

Being Senior...



Mr. and Mrs. Sarkar, who are 72 years old, are retired government officials residing at Newtown. "Every month, I need to plead with my neighbor's son to accompany me to the pension office", said Mr. Sarkar. At his age, he is not comfortable travelling alone, and with his son settled abroad, he feels helpless. Thousands of senior citizens in India, like Mr. Sarkar, lead a secluded life. Insecurity and lack of social involvement has become a slow poison to them. Most elderly people never complain about anything but they truly deserve to live their life in dignity.

Abhishek Sen, a 38 year old Manager, working in Mumbai, is always concerned about leaving his aged parents, who live alone in Salt Lake. "Who will remind my mother to take her tablets? Who will accompany my father to see the doctor?" These concerns add to his stress and make him feel guilty for not being there for them.

There are approximately 81 lakh senior citizens in India and nearly 30% of them live alone (Source: Situation Analysis of The Elderly in India, 2011). In a world

where nuclear families are becoming the norm and adult children are unable to take care of their parents, millions of seniors face destitution. Surveys have revealed that these senior citizens do not get assistance, related to their well-being including safety, companionship, and health. Often, they may be physically incapacitated, preventing them from seeking out assistance or receiving appropriate medical attention



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Kolkata's Elder Care Provider

when required. Mundane household matters leave them at a total loss.

Senior citizens have no choice but to leave the comfort of their own residence to stay at old age homes, just to find empathy and companionship. However, there are several less drastic alternatives such as NGOs and public sector agencies that offer services providing assistance at home. However, these organizations are largely volunteer based and in the long term do not offer consistent services. Alternatively, there are private organizations such as **Deep Probeen Porisheba (DPP)**, which offers both **medical and non-medical services that can be tailor made as per your requirements**. DPP is a solution provider that takes care of your loved ones the same way as you would.

Deep Probeen Porisheba (DPP) is an initiative by HRDS Inc. USA, which provides services that allow senior citizens to continue living in the comfort of their own homes by assisting with all their medical, domestic, and social needs. The services include regular health monitoring, medicine procurement, physiotherapy and nutrition assistance, companionship, technology assistance and handyman services. DPP has a panel of expert physicians and trained professionals who provide a free in-home assessment to evaluate the needs of senior citizens at their home, and customize services accordingly. In addition, they send regular progress

reports to the family anywhere in the world so the service can be monitored. Elder care in India is being revolutionized by **Deep Probeen Porisheba** with its professional and consistent approach. **Take care of your loved ones like they took care of you.**