



Volume Number: 1-8

For Private Circulation Only

Date: 15-08-2014

➤ **From the MD's Desk:**

Thought for Today

<http://www.thoughtfortoday.org.uk/todays-thought/>

Dear Friends,

Hearty Independence Day greetings!!

The Phase 1a process is on track; the bids from 5 contractors were scrutinized and they were interviewed last week. They have been requested to submit revised bids based on negotiations. By the end of this week, we should be finalizing the contractor to build the cottages.

We have had 7-8 serious enquiries for these cottages; but it is a matter of concern that we have not yet had subscription for shares; in this sense we are behind the schedule laid out in the recovery plan.

The marketing plan is in full swing; The brochure is ready. It has been well received. Dr Ashok Gurudas deserves kudos for the work he has put in for this. Dr Kadambi is organizing the web campaign on 99acres.com. Thanks to Dr Karthik and Dr Ashoka, we had a stall at a recent Diabetes Conference; Mrs Bharati, Mr SVS Shastri and Prof Shankar volunteered to 'man' the stall and explain the concept of Suvidha to the visitors at the stall. We are following up on the contacts we established there. Several SH have spread a good word about Suvidha - we need a lot more of this to happen.

Dr Ahalya and her team in the landscaping committee, Dr Chandrashekara and Mr Prabhakar have been working hard to make things happen in the village. Dr Sreedhara and Mr Vaidyanathan have been putting in a lot of effort as regards the financial matters. Mr Vinod Haritwal's advise on company matters are invaluable. I thank my team of directors for their efforts to make Suvidha a success.

The law governing companies' functioning is stringent and has been modified making it even more complex. The statutory requirements are on the increase and the paper work needed to meet this is substantial. The various tax liabilities are adding a significant burden on Suvidha's expenses. We have to



Website: <http://www.suvidha.co.in> Phone: 91-080-26951000 / 212 Email : pmc05_cardiac@yahoo.co.in

understand that the present low Maintenance Fee is sustainable only through subsidies. For this to happen we have to have subscription to shares for Phase 1a cottages in a finite period of time.

The acoustic work in the 'auditorium' is complete. We have had two functions there and the quality of sound and projection is quite good. We now have nice tables and chairs in the dining hall. The library and the saloon will be ready in about a week. They will start functioning as soon as they are ready. Their formal inauguration will probably be during the AGM in September.

I must thank all the donors who have donated towards development of the clubhouse and the bandstand. The list of donors has been circulated in the past.

Regards

Dr. K. Lakshman.

➤ **Know your Directors:**

With a view to get to know our Directors better, we present here a graphic description of their background, tasks on hand and their vision for Suvidha. Dr. Ashoka Gurudas, one of the promoters of The Bangalore Hospital, is here to share with us his vision and aspirations.

His achievements and contribution to society are presented below.....



- Dr. Ashoka Gurudas is a physician by profession. He completed his M.B.B.S. from J.N.M.C. Belgaum, Karnataka University and subsequently completed postgraduate specialization in Medicine (M.D.) from Bangalore Medical College.
- He worked as a lecturer in General Medicine at M.S.Ramaiah Medical College, Bangalore before he left to the USA.
- After returning from the USA (1991) he was actively involved in the family business of Horticulture, Farming and Real Estate for more than 20 years.
- He has developed a 5 hectare Floriculture unit at Tumkur, which grows and exports Dutch roses.
- He is one of the promoters of The Bangalore Hospital.
- Presently, he is the President of the Diabetes club & the Chairman of the Bangalore Diabetes Hospital.
- He is the President of the Bangalore Brahma Samaj & the Secretary of Basavanagudi Brahma Samaj. He serves as the Trustee of Brahma Samaj Appavu Pillai Girls School.
- As a Director of Sikshana Foundation, he is involved in a pioneering effort to improve the quality of education in the Public Education System. With a coverage of over 1000 schools involving 150,000 children it is now one of the top three such initiatives in the country.
- He is the Managing Director of Niju Scribe Pvt Limited a BPO in Bangalore South, handling Healthcare back office services for the US and Canadian based hospitals.

➤ Event Highlights:

- **Musical program "Baar Baar Dekho"** – organised at Suidha on Aug 2nd was a grand success, with over 100 attendees. It was the inaugural event in the new Auditorium-cum-Banquet Hall with elegant new furniture and improved acoustics. The inimitable Dr. Vivek Kadambi who organised this function was



the heart and soul through out and enthused the gatherings till the end of the program. He expressed his gratitude to all those who enthusiastically participated in the event and demonstrated that Suidha



is indeed a vibrant community. Special thanks are due to the member team and to the staff of Suidha that helped to execute the program smoothly. An added highlight is that as many as thirty attendees pledged their eyes on the occasion. Please click on the link below to view more photos!

<https://plus.google.com/photos/117291397490350207875/albums/6046887354098837889>

- **Marketing initiative for Suidha's Phase-1A Cottages:** The Diabetes Club and DESERT 2014, held a conference at Jnana Jyothi Convention Centre, Bangalore, on 2nd & 3rd August 2014. To showcase our Phase-1A project, a stall was kindly offered to Suidha by Dr Ashok Gurudas, Chairman and Dr. K Munichoodappa, Organising Secretary & Treasurer of Diabetes Club. Prof. Sankar, Mr. SVS Sastry and Ms. Bharathi Sastry represented Suidha. The team shared details of the project with the visitors who showed keen interest. About 100 doctors visited the stall. The response was very promising.



The Diabetes Club and DESERT 2014, held a conference at Jnana Jyothi Convention Centre, Bangalore, on 2nd & 3rd August 2014. To showcase our Phase-1A project, a stall was kindly offered to Suidha by Dr Ashok Gurudas, Chairman and Dr. K Munichoodappa, Organising Secretary & Treasurer of Diabetes Club. Prof. Sankar, Mr. SVS Sastry and Ms. Bharathi Sastry represented Suidha. The team shared details of the project with the visitors who showed keen interest. About 100 doctors visited the stall. The response was very promising.



Please click on the link to view the response received and enjoy!

<https://plus.google.com/photos/117291397490350207875/albums/6046889931783647761>

- **Suidha Vanamahotsava 2014** - As part of Green Initiatives, Suidha organised Vanamahotsava 2014 on Sunday the 10th August 2014. The Chief Guest for the event was Mr. Vinay Luthra IFS – Principal Chief Conservator of Forests & Chief Wildlife Warden, Government of Karnataka. The programme started with the presentation - Suidha Landscape 2005 to 2014 by Ms Ahalya Shetty - Director & Convenor of the Landscape Committee of Suidha. It was a pictorial journey



with the presentation - Suidha Landscape 2005 to 2014 by Ms Ahalya Shetty - Director & Convenor of the Landscape Committee of Suidha. It was a pictorial journey



of Suvidha from its Inception in 2005 to date. The chief guest Mr Vinay Luthra spoke about the importance of Vanamahotsava and the purpose of planting more trees during the monsoon. He also reiterated that we need to avoid having grass in our landscaped areas and have more trees. Mr. Vinay Luthra procured 450 trees for Suvidha through the Forest Department. As a symbolic launch

of the Vanamahotsava , Mr Vinay Luthra, Dr. KS Shekar - the founder Chairman of Suvidha and Ms Ahalya Shetty planted the first tree for the day. There after about 70 residents of Suvidha took part in the tree planting programme. This was followed by lunch at the newly furbished Suvidha Banquet hall. The Event was a grand success. We invite you to click on the link below to view snaps taken on that occasion. Thanks are due to Mr. Prabhakar, Resident Director of Suvidha for providing the snaps.



<https://plus.google.com/photos/117291397490350207875/albums/6045854550653105985>

➤ **Suvidha On The Move :**

During the month a numbers of events of interest to our shareholders have taken place. The following are some follow up actions taken.

- **New Suvidha Logo** - A new logo for Suvidha has been designed to explicitly bring out what Suvidha stands for – a clean and green environment which is a prerequisite for a healthy and happy retired life. Henceforth, the Suvidha Letter Heads also will carry the new logo with this implied message.
-
- **Marketing Brochure:** As a part of marketing information, Suvidha has brought out a colourful and aesthetically designed Brochure and a folder containing details of our Phase-1A cottages along with the architect's view of model cottages and floor plans. These marketing material have been very effectively used in the recently held conference organised by Diabetes Club and DESERT 2014, at Jnana Jyothi Convention Centre, Bangalore, on 2nd & 3rd August 2014. The response was very encouraging.
 - **Suvidha Webpage** <http://suvidha.co.in> now has a fresh look with plenty of interesting information. This is done on priority as it is the gateway to information on Suvidha. All details have been updated to reflect current position.
 - You may recall our request for suggestions on naming different locations in the club house. On the basis of suggestions received the Names for different locations and chambers in the Club House have been finalised. Thanks to all those who responded to our call!
 - **Suvidha Library** is almost complete and donated books are arriving in good numbers from the residents and the share holders. Thanks to Suvidha Ladies Club and Resident Directors for their unstinted support.
 - **Unisex Beauty parlour** is almost complete and the final rate list is being processed. Suvidha Ladies Club and Resident Directors played a crucial role for its timely completion.
 - **Suvidha Auditorium cum Dinning Hall** is now complete with fixtures like, the projection system, sound system and new dining chairs and tables. Buffet serving equipment have been procured and started using them for all functions.

- **Annual Maintenance Contract** is being arranged for effective control of Cock roach menace in the Kitchen.

➤ **Suvidha Family News :**

- On 20th July 2014, Smt. Rama and Shri. SM Subba Rao have moved into their cottage # 139 as permanent residents. We welcome and wish them a very happy and peaceful stay in Suvidha.



➤ **Picture Gallery:**

A picture says a thousand words. So goes the common saying. Hereunder, we have presented the major events in this year in pictures to transport you to that very event with just one click. So relax and enjoy !!!

Recent Events:

- **Suvidha Vanamahotsava 2014 – 10-08-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6045854550653105985>
- **Musical program "Baar Baar Dekho" – 2-08-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6046887354098837889>
- **Marketing initiative for Suvidha's Phase-1A – 2-08-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6046889931783647761>

Archives:

- **Living Will and Organ Donation – 29-06-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6034403211395729665>
- **Veena Recital & Art Appreciation Program – 15-06-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6025077471979169665>
- **Nutrition for Senior Citizens – 01-06-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6019891682683628625>
- **Photography Workshop at Suvidha - 25-05-2014**
https://plus.google.com/photos/117291397490350207875/albums/6018309312138203793?authkey=CMmP-eWG7_adoAE
- **Pre-Ugadi celebrations @ Suvidha - 30-03-2014**
<https://plus.google.com/photos/117291397490350207875/albums/5996914717033107585>
- **Suhana Safar – 23-03-2014**
<https://plus.google.com/photos/117291397490350207875/albums/5996433669207714097>
- **Suvidha Ladies Club Inauguration - 08-03-2014**
<https://plus.google.com/photos/117291397490350207875/albums/5988361819971361393>
- **Republic Day at Suvidha - 26-01-2014**
<https://plus.google.com/photos/117291397490350207875/albums/5987501747808024849>
- **New Year Bash at Suvidha - 31-12-2013**
<https://plus.google.com/photos/117291397490350207875/albums/5966379167825094545>
- **Independence Day at Suvidha - 15-08-2013**
<https://plus.google.com/photos/117291397490350207875/albums/5912532340407574321>

➤ **All in the lighter vein:***Jokes you will love to share* *From ajokeaday.com*

- **D**ear Dad,

\$chool i\$ really great. I am making lot\$ of friend\$ and \$tudying very hard. With all my \$tuff, I \$imply can't think of anything I need. \$o if you would like, you can ju\$t \$end me a card, a\$ I would love to hear from you.... Love, Your **\$on**

The Replv:

- D**ear Son,

I kNOw that astroNOmy, ecoNOmics, and oceaNOgraphy are eNOugh to keep even an hoNOrs student busy. Do NOt forget that the pursuit of kNOwledge is a NOble task, and you can never study eNOugh.... Love, **Dad**

- **A** man and his wife were sitting in the living room discussing a "Living Will"

"Just so you know, I never want to live in a vegetative state, dependent on some machine and fluids from a bottle. If that ever happens, just pull the plug."

His wife got up, unplugged the TV and threw out all the beer.

- **A** young child walked up to her mother and stared at her hair. As mother scrubbed on the dishes, the girl cleared her throat and sweetly asked; "Why do you have some grey strands in your hair?"

The mother paused and looked at her daughter. "Every time you disobey, I get one strand of grey hair. If you want me to stay pretty, you better obey." The mother quickly returned to her task of washing dishes.

The little girl stood there thinking. She cleared her throat again. "Mother?" she sweetly asked again. "Yes?" her Mother replied. "Why is Grandma's hair all grey?"

- **A** young boy enters a barber shop and the barber whispers to his customer, "This is the dumbest kid in the world. Watch while I prove it to you." The barber puts a dollar bill in one hand and two quarters in the other, then calls the boy over and asks, "Which do you want, son?" The boy takes the quarters and leaves. "What did I tell you?" said the barber. "That kid never learns!" Later, when the customer leaves, he sees the same young boy coming out of the ice cream store. "Hey, son! May I ask you a question? Why did you take the quarters instead of the dollar bill?" The boy licked his cone and replied, "Because the day I take the dollar, the game is over!"



- **Talent Corner:** Under this banner we plan to introduce to our readers, the contributions of our Suvridha family members who have developed substantial special skill sets as hobbies. Hope you will all enjoy such presentation. We welcome all such talented members to participate in this endeavour.
- **Paintings:** Dr. Narayanan R, a popular gynecologist and a resident of Cottage No. 107 at SUVIDHA, will be introducing us to the fantasies of flora / fauna around the Village through his intricate miniature paintings.



Allamanda cathartica



Allamanda cathartica (golden trumpet vine) is native to the Americas, where they are distributed from [Mexico](#) to [Argentina](#). The genus name *Allamanda* honors the [Swiss botanist](#) and physician [Frédéric-Louis Allamand](#). The golden trumpet vine has clusters of particularly striking golden-yellow flowers, which contrast with the shiny dark green leaves to make a lush plant. All parts are poisonous if eaten; its sap causes skin and eye irritation.

Allamanda species have been used in systems of [traditional medicine](#) for various purposes: used to treat [liver tumors](#), [jaundice](#), [splenomegaly](#), and [malaria](#). Some species have shown some activity against [carcinoma](#) cells, [pathogenic fungi](#), and [HIV](#).

You can see them in front of Cottages # 107 to 110, apart from several other places in Suvridha.

- **Photography:** Our Winged Visitors is a sequel of beautiful and at times stunning pictures of the birds that visit our Suvidha Lake. Mr. Ashok Dey a senior resident of SUVIDHA has taken keen interest in photographing birds. We believe that as many as 54 different species of birds visit the lake during the season. In this sequel we present the birds as caught by his camera. Enjoy!



Whitebreasted Waterhens



A family of four **Whitebreasted Waterhens (*Amaurornis phoenicurus*)** have made their home in the thick cover in the north western bank of our lake, very close to where the stream flows in to the lake. The adults have slaty grey upper parts with white face fore-neck and prominent white breast with swollen reddish undertail coverts. Juveniles are grey in the face and sides of neck and breast. They are very shy and detect any movement from quite afar. Let us hope we have more rain and their tribe will increase.

➤ **News Makers :**

The Wonder Plant

Courtesy – Mr. Ashok Dey, Suvidha # 044

As some of you may have noticed, quite a few varieties of cacti and succulents are growing very well in SUVIDHA, adding to the beauty of the landscape. Truly spectacular among them is this magnificent specimen of ***Agave americana*** (aka ***Agave spectabilis***), which is a part of the rock garden in front of cottages # 121 and # 122. Because of extensive propagation, the plant's exact origin is uncertain but it is now widely believed that it probably came from the arid areas of Mexico. It is a solitary large leaf succulent with a basal rosette which can grow up to 4m in width, with thick massive grey blue leaves which are between 170 cms- 200cms long and around 25 cms wide and have sharp spines in the margins and at the tips. The inflorescence of the ***Agave americana*** is branched and can reach very large proportions, soaring 3m to 7m or more in height and bears large yellowish green flowers that measure between 6cm and 10 cms. No photograph (especially the one attached to this mail which was taken this morning which was quite cloudy and hence dark) can really do justice to our home-grown specimen. So, if you happen to be in Bangalore and really wish to see this magnificent specimen, please drop by. It will be worth the visit.



Near Cottage 121

My earlier mail elicited two interesting responses; hence this mail.

1. Both Prof. Sankar and Dr. Narayanan Raghavan, whose cottages are close to the specimen I had described, sent me photographs -- taken in far better light than I had, of that same specimen.
2. Ms Ahalya Shetty told me that there was an older specimen of *Agave Americana* growing in the triangular island in front of Cottage #134 and #150, which had grown even larger. (Ahalya, as most of you know has been in charge of landscaping since 2011 and is currently the chairperson of our Landscaping Committee). I wanted to share a picture of this specimen which is indeed spectacular and stands out strikingly with the distant hills forming a beautiful background.



Near Cottage 134

➤ **Readers Corner :**

HEALTHY AGEING

Courtesy: Dr. P.M. Chandrasekhara, Suvridha

How to lead a quality life and participate in a successful second innings?

*As is true of other times in the life span, happiness in old age depends upon fulfilment of the “three ‘A’s’ of happiness” – **acceptance, affection and achievement**. When any one of these is unfulfilled, it is difficult, if not impossible, for the elderly to be happy, according to Elizabeth B Hurlock, “Developmental psychology: A Life-span Approach”.*

Life following retirement - Inevitable Drift with the advancing age:

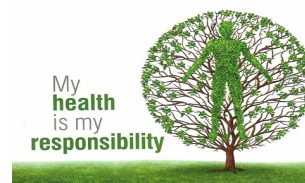
Old age has several physical, financial, and societal impact on the individual and the end result depends on the Individual's capacity to recognize and understand these traits early and take suitable remedial steps. Thus every individual should learn more about the disease and try to live a near normal life during the rest of the period. One should remember that life deals with unbearable blows. However, that does not mean one should sit down and wallow in despair. One has to keep moving with the time without wasting the God-gifted life. It is advisable to keep occupied and keep engaged in areas that interest him, keep doing some thing worthwhile. A person who knows the value of time – then he utilizes his time in fruitful occupations. What are the directives and the basic requirements? A society that does not treasure the knowledge, experience, and wisdom of the elders is in trouble. While India takes pride in being one of the youngest nations, it would soon be home to the second largest population of senior citizens in the world.

1. Safety from Maltreatment and Crime:

Many incidental reports are available quoting the incidence of maltreatment of the aged at home or in the society since they become a non-productive asset of the family. The degree of mental as well as the physical torture that these aged persons may have to endure within the spectrum of a family or outside in the society include physical restricts, deprived of dignity, social neglect, isolation and even abusive acts. In a nutshell one sees a breakdown of values and harassment or even cheating by not only strangers but also their own family members. In a city like Bangalore, routinely one comes across the news about killing of single elderly women or couple over their jewelry or property. For example the helpline instituted by Nightingale's Trust received 92,983 calls from senior citizens between April 2011 to August 2012.

2. Financial loss:

In India, we all generally value and respect older people in the family. We all love them as “Elders”. However, in other societies they may be less respected. This marginalization can be structural and is a practical way of looking at it. Further, it is usually based “Man Power” what a person contributes to the family {earnings} or at the work place. It is an accepted way to view an aged person as less energetic, less valuable to a potential employer and cannot get work done as per schedule and ultimately become less and less reliable. The establishment has also contributed to marginalize aged from that of young employee by introducing “Forced retirement” at a defined age. Thus “Ageism” serves as divider between young and old. Ageism is the stereotyping or discrimination because of age. Portray them as “Frail”; “Past their sell value”; “Unable to work”; physically and mentally “slow”. These labels or stereotypes prevent older men and women from fully participating in social, economical, cultural, spiritual, civic and other activities.



3. Failing Health:

Nations Population report [UNFPA] under *ageing 21st century* has issued a wake-up call to take care of these aged persons who may need assisted living since they face a serious risk of chronic diseases due to chronic exposure to unhealthy environment at the work place or else where. It is also common to see that in addition to chronic disease these individuals also suffer from various degree of malnutrition in 87% of male and 93.5% of women population. Low physical activity was observed in 24% of male and 26% of female individuals. The biggest underlying risk factor in elderly is that one in four suffer from high blood pressure. Next comes dementia and diabetes. Smokers suffer early and more severely. Those aged with high waist to hip ratio as in case of abdominal obesity will have a greater CVS. In addition, the older individuals are prone to fall and suffer hip fracture resulting in prolonged immobilization. These bed ridden aged individuals suffer from several other life threatening complications which may lead them to death even after best care at a huge cost. It is also estimated that 2.7 million seniors currently need specialised medical care.

Need of the Day:

It becomes the society's responsibility to care for those who do not have children who could provide a safe and good social security or the older individual desires not to disturb the daily busy family routine, where his priority will be at the bottom end. There are several incidents, where sons and the daughters are not able to provide the emotional care for their parents especially when they are no longer able to support the family needs as servants in their own home. Under such circumstances it is better that these elders come out and live with dignity in a retirement homes; where mutual respect, emotional support and the companionship exists with provision for a total care of the individual's requirement.

In India, there are 98 million elderly and the number is growing at 3.8%. They need old age homes / retirement homes / retirement community living projects that offer a relatively stress free existence in one's twilight years. These retirement homes offer modern amenities, a safe environment and prompt help in case of medical emergencies and the aged need not do anything apart from taking rest and pursuing their hobbies. These activates and the concept of high segment retirement homes has created a new interest to tap ever increasing "Market " potential and is attracting very high end investors as well as the policy makers. Thus, now the marketers are recognizing the Senior Citizens as an important target "market" as they have considerable amount of time and money on their hands. These agencies with commercial as well as the social objectives are coining new words almost every day including "The Ultimate Retirement", Retirement homes / villages", Old age residencies etc with newer ideas and amenities that no would have thought about a few years ago. These demographic factors reflect the prosperous, growing and affluent senior citizens market in India. This 60 plus market is growing by leaps and bounds, and it would be interesting to analyse the opportunities that are available to the marketing professionals According to an estimate there are 27 million elderly live in top three segmentation in India. They have purchasing power to make their lives padded by support systems and enhancements. In the new age these old age residencies are like a heaven, while still embodies. It is not even about abandonment, it is about giving old people the environment that they truly deserve. It has become a routine for the sons and the daughters purchase these spaces and gift it to their parents. And in turn the parents can invite them in their own private heavens so that the children could come on holidays and beat the stress. Thus 21st century can be coined as "Century of Aged" and the 22nd century would be "Century of Ageing of the Aged".

There are a few who are concerned and anxious about separating the elders from the "family environment. They ask "do we really want a society that treats old people in a step motherly attitude"? "Is it not herding the elderly into a senior citizen homes which is symptomatic of an "out of sight – out of mind" mentality? Further they opine that caring the elderly not only inculcates similar values among younger generations. Thus the new approach deprives the younger generation to learn from the knowledge and experience from their elders. This trend points to a gradual erosion of Indian family values of which caring for elderly was an integral component. Thus the senior living projects are only a selfish way of absolving one self of responsibility by throwing money

at it. These senior citizen projects cannot replace warmth and compassion that the people desperately crave. In fact, these old-age homes can be quite depressing as the residents have to spend their days with complete strangers and the uniformed attendants.

---@@@---

➤ **Door-Delivery Service Providers for Suvidha :**

- **Religare Medicals:** Register with Religare to buy **your medicines**. Senior citizens get 10% discount. Contact : 080-22956228 / 29
- **Healthy Farm Fresh:** For **vegetable and fruits**: Contact: Mr. Lokesh ; Mobile:9008119404. You can order your requirements on their website also. Website <http://www.healthyfarmfresh.com>
- **BigBasket:** For your **groceries, Vegetables, fruits**, House Cleaning products etc., order online at www.bigbasket.com . All details are available on the website.
- **Ladies Beauty Parlour** – Now **Beauty Café** offers these services at your door-step. Special for Suvidha – free home service for billing more than Rs. 300/- and 10% discount on all parlour services. Home Services Menu (ask for Suvidha rates) details can be had from their office – call +91 90080 29242 ;
- **Home Medical Care Services:** They provide dependable service of a Doctor, Physiotherapy, Nursing or Trained Attendant. Please visit for details - www.portea.com or contact - Tel No: 080-33554554
- **Special Needs Taxi Services:** It is only to be seen to believe it. Please visit for complete details - : www.kickstartcabs.com – or contact Tel: 8105600445