





01. About aging as a phenomenon

01

02. GDP – GNI applied research

03

03. Call for action

12



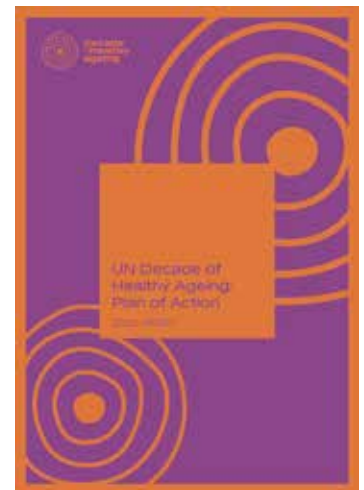
01

THE PHENOMENON

To put things in perspective, while as per Census 2011 India had already breached the 100 million mark of persons aged 60 and over, in a decade or so from the present.

India is surely moving into the aging population category. Projections indicate that the population of the elderly in India will exceed those from within the 0-14 years age group even before year 2050... something that was unthinkable till date!

Coming closer to Goa, already home to about 11% of those 60 years and over in the country, like across the Surfing Grey Waves 14 globe and our nation, rising life expectancy, falling fertility and net migration, are contributing big time to the rapid rise of the silver generation.



DECADE OF HEALTHY AGING

The UN aging program, specifically the Decade of Healthy Aging (2021-2030), aims to improve the lives of older people, their families, and communities by addressing health inequities and promoting a more age-friendly world. This includes changing societal attitudes towards aging, fostering community support for older individuals, and ensuring access to quality care and long-term care services.



Key aspects of the UN Decade of Healthy Aging:

Changing perceptions: Addressing ageism and promoting positive attitudes towards aging are crucial.

Community-based support: Creating supportive environments that allow older people to thrive and participate fully in society is essential.

Access to quality care: Ensuring access to person-centered, integrated primary health services and long-term care for those in need is a priority.

Long-term care: Providing access to long-term care for older people who require it is a key focus.

Global collaboration: The Decade involves governments, civil society, international agencies, professionals, and other stakeholders working together to improve the lives of older people.

Alignment with Sustainable Development Goals: The Decade is aligned with the Sustainable Development Goals and aims to achieve a more inclusive and equitable world for all.



02

GDP – GNI APPLIED RESEARCH

CHALLENGE THE STATUS QUO

Moving from traditional CSR to Transformative CSR

Build on “Phenomenology”

Anticipate – Challenge – Interpret – Decide - Align – Apply



- Social justice
- Reforms
- Economic Empowerment
- Social Entrepreneurships
- NEP Value add for UG/PG
- Emerging employability readiness

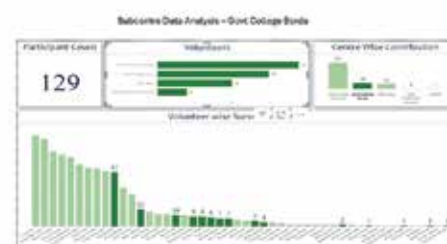
THE APPLIED RESEARCH

Through our multiple stakeholder ecosystem we sensed the emerging trend of geriatric segment in Goa and after intense deliberations with trustees, Parivartan board and experts we decided to take up proper ground research.

A field office was set up in Bicholim Taluka ,qualified professional (MSW) were on board, literature review ,meetings with newly set up Geriatric department at Government Hospitals, RHC, UHC, Old-age home ,senior citizen resort style living complexes ,colleges were kick started.

VDA infosolutions Pvt. Ltd a leading SI company came forward to support with Tech tools for research and expert manpower.

We aimed for minimum 1000 plus sample size and crossed 2000.



SIGHT & INSIGHT

1. It has the solid base of social research done with 2000 sample size in various socio-eco-cultural segments strong representation of the population
2. It narrates the issue in 4 stages -Sensing -Diagnostic -Intervention -Action Research
3. GDP's core team along with 4 UG colleges (through MOUs) did this research.
4. QR codes, Power BI and a dedicated team of data analyst were roped in.
5. College students were given in-depth training on social research and were certified at the same awarded.
6. The book presents the research in a very simple, lucid conversation -like story format .
7. ***It offers sights and insights for multiple stakeholders in community***



2nd GDP GNI sub center:
Mou signed with Borda college Margao



3rd GDP GNI sub center at
MES college Vasco



NOT JUST A BOOK...IT'S A SEEDING PROCESS

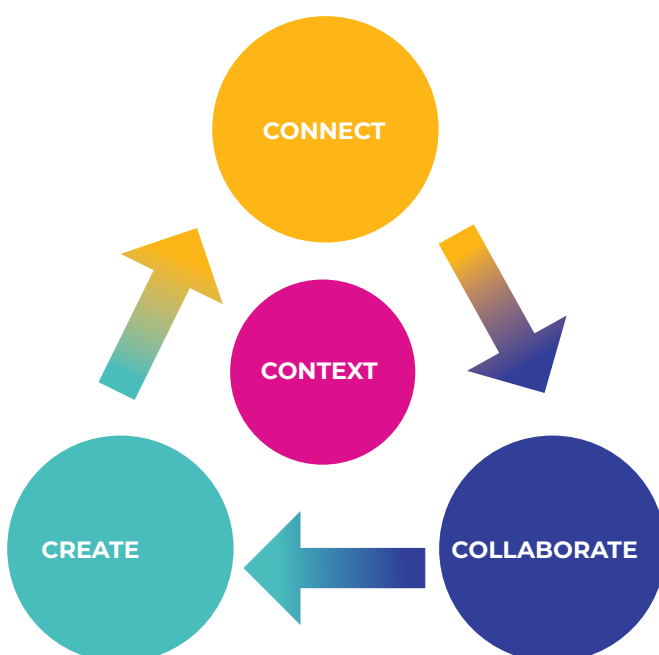
Though the essence of this book is grounded on the basic tenet of social research, we have consciously avoided the tilt on a research approach. While there is a search for the truth, we prefer to connect, collaborate and create networks which expand the truth and create space to accommodate the truth of readers.

If one aims for 100% accuracy, you often lose 99% of your readers, so we have intentionally tamed the obsession for perfection so as to reach out to a larger section of readers by sharing not just our findings but also our methodology in such manner that it provokes readers to think, feel and act differently.

We are optimistic that the readers will take the initiative and contribute in building a much required 'de-institutionalised' ecosystem for geriatrics, hence we present you 'Surfing Grey Waves'.



4C PROGRAM



Partner with us
Together let us De-institutionalise elderly care

- Sponsor Our Book Outreach**
Seeking sponsorship for printing and distribution under the aegis of CSR initiatives.
- Grow Our Global Network**
Connect us with like-minded NGOs, experts, and change-makers across continents.
- Build the First 'Silver Village'**
Collaborate with us to create a humane, community-based living model for the elderly.
- Support with Corpus Funding**
Awaken the philanthropist in you, strengthen this movement with sustainable financial investment.

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THE PROOF OF CONCEPT

GDP-GNI is long term project has a very clear focus on 4 tracks “4C”

TRACK 1: NEP VALUE ADD FOR HIGHER EDUCATION

- Building value/employability skills/entrepreneurial opportunities among college students, largely for girls who otherwise more stringent constraints ,this program provides immense opportunities locally.
- During the entire applied research more than 100 students from 4 government were trained in social research, Power BI.
- Basis their performance they were certified as “Junior Research analyst”& “Geriatric social worker”
- Exemplary performers were given awards.
- We opened latent demand as both Govt and private sector have initiated projects for Elderly.
- This project also provided advance avenues for research, consulting services which are Highly valued and we have a scarcity of talent.



This now needs replication in other states and that's is precisely the book is all about.



CERTIFIED JR. RESEARCH ANALYST



POTENTIAL IMPACT

This long term project has a very clear focus on four tracks

TRACK 2 : EQUAL OPPORTUNITY FOR ELDERLY

- a. Our research was based on “Design Thinking” and not problem centric
- b. Thus making elderly (marginalized) authorship and ownership
- c. Traditional approach looks at “Elderly” as liability” and asymmetrical focus on clinical aspects.
- d. Our path breaking research on “Felt needs” found elderly as “assets” and can contribute towards welfare based development.
- e. Geriatric is a issue in every home and sooner or later we will tread this path
- f. Piece meal approach ,knee jerk initiatives and traditional CSR needs a shift. Thus the model needs momentum through a long term consistent support by supporting. The next programs in sequence as CSR in true sense should be inclusive and its benefits should reach all stake holders and geography agnostic in most efficient and effective way.



POTENTIAL IMPACT



TRACK 3 : PAN INDIA HACKATHON

- a. We are in advance discussions with world's leading startup communities.
- b. Geriatric is an opportunity in disguise it is similar to what IPL did to cricket.
- c. The need of the hour is to bring much required innovation in building a dynamic socio-cultural economic ecosystem for elderly with diverse community participation.
- d. Time for building "Social incubators" in all states.

TRACK 4 : GNI : GLOBAL GERIATRIC NETWORK

- a. We have identified top 50 countries grappling with challenges of Geriatric largely having asymmetrical solutions.
- b. We intend to build network using Indian diaspora /embassy /Industry stakeholders like dealers/service providers /Hi-po NGOs.
- c. The idea is avoid reinventing the wheel ,better utilization of available resources and expand the ideation ,create region specific sustainable solutions.

INVITE FROM FICCI TO CONTRIBUTE FOR RESEARCH PAPER - MAY 2025



Request for expert consultation for FICCI Knowledge Paper on 'Active & Healthy Ageing' ✕ 🖨 📧

Sarita Chandra <sarita.chandra@ficci.com>

Mon, May 19, 2:29 PM (20 hours ago)

☆ 😊 ↩ ⋮

to managingtrustee@gdpidea.org, me, arunmamc@gmail.com, Malti, Suneela, Shilpa, Aayushi, Anuj, Health

Dear Mr Shah,

We are happy to share that Federation of Indian Chambers of Commerce and Industry (FICCI) has been working extensively in the healthcare sector since past two decades, having a robust and diverse presence, encompassing hospitals, diagnostics, medical devices, pharma, health tech, Ayush and other relevant stakeholders, all working collaboratively to advance healthcare in India.

This year, a multi-stakeholder Task Force on 'Active & Healthy Ageing' has been formed under FICCI Health Services Committee.

Moving focus away from ageism and disease management to more inclusive, adoptive and positive approach, in line with agenda of UN Decade of Healthy Ageing 2020-2030 and the Niti Aayog Position Paper - Reforms in Senior Care, the Task Force is in process of developing a **Knowledge paper on Active and Healthy Ageing in the Indian context**. Chase India is supporting the effort.

A comprehensive list of contents to be included in the Knowledge paper is attached for your kind reference.

The paper will be released during FICCI HEAL 2025- the annual healthcare conference scheduled on October 8-9, 2025 at FICCI, New Delhi.

To gain valuable insights from various stakeholders, we are arranging **consultations for approximately 30 - 45 minutes with key experts** to discuss their perspective.

Given your extensive research and contribution to senior care, your insights will be crucial in shaping the knowledge paper. We would be grateful if you could **make some time for an online discussion with the team, as per your convenience between 21st May to 8th June 2025**.

Request you to kindly **indicate your suitable slots** to us so that we can organise the virtual meeting accordingly.

We look forward to your support and early response.

With best regards,

COVERAGE BY LEADING NEWS PAPER / NEWS CHANNEL





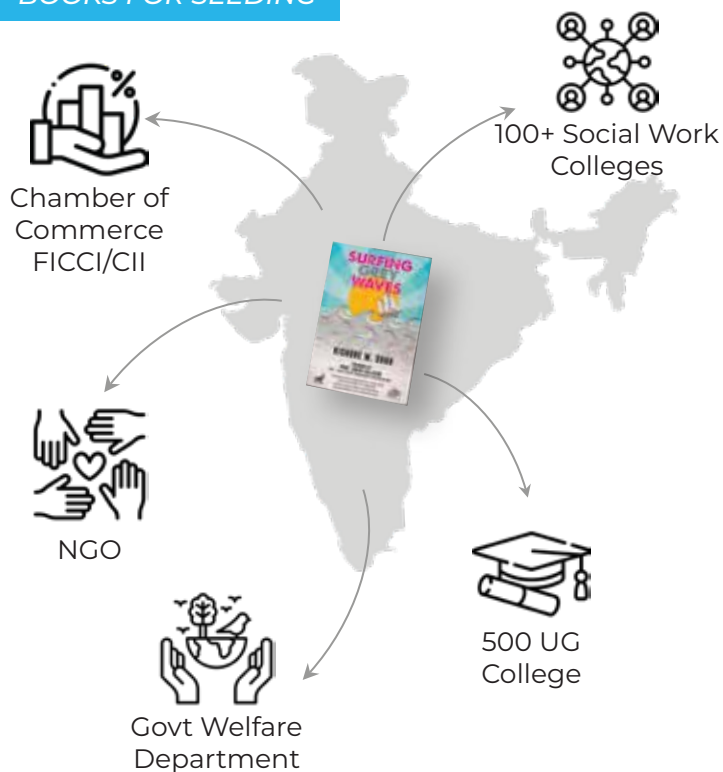
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SENSE OF URGENCY - CALL FOR ACTION

4C-ING- TRANSFORMATIVE CSR

CONTEXT

BOOKS FOR SEEDING



ADVANTAGE:

28 States & 8 UT's

Books outreach :10,000

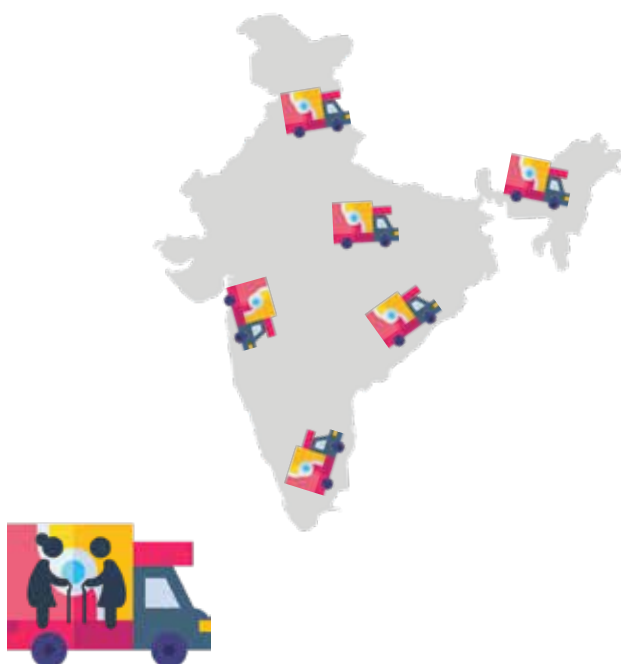


CSR IMPACT

- Last mile coverage
- Student learning outcomes
- Livelihood
- CSR sustainable visibility

CONNECT

SESSIONS FOR GERMINATION PAN-INDIA



ADVANTAGE:

Unique road show

Outreach -28 states ,8 UTs

3 days : capital / tier II,III
Cities



CSR IMPACT

- Community Engagement
- Multiple pilots for emerging demands
- Building Ecosystem for livelihood

COLLABORATE FOR GROWTH



- Global Aging Phenomenon
- Applied Research
- Sharing Best practices



ADVANTAGE:

- Geriatric Network International
- A unique grid of 50 Countries through Connected through a Digital platform



CSR IMPACT

- Global outreach
- Precursor for Hackathon
- Wider & sustainable CSR visibility

CREATE SCHOOL FOR SOCIAL ENTREPRENEURSHIP, SKILL BUILDING & APPLIED SOCIAL RESEARCH



Tier II & III cities

- Based on Phenomenology, design theory to make the best of "BANI" world
- Inter-generational cohort
- Intrapreneur
- Industry ready skills
- Social entrepreneurs
- Jr. Research Analyst
- Geriatric social worker
- Dignified come back for elderly



ADVANTAGE:

- Nurtures social innovators
- Promotes grassroots research
- Enhances employment readiness
- Enables cross-sector solutions



CSR IMPACT

- Intrapreneur/Industry readiness
- Social Entrepreneur
- Research Associates
- Fosters sustainable change

CONNECT SILVER VILLAGE



- World's first State of art ecosystem
- Intergenerational community stay
- Elderly /orphans/single parents/Abused/divorces/ differently abled



ADVANTAGE:

- Value added iteration of Dementia Village, Denmark
- Liability to Asset
- Dignified come back
- Fostering innovation
- Applied Social research



CSR IMPACT

- De-institutionalised care
- Social Research Lab
- Re-building social fabric
- Immersive Applied Research





TOGETHER WE CAN





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 www.gdpideaz.org