

**Age Ventures India**  
Retirement Homes Under Care Of AVI

*Grow old along with me,  
The best is yet to be...*

Robert Browning





You...

are mature...

have led a full and fulfilling life  
and are still brimming with energy...

You have seen and done it all and are now longing for new horizons  
where purposeful activity co exists with tranquillity

A life that is full yet one with space to do the many things that  
you wanted to but could not find time for

Where efforts and concerns of daily life are taken care of and you  
are left free

Where security is assured, where care, compassion, concern and  
the joys of community living are at hand...

Now...

retire from routine commitments and work but not life

*Come home to a fresh new world*



## The concept

- Catering to the needs of the elderly
- When and where needed

With better lifestyles and advanced medical care, life expectancy has increased and the numbers living well beyond the 70s has grown rapidly.

Changing social patterns, search for better opportunities in the world at large and growing needs have led to gradual disintegration of the joint family, once the great framework of security and stability. In this changing world the needs of those advanced in age cannot be easily accommodated. This and the preference to lead a quiet, tranquil yet productive life is what persuades many in the 'golden' age group to look for alternatives that provide activity, sanctuary, fellowship and care.

Age Ventures India fills this gap

## Who we are

- Non commercial: no profit motive
- Specialists in the field of elderly care

Age Ventures India (AVI) is a private, not - for - profit Trust.

The driving source of the Trust is provide Care service to the middle class and not commercial gain and interest.





## Knowledge Partners

To establish the best old-age care practices of a developed economy at a cost affordable to the Indian elderly, AVI has entered into a knowledge sharing agreement with Pacifica Senior Living, USA



Pacifica Senior Living is a leading senior living care homes, housing and support services for older people throughout USA.

Pacifica Senior Living now delivers a range of services to over 7,500 individuals. PSL services are spread over 60 Retirement communities spread all over USA.



- Assist in establishing policies and procedures for Human Resources services, including Health and Safety, Training, Personnel and Equalities.
- Assist in developing activities, hobbies and engagement of the residents to ensure healthy and mentally stimulating atmosphere in the Senior Living Communities.



PSL has agreed to support AVI in:

- Strategic planning advice
- Advice on the performance objectives and measurements
- Design specifications for various type of Senior Living Communities as and when required
- Review of the building plans before they are finalized to ensure optimization of apartment plans, village layout etc
- Assist in developing a protocol that will ensure a fair contractual relationships between the Senior Living Community and the residents
- Advising on the size of facilities and the required level of manpower including the amenities and facilities
- Assist in laying down the policies, systems and operating manuals and all the functions including accounting and administration
- Train key managers and staff members at PSL sites so as to ensure that required levels of service are achieved at AVI sites.
- Assist in working out a detailed healthcare system, record keeping, providing health care, assisted care and dependent care
- System for monitoring of performance of operations and management to ensure regular standards are maintained





*Stay a part of  
the world you  
know....*

*Set yourself  
apart when you  
choose to...*

## What we Offer to Residents of Retirement Community or Care Home

Age Ventures India believes you should live life and enjoy it in the manner best suited to you...

What does this mean?

Total security, medical care, compassionate staff and facilities to cater to a wide range of spiritual, intellectual and physical pursuits.

## Our Role

In order to provide world class care to elderly AVI does the following:

- Work with Real Estate Developers to design & construct senior living communities, more often integrated with a multi - generational large developments.
- Operate Retirement Communities
- Operate Care homes & day care centre
- Train Care Givers
- Provide care givers to serve senior citizens in their homes



## AVI will endeavor to provide

### Security

- 24 hour security
- Restricted entrance with watch and ward staff around
- Emergency alarms at strategic locations with alarm room
- Boom Barriers
- Centralized entry to the extent possible

### Dining

- Cook in your own kitchen in a retirement home
- Or eat in the dining room where healthy fresh cooked meals are served
- Or should the doctor advise take a restricted meal

### Intellectual Continuity

AVI believes that the experience age brings should be shared – elders can be confidantes, guides and mentors. To do this, AVI will attempt to build associations with institutes of learning to use the services of the elderly.



## Health & Fitness

- Physiotherapy cum fitness center
- High dependence care rooms with a special dining area
- Secluded green open area and an open deck
- Special nursing and caregiving facilities
- Doctor on site during the day, on call for emergencies and arrangement with a hospital that ensures preferential care
- Pharmacy arrangement (in-house or in close proximity), sample collection center
- Routine medical check ups
- Assistance with daily living such as support in medical record keeping, personal care and nutritional advice etc
- Full care services for conditions like dementia, alzheimers





## Housekeeping and Maintenance

All apartments are serviced and facilities maintained

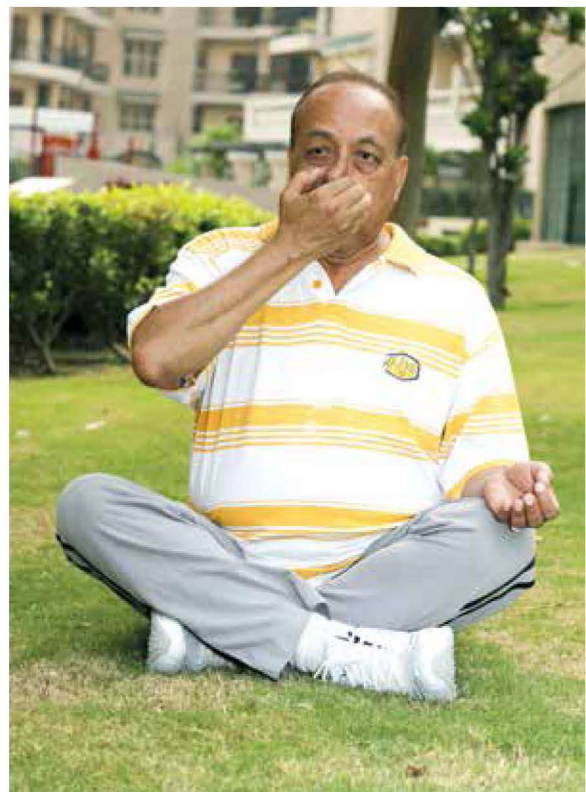


## Leisure and Welfare

- Yoga and meditation
- Library
- Computers
- Opportunities to try out culinary skills
- Arts and crafts centres
- TV and music
- Indoor games like billiards, table tennis, carrom, chess or backgammon
- Once in a while go to town to watch a movie

## Concierge Service

Valet service is provided for payment of utility bills, depositing credit card payments, ticket bookings and other personal care needs etc.





# AVI in Bengaluru Karnataka



**Developer:** Brigade Orchards is an over 130 acre integrated township development coming up at Devanahalli, near International Airport being set up by BCV Developers Pvt. Ltd. BCV is a group company of South India's leading real estate conglomerate Brigade Group. The group is a pioneer in the concept

**Location:** The Parkside@Brigade Orchards is located in Devanahalli near the Bengaluru International Airport.

**AVI Association:** AVI has advised BCV Developers Pvt. Ltd on the Retirement Community project right from conceptualization to operations. AVI is now managing the thriving community pulsating with seniors actively engaging in activities through the day.

of developing integrated enclaves with landmark projects such as Brigade Millennium, Brigade Metropolis & Award winning Brigade Gateway. For more information on Brigade Group please visit [www.brigadegroup.com](http://www.brigadegroup.com) Brigade Orchards being an integrated town ship has various components of real estate on offer. The township has super luxury Pavilion Villas, Luxury Apartments, Value homes, Commercial office space, Retail, a school, an international sports complex, a hospital, an arts village, a very high end membership club of about 85000 sft and plenty of open spaces... As part of this integrated enclave is an exclusive retirement home project named Parkside.

Parkside consists of 156 dwelling units of 1BHK and 2BHK and a 40 room Care Home block with Guest rooms. The project is designed by celebrated Architect Sanjay Mohe of Mind Space Architects, Bengaluru. Parkside has all the facilities that senior citizens would need to make their life comfortable, enjoyable relaxing and cared for in a secure environment.

The residents enjoy the casual atmosphere of the community accentuated by the barrier free architecture of the community.



# Medical Partners Bengaluru



Narayana Health is the new brand identity for Narayana Hrudayalaya, the nation's pre-eminent healthcare provider founded by Dr. Devi Shetty.

MS Ramaiah Group today encompasses the Memorial Hospital, the Medical College Hospital, the Dental Hospital and the Indic Specialty Ayurveda Restoration Hospital.

They have recently acquired Leena Hospital in Devanhalli.

AVI has entered into an agreement with these Hospitals to provide medical care and well being for the residents of Parkside at Brigade. The Hospital will be positioning clinical and nursing teams at the premises. They have have offered special discounted package for the residents, should they need to use the Hospital facilities.



# AVI in Ahmedabad, Gujrat



**Developer:** Prarambh - Ek Nayi zindagi Ka is a project promoted by two budding young Chartered Accountants, who have launched their maiden project in Bavla area near Ahmedabad. The project is being developed in two phases. Both the phase comprises of approx. 250 villas each. Phase 1 of the project was handed over to residents in year 2018. Now facility is operational under AVI.



**AVI Association:** Age Ventures India has recently tied up, with them, to provide world class services to the residents of Prarambh.

As part of the assignment Age Ventures India has also reviewed all the design and facilities and the new Villas being built are with features and designs compatible with AVI standards to a large extent. These homes will help replace ISOLATION with INCLUSIVENESS in the life of residents.

Unlike the charitable old age homes run by various trusts, Prarambh 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.

A concept now coined to encourage them to "Make their Silver years Golden".



**Age Ventures India** would provide various services like Common Dining Facilities, Housekeeping, entertainment in the Club Area, Medical Care, Transportation & Ambulance availability and engaging time pass activities. Senior Citizen Aid related services, Nursing, Care givers and other related services like assistance with bills payments, bank matters and Security, among other services. The idea being that elders possibly weak in muscle but young at heart can use the available energy to enjoy themselves, do what they want to do and leave their mundane domestic and personal worries to Age Ventures India, who are backed by a full knowledge base of caring for the Indian elders.

This will be first of its type accommodation for elders in Western India.

Aptly the project is named Prarambh Ek Nayi zindagi ka. A point of life when having discharged the responsibilities of life the elders begin a new chapter in their life, increasing the longest chapter of life.

The 1st phase of the project is complete and AVI services started from 1st September 2018. Owners had started taking possession and are already living in their villa's.

More details can be viewed at Prarambh website <http://www.prarambhlife.com/>



# AVI in Greater Gurgaon Sohna, Haryana

**Silverglades**

The Address Makers

**Developer:** Silverglades is a leading boutique Developer specializing in Residential Housing, Commercial, Township, and Golf based leisure development in NCR, and other parts of the north India. The activities of the Group are headed by Mr. Pradeep Jain. The group has delivered some of the finest addresses in NCR along with some key partners. The group is professionally managed

into a tie-up with a hospital once the project is closer to completion. It will be on the same lines as in other locations, like providing for doctor during part of the day, 24 hours nurse, emergency support service, concessional rate for checkups in the hospital, and use of other services of the hospital when required.



and is recognized for its commitment to integrity, timely execution and quality. Silverglades works on the philosophy that an average Indian today is well travelled and discerning buyer having expendable income and is looking for a better lifestyle. They therefore believe that Indians deserve much better residential and leisure-oriented housing options. Continuing this philosophy the retirement home is made as a part of their new 17.5 acre housing project named The Melia. This project has about 12 towers, with over 80% green cover. Out of 12 towers 2 towers are designed for senior citizens.

**Location:** The site is located about 12 kms from Golf Course extension road intersection with Gurgaon Sohna Road or 19 km from Rajeev Chowk, on Gurgaon Sohna Road.

**AVI association:** AVI is advising Silverglades on the Retirement Community right from conceptualization to operations. Post construction AVI shall manage the Retirement Community. For details, please see the developer's brochure.

**AVI hospital tie-up:** AVI as a practice ties up with a local hospital so that the residents get good quality continuous medical care. Gurgaon is home to a large number of world class hospitals. With a view to drive maximum advantage for residents it is proposed to enter

## AVI Care Home *Hibiscus - In gurgaon*



Located in the green belt of Gurugram has an exclusive 23 rooms. Each room and bathroom is readied to meet needs of elders in different stages of their golden years like Grab bars, Guide rails, seat risers and shower seat in wash rooms. Each rooms customised as per need of residents with bed caddies, adequate sized bedside tables, panic alarms, wardrobes, an easy chair to lounge in room, an intercom, a writing desk and your personal TV to name a few.

AVI Care Homes are all about staying in your home with privacy, dignity and comfort. It is your Home with 24hrs medical and operational team on the side always ready to assist help to make our residents feel loved, secured and well taken care off. Hibiscus comes equipped with a medical room, a physiotherapy room, steam bath, lounge for spending your time watching a movie or almost all indoor games, reading corner, waterfall courtyard cum sensory garden, cosy dining hall serving specially curated meals, soft lilting music through the common spaces and adequate walking spaces.



# Our Role With Project Partners

AVI supports its project partners in developing the project from conception to completion. The support covers:

- Concept Planning
- Design Development & Approval
- BOQ of Senior Living Hardware
- Documentation
- Marketing
- Sourcing of Services
- Due diligence during construction
- Services operation & Management to Residents



## Upcoming Projects

### Jabalpur

AVI has entered into an agreement with Shree Gopal Lalji Maharaj Trust to develop a senior living project in Jabalpur, Madhya Pradesh. It will be low rise structure near the banks of river Narmada. The Trust has plans to setup a 75 units villa/ apartments over 5 acres as part of their 20 acres project. The construction is in full swing.

### Kolkata

AVI is advising Infinity Infra on the completion of the Jagriti Dham, review the building as built and modify where possible, evaluate value added service and Post construction manage the Retirement Home.

As part of its CSR activity, Jagriti Dham is coming up in the lush green development named Merlin Greens on Diamond Harbor Road in Kolkata. It is being developed by their social venture called Jeevan Sandhya.



# About Us

## Our Trustees



Mr. P C Sen I.A.S. (Retd.) - Chairman

An IAS officer of the 1967 batch, Mr. Sen was a member of the Madhya Pradesh cadre where he held various assignments, the last being Principal Secretary, Govt of MP, Department of Commerce and Industry and Information Technology. At the Centre, Mr. Sen served as Director General, Civil Aviation, Chairman and Managing Director Indian Airlines and Chairman of Air India. Close to retirement, Mr. Sen was Secretary General, National Human Rights Commission.

Receipient of the Shiromany and National Citizen's Award, he was one of the 12 conferred with the 'Wings of History Award' conferred on only three civilians so far, the other two being Mr J.R.D.Tata and Mr Karan Singh.

He had been founder Trustee of Age Ventures India.



Dr. Naresh Shetty

Dr. Shetty is a MBBS, D'ORTHO, MS (ORTHO), FRCS (Glasgow), AO fellowship (Switzerland) / Diploma in Hospital Administration. He is President - Ramaiah Memorial Hospital/ Ramaiah International program & strategic Alliance and Chief - Ramaiah Advance learning center and a Senior Professor of Orthopedics, Ramaiah Medical College, Bangalore.

Dr. Shetty has delivered over 400 papers at National & International Forum, Published over 50 articles and is involved in 30 multi national clinical trails. He has received Mother Theresa Award, Doctors Day Award from the Lions Club, Achiever Award - Bangalore Orthopedic Society and Dronacharya Award - CME Excellence Summit.



Ms. Shanta Chatterji :

Chatterji is both a post graduate and law graduate from Mumbai University. She attended IIMA to do Business Management under its programme for young executives. She has served as a Company Secretary to companies like Dr.Beck & Co, Rolas (India) Ltd and also companies of the Mahindra group. She is settled in Mumbai.



Mr. Arun Gupta - (Managing Trustee and CEO) :

A product of Delhi Public School, and a BCom from Delhi University, Gupta, a qualified CA, having worked in Union Carbide, Goetze India, SRF Nippondenso and the Pearl Group where he was CEO and member of the Board Of Directors of Pearl Polymers and Pearl Engineering Polymers.

He later undertook some other assignments and for the last ten years is Chief Executive of AVI

# Trains & Provide Care Givers

AVI realises that in today's environment that with elder's out-growing the younger generation and increased societal change towards nuclear families, it is important to help institution inculcate today's children and understanding of the basic needs of the elderly and develop empathy towards them. The importance of sparing some time for them.

AVI has developed a comprehensive 90 days theory plus practical oriented curriculum to train care givers. The training scheme is being developed by a large financial institution of India.

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AVI trains a batch 30 off students excluded from all other schemes of inclusiveness, who then be deputed to houses or nursing homes or care homes to care for elders 24 hours a day.







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**Disclaimer:** This brochure is purely conceptual in nature and is by no means a legal offering. The Trust reserves the right to change, reserve, delete or add any services mentioned here.