

Adani plans world class retirement homes for Senior Citizens

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Adani Township plans to launch Shantigram apartments for sale in the last quarter of this year.

Adani Township and Real Estate Company Private Limited - a company promoted by the Adani Family, which is developing Shantigram, the largest integrated township in Gujarat, has tied-up with Age Ventures India, to develop world class Senior Citizen Living/Assisted Living/Retirement Homes within Shantigram, Ahmedabad. Age Ventures India, a Private Not-For-Profit Trust formed in association with HelpAge India, has sourced knowhow from Methodist Housing Association of UK to bring in the best-in-class designs and services required for Senior Citizens.

Adani Group, anticipating the needs of ageing elders who now want to lead an independent life with dignity has decided to develop a world class facility, matching the standards of similar Retirement Homes in developed nations albeit with a difference. Sensing the mindset of elders of India, Adani group, has decided to develop the retirement home as part of a larger mixed generation community, a concept that will replace ISOLATION with INCLUSIVENESS. This is one of the main characteristic of Age Ventures India's model of Retirement Homes.

Unlike the charitable old age homes run by various trusts, Shantigram plans to develop modern housing specially designed for Senior Citizens that would let this segment live and enjoy their twilight years in comfort and grace. Building on the concept now coined as "Make their Silver years Golden", Age Ventures India would be solely responsible to provide various services like Common Dining Facilities, Housekeeping, Club room, Medical Care, Transportation and Ambulance availability, Senior Citizen Aid related services, Nursing, Care givers and other related services like assistance with bills payments, bank matters etc, Security, among a host of other services. The idea being that elders, possibly weak in muscle but young at heart, can use their energy to enjoy themselves and do what they want to do and leave their mundane domestic and personal chores to Age Ventures India. This will be first of its type in Gujarat.

Adani Township and Real Estate Company Private Limited plans to launch these apartments for sale in the last quarter of this year. It is expected that the product designed would also give impetus to reverse migration of Indians who having migrated 30-40 years back are now looking to India to spend their Silver Years. This would also result in developing a good intercultural mix. In the initial phase there are plans to develop about 200 apartments in various configurations (one-bedroom, two bedroom, etc).