

September 12, 2011

Senior citizens' day out at expo

Staff Reporter

P.V. Vadivelu, 69, looked with excitement as the graphic designer gave finishing touches to juxtapose the photo of former President A.P.J. Abdul Kalam with him on Photoshop, making it look as if the two actually met.

“The former President is an honest man, he does not need any advertisement,” said the senior citizen on choosing the personality over photos of cinema stars shown on the walls in the stall.

For all those who had doubts if a photography desk could draw visitors to a ‘Retirement India Expo’, this stall seemed to have got it right. The stall was one of the many that drew senior citizens at ‘Retirement India Expo’ that opened at the Chennai Trade Centre, Nandambakkam, on Saturday. The three-day event is being organised by Dignity Foundation. As Sheilu Sreenivasan, founder-president, Dignity Foundation, said “This is a modest attempt to establish that there is business in ageing and to promote it.”

The expo was inaugurated by Minister for Rural Industries C. Shanmugavelu, who spoke about the various initiatives of the government for the senior citizens.

From retirement homes to a range of banking products to jobs for those who want to stay engaged after retirement, the expo seeks to create a new consumer market by offering products and services for those in 50-plus category.

Janaki Raman, Managing Director of Vision India, and T. Ranganathan, Director of Athashri Foundation and Dignity Foundation members were present.