICIPANTS:

- Dignity Foundation
- Paranjape Schemes (Construction) Ltd. (Athashri)
- AP Rajiv Swagraha Corporation Ltd.,
- State Bank of India
- IndiaFirst Life Insurance Co. Ltd
- Bank of India
- Life Insurance Corporation Of India
- Bajaj Allianz Life Insurance Co. Ltd.
- Melur Meadows Retirement Village
- Jain Farms (Sukh Shanti)
- Vasan Healthcare Private Limited,
- Central Bank of India
- Star Union Dai-Ichi Life Insurance Company Ltd.
- ING Life Insurance Company Limited
- National Institute Of Naturopathy
- Artificial Limbs Manufacturing Corp.
- Param Hearing Aids
- Covai Property Centre (India) Pvt. Ltd.
- State Bank of Hyderabad
- Saket Engineers (PRANAAM)
- Max New York Life
- Eckankar Pune
- Sanskruti Travels
- Dandekar Hearing Healthcare Services
- Indus Health Plus
- Goldage Hospital Pvt.Ltd.
- Concept Homes India Pvt. Ltd.
- Herbal Glo
- Creative Expressions
- HDFC, Bangalore
- Healthy International Homeopathy, Bangalore
- Orien Healthy Life, Bangalore
- Migun Ssiri Soundarya Healthy Life, Bangalore
- Mandovi Motors, Bangalore
- Elbit Diagnostics, Bangalore
- System Domain, Bangalore
- Star Insurance, Bangalore
- Mother Trust Old Age Home, Bangalore
- Sparsh Hospital, Bangalore
- Apollo Hospital, Bangalore