

Impact Assessment of Senior Citizen Rejuvenation Program, Gurugram

Final Report

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Prepared by:
Association for Stimulating Know-how
(ASK)
V- 29/11A, DLF - III,
Gurgaon-122002, Haryana
Tel: 0124-4060353-354
Fax: 0124-4060355
www.askindia.org

Project Implemented by:

Dignity Foundation

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DLF Foundation



I. About the Senior Citizen Rejuvenation Centre

DLF Foundation partnered with Dignity Foundation for establishing DLF Senior Citizen Centre to provide a platform for senior citizens to interact socially, build a support network, boost their self-esteem and lead an active life. This centre has been branded as the Senior Citizen Rejuvenation Centre. The Centre offers fee-based membership (priced at Rs. 2500 per annum) and has 21 elderly as its members.

The Centre functions from Monday to Friday for 2 hours in the evening at a time mutually agreed by the members. The Centre aims to promote social interaction and sharing amongst the senior citizens, learning new skills physical & spiritual well-being and offer a platform to display their talents and get recognition.

II. Key objectives of the Assessment

Association for Stimulating Know-how (ASK) conducted an impact assessment of the Senior Citizen Rejuvenation Centre in Gurgaon on 8 May 2018. The overall objective of the evaluation was to assess the impact of the Project on target beneficiaries; measure achievement of Project objectives and implementation, of project activities as per the agreed MoU and ascertain changes required in project design, if any. As part of the Assessment, a fieldvisit was undertaken to the Center wherein a Focus Group Discussion was conducted with members of the Centre as well as the Project Staff of Dignity Foundation.

The key findings of the Assessment are presented below:

III. Key Findings of the Assessment

3.1. Effectiveness of the Project

3.1.1. Areas of Strength:

- Wide range of innovative, engaging and recreational activities for the elderly people have made the center unique and beneficial for the elderly people: The elderly members are learning new skills such as gardening, waste management, apart from the participating in activities listed below:
 - a. Guided Tai Chi
 - b. Yoga
 - c. Games such as Carom, Chess
 - d. Antakshari
 - e. Movie Screenings
 - f. Quiz
 - g. Talks and sessions with Doctors, Financial Experts, Lawyers
 - h. Festival and Birthday Celebration
- The sample beneficiaries met with during the Assessment were able to recall the sessions on the various health related issues such as Stress Management, Medical Emergencies, and Acupressure, which were extremely helpful and beneficial for them. The training programs proved to be good time engagement and became inalienable part of their daily schedule.
- Sessions by doctors, and games were amongst the activities most liked and termed as most effective by the sample beneficiaries.
- The members play an active role in running the centre as they not only participate in the activities but also decide the activities.
- The centre is inclusive in terms of including the elderly women and elderly persons with disabilities.
- The Family members of the elderly are engaged in the activities of the centre occasionally (as majority of them are living abroad or working).

- The members were satisfied with the centre facilitators and mentioned their involvement to be very high. The level of involvement of the facilitator has increased the level of participation of the elderly at the centre in the activities and sessions and they are regular in attending the sessions and workshops.
- Tea-Snacks time acts a bonding time for the members who get snacks from their respective homes and share with each other over discussion on a wide range of topics.

3.1.2. Areas of Improvement

- 70% of the beneficiaries met stated that Yoga as an activity is not preferred at the centre level because of the age and physical strength of the elderly. Board games or those activities which can be undertaken while sitting is more preferred.
- Some infrastructural improvements are required at the centre such as installation of Mike and Speakers, More Fans and Coolers. Infrastructural improvements mentioned by the elderly would increase their participation level at the centre. As mentioned by the male participants during the FGD that facility of a Mike would be beneficial to make the speaker more audible during sessions as the elderly face hearing issues.
- There is a need to maintain a monthly activity calendar and put up at the centre level for clarity of the users of the center. Availability of a monthly activity calendar helps to keep the flow of activities and maintain the interest of the members who were associated with the centre from the beginning as well as those who joined recently.
- The Posters and branding used at the centre level by Dignity Foundation are neither relevant nor appropriate for the elderly who are using the center, as these highlights the neglect & discriminatory behaviours by sons/family members with the elderly (which is not the case for the elderly here) and thus quite demotivating for the elderly. It has a negative impact on the beneficiaries since it involves slogans and banners which depict negative perspective towards elderly and emote abandonment by their families. The elderly met raised strong concern with regard to the current posters and branding material. There is a need to replace these materials with Posters that focus on elderly needs and issues of the beneficiaries accessing the centers.

Figure 1: Example of Current Branding Material at the Centre

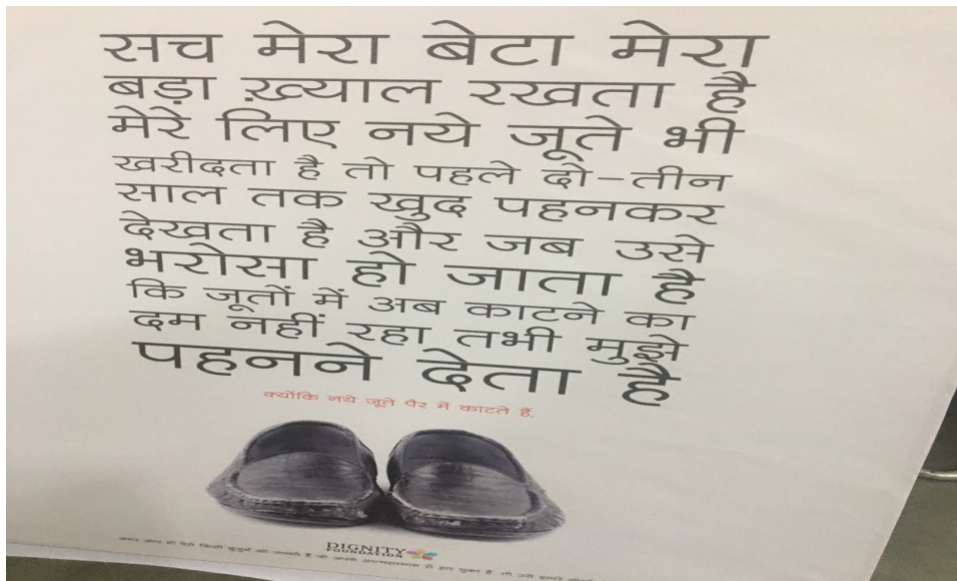


Figure 2: Example of Current Branding Material at the Centre



- There is a need for increasing the centre hours to effectively engage the elderly in the planned activities. The current time slot of 2 hours is not enough. Also a need was voiced by the elderly to increase the outdoor activities like movie screening and picnics being organized in parks and other places of recreation, for further increasing the effectiveness of the center. Outdoor activities, as suggested by the elderly, would be a positive change for the elderly who mentioned about spending most of their time within their respective homes and hardly getting a chance to go out.

3.2. Status of Implementation of the Planned Activities

The status of implementation of planned activities as agreed in the Project MoU are summed up below:

Planned Activities	Implementation Status	COMMENTS
Games	Yes	Being Conducted
Yoga	Yes	Being Conducted
Sessions/ Workshops	Yes	Being Conducted
Member Consultation for Activities	Yes	Being Conducted with involvement of members
Facilitators available	Yes	Regular at centre and engage with the members
Inclusive in terms of men, women and person with disabilities	Yes	Members are not being discriminated on any grounds
Membership fee	Yes	INR 2500 being charged annually

3.3. Impact/ Result of the Project

3.3.1. Areas of Strength

- The program has had a positive impact on the beneficiaries on the elderly who joined the **Senior Citizen Rejuvenation Centre** in Gurgaon as it has successfully helped them overcome their loneliness. All the beneficiaries met highlighted that their children are settled abroad or busy with their life which often leaves them feeling lonely. As per them, after joining the Centre, their social interaction and engagement level has increased alongwith their physical and spiritual well-being.
- The program has given the elderly a platform to showcase their talents as each one of them had some hidden talent which they explored after joining the centre (Like writing poetry, singing and spiritual talks).
- The Female members met emphasised on learning new skills such as gardening, waste management and medical emergency related skills which they apply/can apply in their day-to-day life and were not aware about them earlier.
- The membership of the centre has increased in the last one year from 7 to 21 elderly members as a result of the positive impacts of the center and its activities on the lives of the elderly.
- The mental and physical health of the elderly has improved after joining the center due to their regular involvement at the centre as they interact and share their emotions and feeling with their fellow members who empathize with them.
- A social support network has been developed amongst the group members in the absence of the family members. They emphasised on developing strong bonds with each other which has enhanced their self-esteem also.
- The expert sessions organized on Health, Finance, Legal assistance, Safety and Technology were applauded by the respondents as they got ample information on various issues and have been able to utilize the knowledge and skills effectively in their lives as well.
- All the members responded to have learnt usage of Smartphones which has enabled them to stay in connect with their families living abroad via video calls etc.

3.4. Key recommendation

- To further enhance the impact of the center on the lives of the elderly, it needs to include activities as per the preference of the members at the centre. Activities that require more physical strength and energy should be avoided considering their age and physical strength, as these activities have negative impacts on the well-being of the elderly people.