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➤ **From Your MD's Desk:**

Thought for Today

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

Dear Suvidhites,

Greetings from Suvidha.

The AGM was well attended. It brought in changes to the board; some of them mandatory changes. Yours truly was ratified as the MD of the company!! I thank all of you for reposing faith in me. I will try and do my best for the company.



Mr Vinod Haritwal and Mr Vaidyanathan completed their terms and chose not to offer themselves for re-election. I would like to place on record, with thanks, their important contribution towards the progress of the company. Mr S V S Shastry and Dr Rangaraj have come on board as Directors. They are both experienced in running organizations and I look forward to their inputs in managing the company. The law mandated the presence of Independent Directors. We needed to have 2 of them. Mr Vasanth, a well-known and accomplished chartered accountant and our own Dr Ashoka Gurudas have joined us as Independent Directors. I welcome all our new Directors and look forward to fruitful interaction with them.

The Beauty parlour and the Library are functioning well. The auditorium is used quite well. The number of parties hosted at Suvidha has increased. I appeal to all members to utilize these facilities to the fullest.

Phase 1a is progressing well. Construction has started. Subscription to shares for six cottages have been confirmed. We are in the final stage of signing the MOU with a marketing company. There are many independent inquiries as well. The office is managing the difficult task of filing many documents with the ROC – a statutory requirement for allotting shares.

Several people have endorsed the suggestion that we must have classes for the elderly on various topics. I have put it up to the board. I am quite sure the board will look at it favourably. But, we need volunteers to put together this programme. One has to choose the topics; have a formal curriculum; find the faculty; have some publicity; run the programme etc. Do write to me or the office, if you are willing to give some time towards this activity.

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

It is fair to say that things are looking up; however, we still have a long way to go before we can declare that the company is 'doing well'.

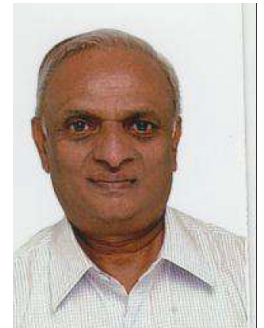
Regards

Dr. K. Lakshman.

➤ **Know your Directors:**

Dr. Rangarajan, Mr. SVS Sastry and Mr. J. Vasanth Kumar are our newly elected Directors to Suvidha Board of Directors in the recent AGM held at Suvidha Village, Bangalore. With a view to get to know our Directors better, we present here a graphic description of their background. We extend a hearty welcome and wish them good luck in their new assignment.

Dr. N.Rangaraj, B.Sc, MBBS, FCCP,
Medical Director,
Belle Vue's Cambridge Hospital,
Halasuru, Bangalore,56008



Past President :	Lions Club of Marathahalli 1981 to 1983 Lions club of Someshvarapura 1999 to 2000
Treasurer:	Bangalore Medical College Alumni Association 2000-2007
Vice President.	Bangalore Medical College Alumni Association 2007-2009
President.	Bangalore Medical College Alumni Association 2009-2012
Founder Trustee.	Globe Eye Foundation since 1995
President.	Indiranagar 1st stage Resident Welfare Association 2005-2011
Governing Body Member	Spastic Society of Karnataka since 1995
Secretary.	Spastic Society of Karnataka from 1991 to 1994
Share holder	SUVIDHA. Cottage No.127
Life Member	Karnataka Cancer Society Bangalore & IMA Indiranagar Sangeeth Sabha

Mr. SVS Sastry, B.A, Dip BM.
Suvidha Village,
Bangalore



1. Graduated in Arts (Eng Lit. & Economics) from S.I.E.S.COLLEGE, Bombay University followed by a Diploma in Business Mgt from St.Xaviers College, Bombay.

2. In 1975, he started his career as Sales Executive (Marketing and Medical Technical Consultancy) with Blue Star Ltd, Bombay.
3. In a short while he had the opportunity to move on as Marketing Executive with Bharath Insulation and Atlas Wires, Bombay.
4. Then he joined the JK Group's Raymond Woollen Mills as Manager (Marketing) at the middle management level.
5. Thereafter, he went abroad to Dubai and joined Shetty International, one of the oldest and well established building materials company in Dubai. He was appointed as their Marketing Manager and Head of Administration, where he worked for 4 years.
6. Next he joined New Medical Centre, Abu Dhabi, as their Sales & Marketing Manager.
7. When he got an offer from the Immigration and Entry Clearance (Visas) related work, in British Embassy, Dubai, he immediately joined. He worked in the UK & Commonwealth Visas (Immigration) for a number of years processing, interviewing and issuing Visas.
8. After about 14 years of Immigration work, he changed over to Department of Industry to join the United Kingdom Trade and Investment (UKTI). As a UKTI Officer, he supported UK companies to develop their export potential within Dubai & the Northern Emirates for the following Sectors: Education & Skills and IT Hardware; Communications; Software & Computer Services; Construction and Infrastructure; Security & Defense, Transportation.

Mr. Vasanth Kumar

Vasanth & Co.,
Chartered Accountants,
South End Sampurna, No.G-001,
No.11/94, Model House Street,
Basavanagudi, Bangalore -560 004



1. An Accomplished and Seasoned Chartered Accountant being Member of Institute of Chartered Accountants of India with Bachelors in Commerce, with over 16 years of experience in Manufacturing, Technology, Engineering, Construction, Hospitality Entertainment, & Automobile industries.
2. Possess Hands on Experience in fields of Accounts, Treasury, Finance, Direct and Indirect Taxation, costing and product pricing, adhering to I-GAAP and US GAP.
3. Adept at implementing various accounting software packages viz., Tally, Centrack, Net suite and SAP (Finance and Accounts) for the smooth functioning of financial operations.
4. Good exposure in designing and implementing Standard Operating Procedures, internal and cost control mechanisms, various corporate policies and devise appropriate structure for MIS and Cost sheets.

5. Advised client to raise substantial Funds in the form of term loan, working capital, Project Finance and short term Finance from Public Sector banks, Foreign Banks, private banks and also from private financial institutions at best interest rate.
6. Proficient in taxation matters, advisory on Direct Taxes, representation before CIT Appeals, ITAT.
7. Associated as a Statutory Auditor/ Internal Auditor / Consultant – for over 12 major clientele – many of them are Transnational Technology Companies.

➤ Event Highlights:

Month of September 16 to October 15 saw a series of functions and events which kept the Suvidites in a happy and festive mood. They say the kitchen is the heart of the events. Success of any event depends on the services rendered on that day. During the last 30 days, our kitchen was busy in dishing out a variety of savories and other food items on every other day. These big events helped our kitchen finances to come out of red. These events also proved the fact that we are capable of successfully catering to more than 100 guests on any given day without any confusion or over crowding at the counters. All these achievements have occurred in the absence of our Maintenance Engineer who used to double as the Event Manager. The available staff to help us out were also very few and we had to rope in our drivers, technicians and the house keeping staff, who willingly came to our rescue and made every function a grand success.. All the new buffet equipment and the serving accessories were put to their best use. Likewise the newly renovated Banquet hall with all the new furniture and audio-visual equipment, has become a lucky charm to Suvidhites who are eager to conduct more events and invite their guests to celebrate for one excuse or another. We present below details of events that took place during the last 30 days i.e. September 16th to October 15th.

- ✚ **21-09-2014:** Mrs. Rama and Mr. Sathy Murthy Subbarao { #139} along with their daughter hosted a gala lunch for more than 100 guests. The highlight of the party includes delicious non vegetarian food along with a variety of beverages.



- ✚ **22-09-2014 :** Mrs and Dr. Kuppe G Nagaraj {# 145} hosted a private party and served about 50 guests.

- ✚ **25-09-2014 :** About 50 senior Rotarians from Rotary Cantonment visited our village and spent a few hours as our guests. Mr. S V S Shastry, as a coordinator entertained the guests very professional way. In appreciation of the efforts that went in, we received an appreciation letter along with some sweets from the visitors.
<https://plus.google.com/photos/108282941260356382969/albums/6063271329055857393>



- ✚ **26-09-2014 :** Happened to be an important day in the history of Suvidha. On that day the Ground Breaking Ceremony of Phase-1A project took place at the site. Many higher ups from the new construction company i.e. E I Technologies , Chief Architect Sri Vishwanath and Smt Vishwanath of M/s Vishwanth Associates,



the residents of Suvidha and all the staff and workers of Suvidha joined to make the ground breaking ceremony an event to remember. Till date, six cottages have been booked and some more are in the pipeline.

<https://plus.google.com/photos/117291397490350207875/albums/6063396405392137953>

- ✚ **27-09-2014:** The day was very busy with many scheduled events. To start with, at 10.30 a.m., the Beauty parlour was inaugurated by Dr. (Smt.). Shamanthakamani Narendran, Library was declared open by Dr Iris M C Rajiva, the Staff quarters were inaugurated by Sri. Shivanada Aradhya and the renovated Banquet Hall was inaugurated by Sri. G K Raju. On this occasion Sri. Shivananda Aradhya surprised the gathering by rendering his Kannada poem in chaste Kannada. In response



to this Dr. Vivek Kadambi came out with a composition in English spontaneously. These poems have been included in this edition under **Talent corner**. This time AGM was very quiet and quick unlike the previous ones. The highlights of the decisions that were passed during the AGM have been included in the MD's message. The AGM was followed by lunch.

<https://plus.google.com/photos/117291397490350207875/albums/6064320275129696065>

- ✚ **01-10-2014:** Celebrated International Day of Older Persons. The Suvidha



Ladies Club sponsored many sports events for the senior residents. It was a delightful site to see many seniors taking part in the events with gay and fun. Incidentally Mr. Leonard Shepherd (90+) won many prizes and surprised every one. After a

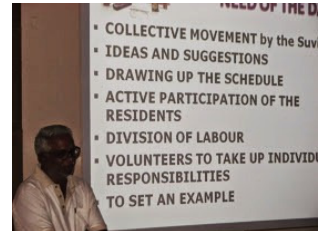


sumptuous high tea, a very interesting and well directed move (Club 60) on the problems faced by the isolated elders was screened. <https://plus.google.com/photos/117291397490350207875/albums/6065621728240223265>

- ✚ **02-10-2014 :** Suvidites celebrated Gandhi Jayanthi with appropriate presentations and Sri. Ardi



Jayaram Shetty [# 85] gave a short and interesting discourse on Gandhi. The second part of the program was on the Swachha Suvidha initiation as a part of our P M Call on Swachha



Bharath Andolan. Sri Veeranna Chigateri [#105] who leads the program briefed the residents about the cleanliness program that is being charted out to make the whole village clean and litter free with the active participation of every senior in the village.

<https://plus.google.com/photos/117291397490350207875/albums/6065621288180490177>

- ✚ **03-10-2014:** Ayudha pooja celebrations were conducted with gaiety and the entire workforce along with the residents participated in the event.

<https://plus.google.com/photos/117291397490350207875/albums/6065922506997420081>



➤ **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.

- **Information Brochure for new residents:** A concise and handy reference booklet, as a part of welcome-kit, has been compiled by Suvidha Ladies Club for the convenience of new residents / tenants. It helps the new comers in settling down quickly. In particular contact numbers for getting cooking gas, milk and door-step-services for vegetables, fruits, medicines etc., are provided. Information regarding nearby restaurants, Petrol bunks, Post office etc., are also included in this booklet. Of course, nearby places to visit are also listed. The soft copy of this Booklet has already been sent to all the shareholders.
- **“Swachaa Suvidha” :** On Gandhi Jayanthi, Suvidha has initiated this drive to make our village impeccably clean. Mr. Veeranna Chigateri [#105] who leads this program briefed the residents about the cleanliness program. He invited all the residents of the village to extend their cooperation in this regard.



➤ **Suvidha Family News :**

- Mr. Nagaraj, our Maintenance Engineer underwent a major surgery that was conducted by our MD and is presently recouping at his native village. We wish him a speedy recovery.

➤ **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: Mobile: 9632488467 / 9632389467. 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.
- **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
- **Agencies providing the attendants / home help:**
 - **Apna Care :** Tel: 080-30752584 ---- <http://apnacare.in>
 - **Health Heal and Home Nursing :** Contact Mr. Rohan: 9620416503 ; 080- 23203333
- **Special-Needs Taxi Services:** It is only to be seen to believe it. Please visit website for complete details: www.kickstartcabs.com – or contact Tel: 8105600445

➤ 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:

- **Ayudha pooja celebrations – 3-10-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6065922506997420081>
- **Gandhi Jayanthi – 2-10-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6065621288180490177>
- **International Day of Older Persons – 1-10-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6065621728240223265>
- **Beauty parlour, Library and Banquet Hall inauguration – 27-09-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6064320275129696065>
- **Ground Breaking Ceremony – 26-09-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6063396405392137953>
- **Rotarians from Rotary Cantonment - 25-09-2014**
<https://plus.google.com/photos/108282941260356382969/albums/6063271329055857393>

Archives:

- **Ganesh Puja – Library – Beauty Palor - 31-08-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6053920250576543425>
- **Bandstand Inauguration - 17-08-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6048464450147649377>
- **68th Independence Day 2014 – 15-08-2014**
<https://plus.google.com/photos/117291397490350207875/albums/6047691657626994961>
- **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>
- **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 !**

Wife: "How would you describe me?"

Husband: "ABCDEFGHIIJK."

Wife: "What does that mean?"

Husband: "Adorable, beautiful, cute, delightful, elegant, fashionable, gorgeous, and hot."

Wife: "Aw, thank you, but what about IJK?"

Husband: "I'm just kidding!"



A child asked his father, "How were people born?" So his father said, "Adam and Eve



made babies, then their babies became adults and made babies, and so on." The child then went to his mother, asked her the same question and she told him, "We were monkeys then we evolved to become like we are now." The child ran back to his father and said, "You lied to me!" His father replied, "No, your mom was talking about her side of the family."



Politicians and diapers have one thing in common: they should both be changed regularly... and for the same reason.

The boss was concerned that his employees weren't giving him enough respect, so he tried an old fashioned method of persuasion: He brought in a sign that said "I'm the Boss" and taped it to his door. After lunch, he noticed someone had taped another note under his. "Your wife called. She wants her sign back!"



➤ **Talent Corner:** Under this banner we plan to introduce to our readers, the contributions of our Suvidha 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.



HIBISCUS



Hibiscus is a genus of [flowering plants](#) in the family, [Malvaceae](#). It is quite large, containing several hundred species that are native to warm-[temperate](#), [subtropical](#) and [tropical](#) regions throughout the world. It is known as *gudhal* in India. In [Cambodia](#), a cold beverage can be prepared by first steeping the petals in hot water until the colors are leached from the petals, then adding lime juice (which turns the beverage from dark brown/red to a bright red), sweeteners (sugar/honey) and finally cold water/ice cubes. Hibiscus species represent nations: the national flower of [South Korea](#), Malaysia and Haiti. It is the flower of goddess [Kali](#), and appears frequently in depictions of her in the [art](#) of [Bengal](#) and is used as an offering to [Kali](#) and Lord [Ganesha](#).

The hibiscus flower is traditionally worn by [Tahitian](#) and [Hawaiian](#) girls. If the flower is worn behind the left ear, the woman is married or in a relationship. If the flower is worn on the right, she is single or openly available for a relationship.

[Hibiscus tea](#) is well known for its color, tanginess and flavor. The tea is popular as a natural diuretic; it contains [vitamin C](#), flavinoids and minerals. It helps prevent an increase in LDL cholesterol and is

a natural [diuretic](#). It may also play a role in controlling blood pressure. In Ayurveda, hibiscus roots are used to cure ailments such as cough, hair loss or hair graying. As a hair treatment, the flowers are boiled in oil along with other spices to make a medicated hair oil or shampoo.

- **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!



Rose-ringed Parakeet



For many weeks now every morning we have been hearing rustlings and cracklings in the Peacock Flower (*Caesalpinia Pulcherrima*) tree just outside our cottage. We knew that the "guilty party" were part of a flock of **Rose-ringed Parakeet (*Psittacula krameri*)** who stopped by every morning to eat the pods. But every time I opened the door to step out to "shoot" them they would take flight. One morning about two weeks ago, I got lucky. Hearing the familiar sounds, Lakshmi called me softly and very gently opened the wire-mesh door of our cottage just wide enough to allow me to stick only the lens of my camera outside. That is how I was able to take this picture of two of the flock comparing notes on the quality of their breakfast!

- **Poetry:** Recently we have come to know that some of our Suvidhites are well versed in writing poems and songs. Mr. Shivananda Aradhya is a permanent resident of Suvidha village. He served on the Suvidha Board as a Resident Director contributed immensely for the growth of Suvidha. We present this poem written by Mr. Shivananda Aradhya (#21) expressing his sentiments on Suvidha. Read and enjoy!

ನಿವೃತ್ತರ ಸ್ವರ್ಗ-ಸುವಿಧಾ

ಜೀವನ ಸಂಘಟನೆಯ ತೈಲತು ಸಾಗರಲು
 ನಿವೃತ್ತ ಜೀವನ ಸುಖ ಸುರುತ್ತವೆ ಎಲ್ಲರ ಬಾಲ್ಯನಲ್ಲಿ
 ವೃಷ್ಟಾಪ್ತ ಜೀವನ ಧರ್ಮ ಅನುಭವ ಎಂದು ಅರಿಯುವ
 ಮಾನವ್ಯ ಧರ್ಮರೀತಿ ಹಿಂದು ಪಡೆಗಿತ್ತು ಬಾಸಿನಲ್ಲಿ.

'ಶುಕ್ರುತ ನಿಶ್ಚಯಧಾಮ' ಕೈಸ್ರಾಣಿ ಕೆರೆನಿತ್ತು
 ತಲಘಟ್ಟವೂ ಯು.ಎಂ. ಕೊವಲನಲ್ಲಿ
 ಮೂರಾರು ಮನೆಗಳು ತಲೆ ಎತ್ತಿ ನಿಂತವು
 ಮಂಜರ ಪ್ರಕೃತಿಯ ಮಹಿಮೆಯಲ್ಲಿ.

ನೈವೇದ್ಯ ನಾನಾ ಭಾಗದ, ನಾನಾ ರೈತರವರ ನಿಗ್ಗಲು
 ಕೊಡುತಲುವ ನಿವೃತ್ತ ಜೀವನ ಕೆಲಸವು ಎಲ್ಲ
 ನಿರಂತರ ನಿರಂತರ ಅನುಭವಗಳ ರಸವೆತ್ತಿ
 ನಾನುತನಿ ಸುವಿಧಾ ಕೆರೆನಡೆಯಲ್ಲಿ
 ಮುಂದುವರಿದ ಮನಗಟ್ಟು ನಿರಂತರವಾಗಿ
 ನೆರವುತನಿ ಸುವಿಧಾ ಕೆರೆನಡೆಯಲ್ಲಿ
 ಯು.ಎಂ.ಕೆ.ನಲ್ಲಿ ಮೂರುನಾನುತನಿ ಗಿಡ-ಮರ-ಬಳ್ಳಿಗಳ
 ಮೂಲವೆತ್ತಿ ಗಾಳಿಯಲ್ಲಿ
 ನೈವೇದ್ಯ ಮನಗಟ್ಟು ಕೆರೆನಡೆಯಲ್ಲಿ
 ಸುವಿಧಾ ನಿಶ್ಚಯಧಾಮ
 ನಿವೃತ್ತರವರ ಸುಖವನ್ನೆಲ್ಲಗೆ ಲಯಿತು ಅವರೊಡನೆ
 ವರ್ಷಕೊಮ್ಮೆ ತಾಯ್ನಾಡಿಗೆ ಬರುವ ನಿವೃತ್ತರ ಕೆರೆನಲ್ಲಿ
 ಬಾಲ್ಯ ವಂಶಿಯಲ ಸ್ಮರಣೆಗಳ ಸ್ಮರಣೆಗಳು
 ನಿವೃತ್ತರ ಸ್ವರ್ಗ ಸುವಿಧಾ ನಿವೃತ್ತರವರನ್ನು 'ನಿವೃತ್ತರ'ರೆಂದು ಕರೆದಲೈ
 ನಿವೃತ್ತರ ಜೈ!!

- ಬಿ. ಶಿವಾನಂದ ಅರಧ್ಯಾ
ಸುವಿಧಾ

ಡಿ. 26-9-2014



- **Singing : "FEEL SUVIDHA" - Through A Song** - Courtesy Dr. Vivek Kadambi, Suvidha

"Feeling Good" is a song written by English songwriters [Anthony Newley](#) and [Leslie Bricusse](#) for the musical [The Roar of the Greasepaint – The Smell of the Crowd](#). The song was first performed on stage in 1964 by [Cy Grant](#) on the UK tour, and by [Gilbert Price](#) in the original [Broadway](#) cast in 1965.



"Feeling Good" is my key performing song for the [World Karaoke Championship, 2014](#). The lyrics and spirit of the song truly depict not only of the physical and social environment of Suvidha but the philosophy of Suvidha Retirement Village - "birds flying high", "butterflies having fun", "Sleep in Peace", "Freedom is mine", "it's a new dawn, a new day, a new life..." That's what Suvidha is all about !

"Feeling Good"

.....
 Birds flying high, You know how I feel
 Sun in the sky, You know how I feel
 Breeze driftin' on by, You know how I feel
 It's a new dawn, It's a new day, It's a new life
 For me
 And I'm feeling good
 I'm feeling good
 Fish in the Lake, You know how I feel
 Rivulet running free, You know how I feel
 Blossom on a tree, You know how I feel
 It's a new dawn, It's a new day, It's a new life
 For me
 And I'm feeling good
 Dragonfly out in the sun, you know what I mean, don't you know
 Butterflies all havin' fun you know what I mean
 Sleep in peace when day is done, That's what I mean
 And this old world is a new world
 And a bold world
 For me
 For me
 Stars when you shine, You know how I feel
 Scent of the pine, You know how I feel
 Oh freedom is mine, And I know how I feel
 It's a new dawn, It's a new day, It's a new life
 It's a new dawn, It's a new day, It's a new life
 It's a new dawn, It's a new day, It's a new life, It's a new life
 For me
 And I'm feeling good, I'm feeling good, I feel so good, I feel so good

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➤ **Readers Corner :**

HOME HEALTH CARE SERVICE - AT YOUR DOOR STEP

Courtesy: Dr. P.M. Chandrasekhara, Suvidha

Hospitals treat patients of all age groups. In the recent years, two distinct patients age group have been identified who needs special and dedicated consideration while treatment. One is pediatric and the other is geriatric. While pediatric is a widely accepted specialized medical stream and pediatric consultants dominate most private and public hospital OPD's; geriatric is little known and in fact not even taught formally at most medical college in India.

THE NEXT BIG THING IN INDIA is "HOME HEALTH CARE SYSTEM": Consider this : India's 60+ population is expected to total 323 million, more than the entire US population in 2012. The percentage of elderly people who require care in a hospital is increasing in India. And these senior citizens need some sort of medical assistance or the other on a long term basis and if they occupy all the available hospital beds, then where the rest of the population should go when they are sick and need a hospital admission?

Thus, the need of the day is to recognize that the senior citizen care extends beyond the hospital admission and in fact, home health care for the elderly is the thrust of such initiatives globally. Also, medical / clinical care is only one facet; meeting the psychological, physical, social and dietary needs of this segment of elderly population calls for special skill sets and the dedication. The geriatric service make up should be therapeutic along with rehabilitative and supportive i.e. both physical and emotional support with basic social interaction by the fellow residents.



Home- based healthcare [HHC] services are not new in India. Yet, the recent flurry in the market, as a result of fresh on organised and accessible home, healthcare services signifies the changing dynamics of the Indian healthcare delivery landscape. Thus, in recent times this opportunity is being pursued under new business models by organised players and that has given the sector tremendous visibility since there is new customer centric orientation and specialization of services that these players are bringing to the market. Home healthcare services cover post discharge supportive care, geriatric care and chronic disease management. To-day, India has world class tertiary care facilities, latest equipment, best doctors and specialists etc. In fact, HHC is said to have lowered the cost of healthcare in the developed countries, especially for the elderly and thus the idea and the project is economically viable and acceptable. India has just recently started to focus on the special needs of the elderly and is trying to set up national programme for the same. Including HHC in this environment is an ideal way to deliver care to the elderly. There are established models of home healthcare in the developed countries which have documented excellent continuity in the out of hospital setting, particularly for the elderly population. The US continues to use home healthcare delivery models to reduce the cost of care and the insurance sector has very effectively utilised home healthcare companies as adjunct to hospitals to optimize the level of care to patients. All these factors make home healthcare an excellent care delivery model for India. In India the home care services can play a significant role in perking up the sagging conditions of healthcare in the country. The high end services being provided by home care providers addresses one big major issues of creating capacities in hospitals, among several others. After preliminary treatment at hospitals, the patients can get further treatment at their homes which is at par with the care being provided at the hospital. While such facility empties beds in hospitals, for patients too it is affordable as it cuts down various indirect expenditures, including the cost of hospital stay and traveling to and fro to hospitals. Under this system the Doctor is kept in the loop and the treatment is led by his or her prescription only. Due to this the patients' and doctor have a complete control over the treatment and at the same time they can focus on other patients in hospital. Home care services can change the way healthcare is delivered in India. Home Health Care services needs to be patient centric, which benefits them in more ways than one. Providing treatment, along with mental peace, is the need of the hour. Home care services offer these twin benefits simultaneously.

Besides, the chances of contracting hospital acquired infections are higher for a aged and debilitated patient in a hospital setting than at home, so home care facilities are much safer. The level of confidentiality is also high when the treatment is being done at home than at hospital. Indian scenario is bit different from the rest of the world in the absence a curricula in the teaching and training area as well as inclusive an exclusive department of geriatrics in any type of hospital managed by in public or private sector.

Training the providers: Geriatrics as a topic should be given its due importance in the medical education system in India. More training institutions and specializations in the field could partially resolve the huge manpower deficit in the domain. A long term solution would be to start right at the beginning, by giving geriatrics its due in medical curricula. As of to-day, only one medical college in the country, Madras Medical College, Chennai offers a full time geriatric MD programme while Indira Gandhi National Open University [IGNOU] offers a one-year part-time Post-Graduate Diploma in Geriatric Medicine. In recent years a few new players have shown interest in this niche segment. Apollo Hospital in Chennai is amongst a few private hospitals that has a department of geriatrics along with Heritage Hospitals (Hyderabad); Max in Delhi, Manipal Hospital Bangalore and Sagar Hospital Bangalore etc. These departments aim to focus specifically on the needs of the elderly and have treatment and management programmes designed especially for ailments affecting this genre of patients. Most of these players offer medical check-up services for the elderly and health monitoring options apart from post surgical care.

Organisation : KPMG International recently released a new global report. *“An uncertain age; Reimagining long term care in the 21st century” and again.* India does not have an organised approach to elderly care. According to Amit Mookim, Partner and Head of Healthcare, KPMG in India says that the Indian system of care is not patient centric and is still a reactive rather pro-active approach – with emphasis on treatment rather than management. Further one should realise that a majority of Indian elderly [#80%] live in rural areas, of which 40% live below poverty line without any social security. Most major hospitals in India have no separate geriatric care specialties and most of the elderly are treated in common wards. Geriatric care comprises special components with emphasis on Orthopedics, Physiotherapy, CVS, Respiratory, Systemic apart from auditory and visual impairments and nutritional problems.. Thus, the treatment perspective varies considerably. It is important to treat geriatric care as a different field to do complete justice to the treatment care of the elderly. We also need to recognize that senior care extends beyond the hospital and in fact, home care for the elderly is the trust of such initiatives globally. Also , medical / clinical care only one facet, meeting psychological needs of this segment of the population call that special skill sets. So far in India, only a minor affluent portion of the population has access to geriatric focussed wellness centres and other elder care modalities. Geriatric care is ideally an integrated unit where the elderly can receive end-to-end healthcare support at his or her door step. This kind of unique programme is largely based on model designed by Association of Senior Living India (ASLI) which is a voluntary organization for developers, service providers / corporate that operate on the senior living industry. Thus, ASLI is a great platform for providers to realise and address the needs of the elderly in India.

Market talk: India's HHC service industry, which consists of rehabilitation services, unskilled home healthcare, infusion therapy and respiratory therapy is growing faster than the private hospital market. It is believed that HHC market to be between \$ 2 to 4 billion and growing more quickly than the hospital market!. So, how do the two business models compare? The private hospital business is a different business focused on return on capital employed and average revenue per operating bed while home healthcare is all about last mile logistics using technology and healthcare workers to ensure timely care at doorstep in a convenient and affordable manner. In addition, one should realise that HHC starts where hospitals stop as far as treatment of medical events are concerned. Thus HHC is going to play a vital role in management of chronic disease and also preventive care.

Growth Drivers: India's ageing population, changing disease patterns, rise and shift of acute illnesses such as heart failure into chronic diseases have all added to the demand for HHC. Ageing population, medical developments and the nuclear family will lead to an increasing demand for home health care. In the future, HHC will be an integrated part of recuperation together with hospitals and doctors, like in western world. The

market will grow to a multibillion dollar size over time. Understandably then bedside nursing care is one of the most requested service at HHC. Care of disabled who requires some sort of physical assistance or a bed ridden person who may require; medication administration management, different dietary regimens, physiotherapy and post hospitalization care; Some may require at home physician consultation, or ambulance assistance to visit attend to a hospital consultation or diagnostic while undergoing some additional diagnostic tests. Or simple therapeutic measures; in addition the elderly may require additional services like blood sampling and lab. reporting; servicing the medical devices; pharmacy support and related medical assistance, are some of the most requested services under HHC. HHC provider Portea aims to be one of the largest providers in Asia. They cover 18 cities, with over 15,000 visits a month through over 700 employees across India. They have a plan to be in 50 cities in India in the next 24 months with additional packages. They are also launching proactive monitoring programmes through personalised monitoring devices soon. HHC can change the way healthcare needs to be patient centric, which benefits them in more way than one. Further, when India is gaining ground as a medical tourism hub, serious measures are required to provide quality and affordable HHC facility to the citizens also. The concept of homecare facilities will turn out to be a big game changer.

Challenges: While HHC has a promising future it does have its own challenges. One of the main constraints is the availability of high quality manpower suited to work in the home environment. Absence of structure and process in the organisation is another challenge. Further the home healthcare is a very logistically intensive and service focused business, so getting quality right is not only absolutely required but also very challenging. Clearly, convenience and quality are the mainstay of the industry and the company that gets it right will succeed in the long run. This project also requires large investments in technology, training and in systems and processes. So the upfront capital required is high and the model becomes profitable only at large scale.

In the Time to Come: Home healthcare will be a dominant force in the Indian healthcare delivery landscape in the coming years. Many of the current business models in the home healthcare space will mature to provide niche services with good clinical outcomes to consumers. Accreditation will lead the way to standardisation. There need to be some regulation / standardisation to ensure that high quality care is provided to the patients in need. It would be critical as the nature of business itself has some inherent risks for both patient and staff safety. Home healthcare will continue to see upwards of 35 to 40 percent growth on a per annum basis since the is at a nascent stage and more number of entrants will ensure that the business continues to clock this level of growth once the innovative insurance packages for HHC is released. For details please contact:

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