

**MAJOR PROJECT REPORT  
ON  
“GERIATRIC CARE LANDSCAPE IN INDIA”**

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**Roll no:**

**(2K21/EMBA/41)**

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## CERTIFICATE

This is to certify that **Mr Shikhar Kant**, has completed the project titled “Geriatric Care Landscape in India” under the guidance of **Assistant Prof. Yashdeep Singh** as a part of Executive Master of Business Administration curriculum of Delhi School of Management, Delhi Technological University New Delhi. This is an original piece of work and has not been submitted elsewhere.

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## **DECLARATION**

I declare

(a) That the work presented for assessment in this report is my own, that it has not previously been presented for another assessment and that my debts (for words, data, arguments and ideas) have been appropriately acknowledged

(b) That the work conforms to the guidelines for presentation and style set out in the relevant documentation.

Date: 18-05-2023

SHIKHAR KANT

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## EXECUTIVE SUMMARY

India's elderly population (aged 60 and above) is projected to touch 194 million in 2031 from 138 million in 2021, a 41 per cent increase over a decade, according to the National Statistical Office (NSO)'s Elderly in India 2021. The rapidly changing demographics has resulted in a sharp rise in the demand for senior care services.

The fast-growing elderly population, for a developing country like India, may pose mounting pressures on various socio-economic fronts including pension outlays, health care expenditures, fiscal discipline, saving levels. This segment of the population faces multiple medical and psychological problems and therefore has become a major concern for policy makers over the last two decades.

Various sources such as UN Population Division, WHO, ILO discovered that the population across the world is getting older. By the year 2050 there will be more than 20 percent of world population age 65 and over.

This negative demographic transition that is population aging has been showing four very distinctive features: unprecedented, pervasiveness, endurance and profound implications on human life.

This transition of population aging has been showing four very distinctive features: unprecedented, pervasiveness, endurance and profound implications on human life.

The four demographic megatrends of population growth, population ageing, migration and urbanization, accompanying this transition, will impact both economic and social development across the globe.

The Ministry of Social Justice & Empowerment launched the SACRED ((Senior Able Citizens Reemployment in Dignity) portal for Employment Exchange on **1<sup>st</sup> October 2021**.

The portal was by the Hon'ble Vice President of India. It is an initiative based on the well-proven premise that all elders are not infirm and many can handsomely contribute to the Nation Building provided right opportunity is provided to the elderly.

The website site is open from 23rd September 2021.

The project aims to understand the relevance of the launch of employment exchange portal for Senior citizens by the government and generate awareness among the masses about the same.

## **CHAPTER 1**

### **INTRODUCTION**

In India, the old age population in India is expected to triple from 104 million in 2011 to 300 million in 2050, accounting for 18% of the total population in 2050.

We have in India approx. 12 million 80 plus population which is similar to the total population of countries such as Belgium, Greece, or Cuba.

From a long time, ageing population is considered as a global crisis; the new thinking is that this expanding pool can turn into a global strength. There is a need to make conscious efforts to overcome the negative implications of an ageing population on their socio-economic growth.

In India, as per 2011 Census, total population of Senior Citizens (people aged 60 years and above) is 10.38 crore, of which population of males and females are 5.11 crore and 5.27 crore respectively.

#### **1.2 STATEMENT OF THE PROBLEM**

Ageing has emerged as a global occurrence. Today the number of aged persons is very high in the world. This increasing aging population is leading to the most difficult challenges for both the developed and developing countries.

Population aging is the process by which the relative size of the young generation population decreases, and old age population increases as a result of the transition from high levels to lower levels of both fertility and mortality. Population aging was one of the most distinctive demographic events of the 20<sup>th</sup> century and will surely remain important throughout the twenty first century.

Old age is the inexorable stage of human life, which is determined both by biological as well as socioeconomic conditions. There are three interrelated processes of aging: physical, psychological and social.

A number of different factors that contribute to the idea of oldness include Social Roles, Life Expectancy, Status of Health, Physical Appearance and Cultural backgrounds.

Old age was found to be strongly associated with the social problems, economic problems, structure of the family, personal monthly income and monthly income of the family. Social adjustment in old age was also consistently found to be associated with marital status, gender and education of the respondents. Re-employment opportunities also need special focus.

The Ministry of Social Justice & Empowerment launched the SACRED portal for Employment Exchange on **1<sup>st</sup> October 2021**.

The portal was by the Hon'ble Vice President of India. It is an initiative based on the well-proven premise that all elders are not infirm and many can handsomely contribute to the Nation Building provided right opportunity is provided to the elderly.

The Portal is conceptualized as an electronic employment exchange with participation of the private sector (employers) and able senior Citizens (employees).

### **1.3 OBJECTIVES OF THE STUDY**

- a) To understand the geriatric care landscape in India
- b) Why challenges India is facing due to rapidly increasing population
- c) To understand government's initiative and efforts for senior care
- d) SACRED Portal was launched on the fact that Elders are not infirm and many of them can contribute towards Nation building of provided with right opportunity
- e) To understand the relevance of the portal since its launch in September 2021
- f) How many of the elders know about this government's initiative?
- g) Populate the idea among Job providers & Job seekers, where companies across sectors can share their demand for human resources

### **1.4 SCOPE OF STUDY**

Geriatric care in India encompasses a wide range of services, including medical care, rehabilitation, palliative care, and social support. There are various types of facilities that provide geriatric care, such as hospitals, nursing homes, day care centers, and home health care services.

Create awareness and understand from people how any of the people are willing to go for such opportunity. This is a unique platform to bring together job seekers and job providers on an online portal and help senior citizens having diverse experience to get job opportunities. This will lead to knowledge sharing, experienced hands on the job with lesser liability



## **CHAPTER 2**

### **LITERATURE REVIEW**

People around the world are aging faster than ever before and this change in statistics will affect almost every aspect of society. Already, there are more than 1 billion people aged 60 or older, most of whom live in low-income and middle-income countries. Many cannot afford even the necessities of life that are meaningful and dignified. Many others face numerous obstacles that hinder their participation in society.

The COVID-19 epidemic highlights the seriousness of gaps in policies, programs and services. Ten years of a united global action of healthy aging is urgently needed to ensure that older persons can achieve their potential with dignity and equality and a healthy environment.

Aging is a threat to our health and well-being and is a major obstacle to the development of effective policies.

#### **Nature of Ageism**

Ageism refers to the ideas (the way we think), the prejudices (the way we feel) and the prejudices (the way we act) directed at people because of their age. Age begins in childhood and is strengthened over time. From an early age, children are drawn to those around them about the superstitions of their own culture and prejudices, which are easily ingrained in them. People then use these superstitions to reflect and direct their own feelings and behaviour toward people of all ages and backgrounds. Ageism often contradicts and links other forms of ideology, racism and xenophobia, which include prejudice, sexism and racism. Many contradictory forms of bias interaction also make the effects of aging on human health and well-being worse.

## **Determinants of Ageism**

- Factors that increase the risk of aging in older people are young men, men, anxiety about death and poor education.
- Factors that reduce the risk of aging in young and old have certain personality traits and intergenerational communication.
- Factors that increase the risk of aging are growth, dependence on care, poor health expectations of the country and employment in specific fields or careers, such as high technology or the tourism industry. A dangerous aspect of being a victim of age-related discrimination against young people is that of women.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **RESEARCH METHODOLOGY:**

Research methodology is a way to systematically solve the research problems. It guides the researcher to do the research scientifically. It contains of different steps that are generally adopted by a researcher to study his research problem along with the logic behind them. Data become information only when a proper methodology is adopted. The research methodology includes the logic behind the methods we use in the content of our research study.

#### **RESEARCH DESIGN:**

A research design is the arrangement of condition for collection and analysis of data in a manner which may result in an economy in procedure. It stands for advance planning for collection of the relevant data and the techniques to be used in analysis, keeping in view the objective of the research availability of time.

There are three types of research designs.

- Exploratory research design
- Conclusive research design
  - Descriptive research design
  - Causal research design
- Performance monitoring research

The Research design used in this study was descriptive research design. It includes surveys and fact-finding enquiries of different kinds. The main characteristic of this method is that the researcher has no control over the variables; he can report only what has happened or what is happening.

#### **SAMPLING TECHNIQUES:**

The simple random sampling technique was employed in the selection of the sample.

**SAMPLE SIZE:**

100 Persons

**DATA COLLECTION METHOD:**

The data collection method for the study the researcher should keep in the mind the two sources of data.

- Primary data
- Secondary data

**PRIMARY DATA COLLECTION:**

Source of primary data:

1. Experimentation
2. Observation
3. Questionnaire schedule

Primary data has been collected through structured questionnaire. The questionnaire consisted of a variety of questions that lay consistent with the objective of the research.

**Questionnaire**

The questionnaire was prepared keeping in view the objectives of study. Different questions were so arranged to know satisfaction level of customers towards services provided by company. The questionnaire not only focused gathering information on the above-mentioned areas but also about the service suggestions to be envisaged under support, update and engage.

**STUDY CONDUCTED**

The primary data was gathered through one to one interviews. The information was gathered from the structured questionnaires as well.

**STATISTICAL TOOLS:**

The data is analysed through statistical methods. Simplex percentage analysis is used for analysing the collected data.

**Percentage Analysis:**

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 percent) for better understanding of collected data.

**CHAPTER 4****ANALYSIS, DISCUSSION AND RECOMMENDATIONS****4.1 DATA ANALYSIS****Q1. Gender**

<b>Gender</b>	<b>Respondents %</b>
Male	80%
Female	20%
Total	100

**Interpretation:**

80% respondents were male however 20% respondents were female

**Q2. Age Group**

<b>Age Group</b>	<b>Respondents %</b>
50-55 years	29%
55-60 years	37%
60-65 years	21%

65 or More	13%
Total	100

**Interpretation:**

29% respondents were from 50-55 years age group however 21% respondents were from 60-65 years age group

**Q3. Do you wish to work post retirement?**

Response	Respondents %
Yes	95%
No	5%
Total	100

**Interpretation:**

95% respondents replied yes that they wish to work post retirement

**Q4. Are you currently working post your retirement?**

Response	Respondents %
Yes	32%
No	46%
Not Applicable	6%
No response	16%
Total	100

**Interpretation:**

32% respondents were working post retirement however 46% were not working

**Q5. Are you aware about the SACRED portal launched by Ministry of Social Justice and Empowerment?**

<b>Response</b>	<b>Respondents %</b>
Yes	32%
No	46%
Don't Know	6%
No response	16%
Total	100

**Interpretation:**

32% respondents were aware about the portal 46% were unaware about the portal

**Q6. Do you think this initiative of government will help in finding right jobs post retirement?**

<b>Response</b>	<b>Respondents %</b>
Strongly agree	26%
Agree	38%
Neutral	14%
Disagree	15%
Strongly disagree	7%
Total	100

**Interpretation:**

26% respondents were strongly agreed however 15% respondents were disagreed with the above statement

**Q7. Would you recommend this portal within your family and friends?**

<b>Response</b>	<b>Respondents %</b>
Strongly agree	23%
Agree	48%
Neutral	13%
Disagree	12%
Strongly disagree	4%
Total	100

**Interpretation:**

48% respondents agreed for recommending this portal among family an friends however 12% respondents were disagreed

**Q8. Have you been able to get a job since the launch of this portal?**

<b>Response</b>	<b>Respondents %</b>
Yes	27%
No	39%
Unaware	13%



Not applicable	21%
Total	100

**Interpretation:**

27% respondents were able to get a job since the launch of this portal however this question was not applicable for 21% respondents

**Q9. Are you aware about other government initiatives for Senior citizens?**

Response	Respondents %
Yes	22%
No	33%
Somewhat	19%
Not Applicable	26%
Total	100

**Interpretation:**

22% respondents were strongly agreed however 26% respondents were disagreed with the above statement

**Q10. SACRED portal has many benefits and opportunities for both employers and employees. Comment**

Response	Respondents %
Strongly agree	25%

Agree	40%
Neutral	10%
Disagree	19%
Strongly disagree	6%
Total	100

**Interpretation:**

25% respondents were strongly agreed however 19% respondents were disagreed with the above statement

**4.2 FINDINGS AND RECOMMENDATIONS**

**Findings**

- 80% respondents were male however 20% respondents were female
- 29% respondents were from 50-55 years age group however 21% respondents were from 60-65 years age group
- 95% respondents replied yes that they wish to work post retirement
- 32% respondents were working post retirement however 46% were not working
- 32% respondents were aware about the portal 46% were unaware about the portal
- 26% respondents were strongly agreed however 15% respondents were disagreed with the statement that this initiative of government will help in finding right jobs post retirement?
- 48% respondents agreed for recommending this portal among family an friends however 12% respondents were disagreed

- 27% respondents were able to get a job since the launch of this portal however this question was not applicable for 21% respondents
- 22% respondents were strongly agreed however 26% respondents were disagreed with the above statement on aware about other government initiatives for Senior citizens
- 25% respondents were strongly agreed however 19% respondents were disagreed with the above statement that SACRED portal has many benefits and opportunities for both employers and employees

**Recommendations: -**

- To raise awareness about the portal among eligible elders
- To fulfill financial, psychological and self-actualization needs with longer life expectancy post retirement
- Leverage the benefits of knowledge sharing

**4.3 LIMITATIONS OF STUDY**

1. Respondents were reluctant to share their information accurately.
2. Data reliability depends on the answers provided as the data collection questionnaire method is used.
3. The time allocated to the project was not sufficient to adequately analyze the research problem.
4. Sample size is limited.

## **CHAPTER 5**

### **CONCLUSION**

After conducting the research, it was noticed that a sufficient number of people were unaware about the employment exchange for senior citizens. There is a greater need to make people aware about this portal especially among senior citizens.

#### **Relevance of SACRED Portal for Senior Citizens:**

- Opportunity to fulfil financial, psychological, and self-actualization needs with longer life expectancy, post-retirement from active employment.
- Visibility of relevant employment opportunities across sectors, which are specific to senior citizens consolidated on one portal.

Flexibility to get re-engaged with employers on full-time, freelance, and Gig roles based on needs & aspirations.

- Benefits from re-skilling, up-skilling & new-skilling of “on-demand” areas of expertise in the emerging employment market to enhance gainful employability quotient.
- Leverage the benefits of knowledge sharing & collaboration by senior citizens within their networks and communities of shared interest.

#### **Relevance of SACRED Portal for Public and Private Enterprises:**

- Curated one-stop portal with a database of experienced senior citizens with varied skillsets from diverse industry sectors, who are mentally & physically agile to actively contribute for creating enterprise value.
- Flexibility to engage a diverse workforce with relevant skill sets at optimized cost & productivity.
- Enhance the existing hiring channel mix, with a wider reach of senior experienced talent, for emerging job roles & industry needs.

- Opportunity for Collaborative tie-ups, Networks & Public-private partnerships in driving the Skilling & Employability challenges in India for larger social & economic impact.
- Opportunity to create innovative "Returnship" employment models within-built skill certifications, relevant Age-friendly policies & a life-long learning ecosystem with blended (online + offline) skilling programs at lower investments.

## **REFERENCES**

- <https://www.who.int/initiatives/decade-of-healthy-ageing>
- <https://socialjustice.gov.in/>
- <https://sacred.dosje.gov.in/#>

**ANNEXURE**  
**QUESTIONNAIRE**

Name: \_\_\_\_\_

Phone No. (Optional): \_\_\_\_\_

Q1. Gender

Male

Female

Q2. Age Group

50-55 Years

55-60 Years

60-65 Years

65 or More

Q3. Do you wish to work post retirement?

Yes

No

Q4. Are you currently working post your retirement?

Yes

No

Not Applicable

Q5. Are you aware about the SACRED portal launched by Ministry of Social Justice and Empowerment?

Yes

No

Don't Know

Q6. Do you think this initiative of government will help in finding right jobs post retirement?

Agree

Strongly agree

Neutral

Disagree

Strongly disagree

Q7. Would you recommend this portal within your family and friends?

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree



Q8. Have you been able to get a job since the launch of this portal?

Yes

No

Unaware

Not applicable

Q9. Are you aware about other government initiatives for Senior citizens?

Yes

No

Somewhat

Not applicable

Q10. SACRED portal has many benefits and opportunities for both employers and employees

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

\*\*\*\*\*