

TALK ON ASLI AT THE ROTARY CLUB OF POONA

On Monday, 21st January, our own Rtn. PP Mansoor Dalal gave a presentation on the “Business of Ageing.” As the Founder of the Association of Senior Living India (ASLI), Mansoor introduced the concept of the Senior Living Sector as a newly growing segment of the housing industry. He abhors the common usage of such houses as ‘old age homes’ because of the social stigma attached to it. He played a recorded version of his radio interview in which he noted that with nearly 100 million seniors in India, there exists an untapped investment opportunity for development of retirement homes. He said that the time has come for senior living housing facilities in India and placed the requirement at some 300,000. He said that ASLI which reads as “real” in Hindi is a non-profit organization that plans to provide guidelines and code of conduct for this segment of housing and act as a self regulating body. Further, he plans to promote the education of seniors in India to consider senior living housing as a choice with quality care that would be professionally managed to make it senior citizens friendly. He acknowledged that currently, there is a big gap in trained people to handle this sector. The road map for ASLI, he said, would be become a voluntary accredited body with a committed professional team, provide training for holistic programmes (much different from the ward boys and ayahs that India now has) and enable a new career option. Mansoor indicated that he is looking for partnership with healthcare institutions and international partnerships for developing this sector. He said that he is in communication with Mr. John Erickson of the American senior housing industry and cited examples of developed senior living communities in Charleston, North Carolina and Washington, D.C. in the U.S. In foreign countries, Mansoor observed that the concept is to occupy such homes on lease rentals as against ownerships prevalent in India. He said that there is choice between independent living homes and assisted living. He showed visuals of the excellent facilities and the large areas developed in several foreign countries including China. Mansoor had brought along with him two guests who have purchased apartments in Golden Nest, Pune, which he was instrumental in developing for senior citizens. A pamphlet on ASLI was distributed. Rtn. PE Joe Deshpande gave the vote of thanks. Thereafter, we broke for Fellowship & Dinner hosted by Joe and Rtn. PP Sanjay Kher.