



GOVERNMENT OF GUJARAT

Home Care Facility for Senior Citizens

Healthcare

Government of Gujarat



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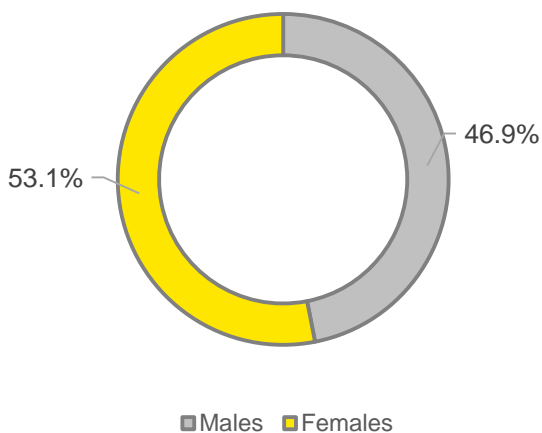
Project Concept

Homecare for senior citizens

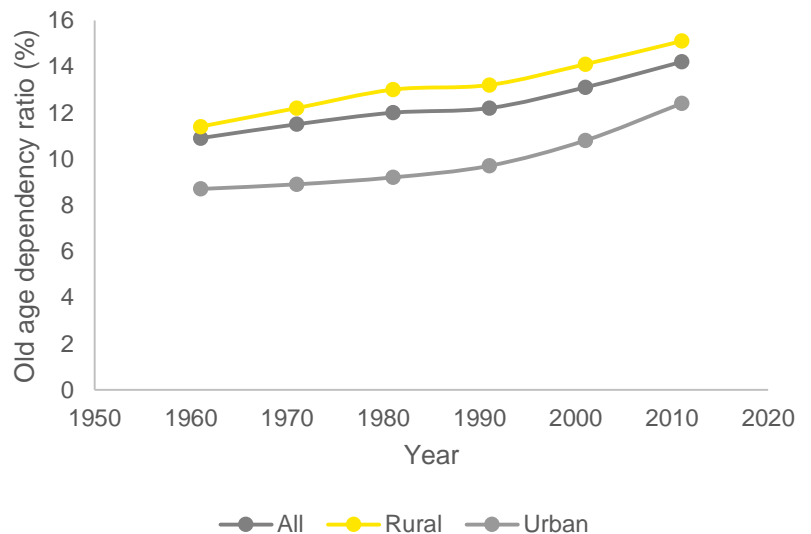
Context

- ▶ The purpose of the Homecare Facility is to provide residential home care for the senior citizens to live dignified and reasonably independent lives through community based services
- ▶ Elderly persons will be assured the least restrictive environment based on their requirements
- ▶ Demographic data of 60 years and above in the state of Gujarat shows that there are 47,86,559 individual in the age bracket of 60 years
- ▶ It is logical to believe that these individuals, as they grow old and face old age problems, their dependability on caregivers to carry out their daily needs will increase

60+ age group data based on census 2011 by gender in Gujarat#



Old age dependency ratio in India*



Source: #Ministry of Home Affairs, Government of India, <http://mha1.nic.in/par2013/par2013-pdfs/ls-110214/3122.pdf>

*Elderly in India, Government of India, Ministry of statistics and program implementation, 2016

Objective

To provide homecare service to senior citizens (60 years and older) who may be functionally challenged in their ability to perform daily chores, personal care needs, maintaining a home for themselves and / or their caregivers.

Objective:

- To make them a self-sufficient community
- To provide health care services
- To take good care of senior citizen
- To provide healthy diet
- To provide shelters for homeless

Project facets

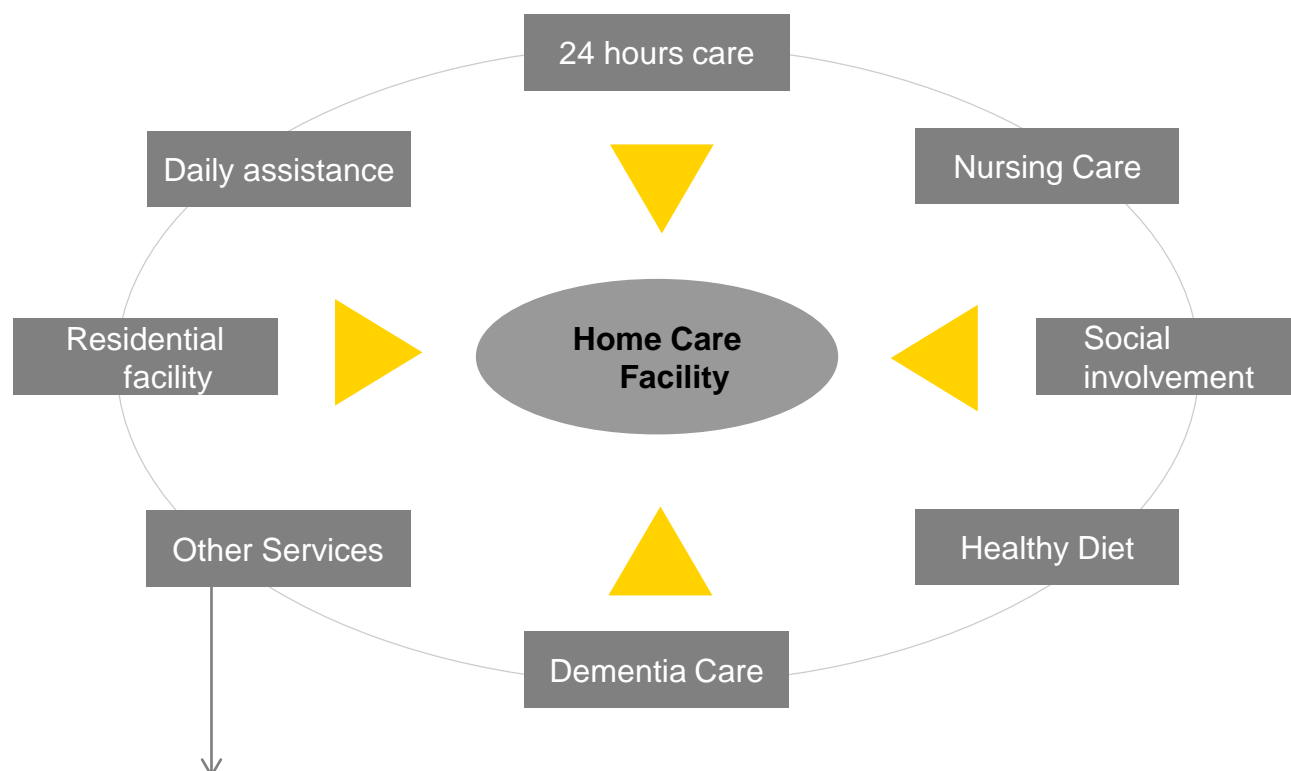
The project entails two broad category of services:

- ▶ Home care facility (old-age home)
- ▶ Elderly care services

1. Home Care Facility

Home care facility is proposed in Residential Facility:

1. Elder friendly home facilities
2. Nursing care
3. Social activities
4. Health care
5. Tie up with Hospitals for emergency care
6. Nutritious food
7. Housekeeping, laundry and security services
8. Intellectual games
9. Yoga and light physical activities



- ▶ Assigning replacement workers during sick leave, or other absences of the assigned worker
- ▶ Ensuring that assistants who provides personal care are trained and experienced as professional (preferably a degree in nursing)
- ▶ Services to persons below poverty lines would be reimbursable

2. Elderly Care Services

Under elderly care services there are three kinds of offering:

- 1. Home-service:** Providing assistance for house cleaning including dusting, sweeping, mopping, laundry, ironing, organizing, shopping for households, cooking light meals and so on. Client provides all cleaning supplies
- 2. Personal service:** Providing assistance for maintaining personal hygiene viz. bathing, dressing, shaving, grooming, toileting and continence care, medication needs and so on
- 3. Respite service:** This refers to service for a short period of time, providing rest and relief to family members who are assisting with the care of their elderly loved ones. Respite service includes both home and personal service

Scope of Work

- ▶ The private partner is expected to set up a helpline centre, wherein the customers (senior citizens/ their family members) may call in and explain their requirements
- ▶ The centre executive is expected to suggest & facilitate complete range of available services based on individual requirement, to the satisfaction of the customer
- ▶ Other requirements include-

Standard operating procedure

- ▶ The private partner is expected to have a well laid down procedure for service delivery

Record keeping

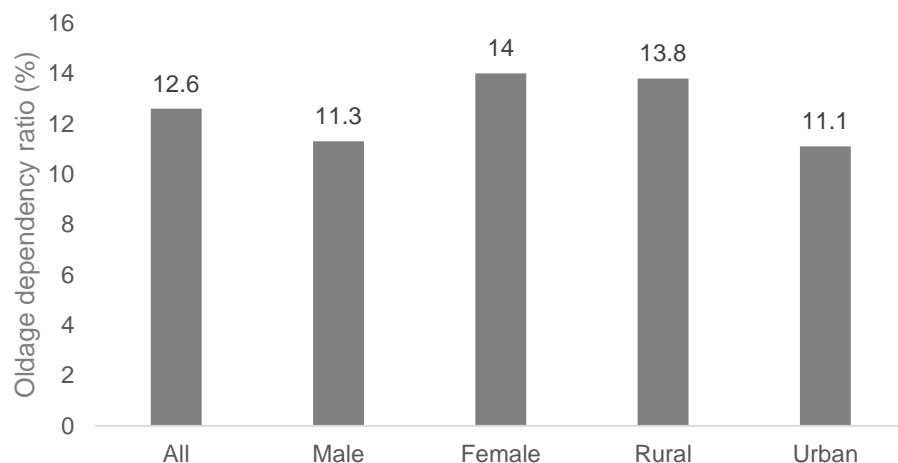
- ▶ Client records must be maintained at a centralized administrative office viz. client's name, address, whether below poverty line, service plan, nurse details, feedback from client and so on

Service logs

- ▶ Daily service logs for each client are required to document billable time

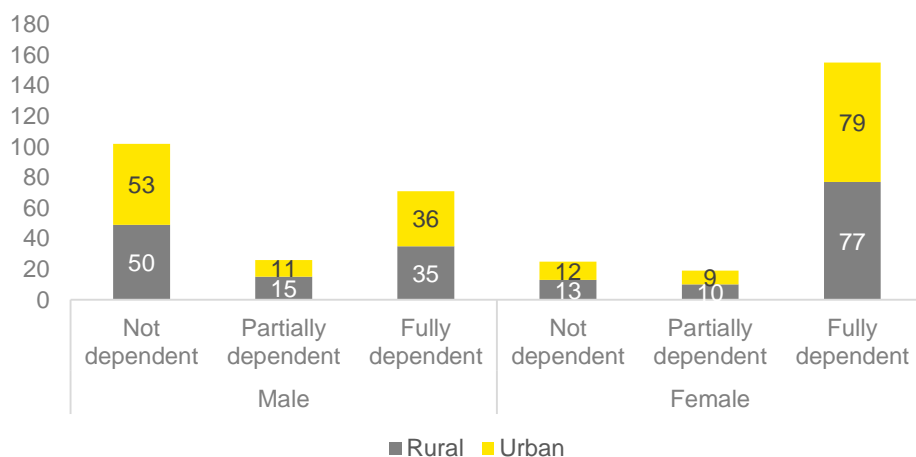
Note: Unit of service: One unit of service is equal to one hour of service
Services may be available 7 days a week from 8 am to 6 pm

Old age dependency ratio by gender and residence in Gujarat 2011*



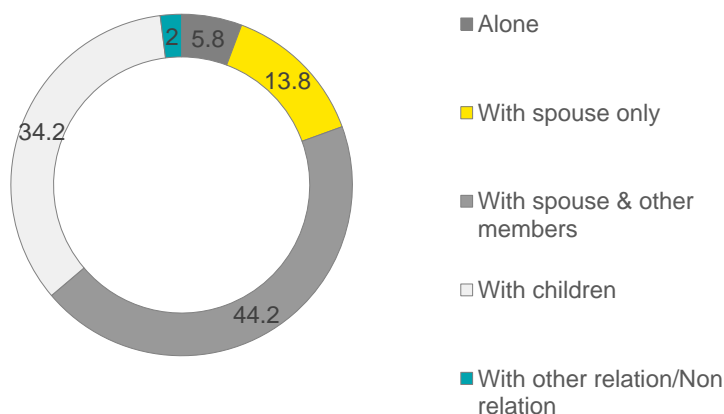
Source: Office of the Registrar General, India

Per cent distribution of persons aged 60 years & above by state of economic independence in Gujarat*



Source: * Elderly in India, Government of India, Ministry of statistics and program implementation, 2016

Percentage distribution of persons aged 60 years and above by type of living arrangement for major states*



It is expected that the population aged 60 years and above in India will increase to 20 percent (315 m) by 2050

Source: Subaiya, Lekha and Dhananjay W Bansod. 2011. Demographics of Population Ageing in India: Trends and Citation Advice: Differentials, BKPAL Working Paper No. 1, United Nations Population Fund (UNFPA), New Delhi

1 Favourable Demographics

- ▶ The growth in decadal elderly population has shot up by 36% from 2001 to 2011 census*
- ▶ Rising elderly population would lead to increase in requirement of homecare services for senior citizens

2 Increasing old age dependency ratio

- ▶ According to Ministry of Statistics and Program Implementation (MOSPI), both in rural and urban areas, elderly people are mostly dependent upon their children (75% in rural & 71% in urban areas)*
- ▶ With modern lifestyle, increasing nuclear families, there would be need for home care for elderly people

3 Increased life expectancy

- ▶ Due to the longevity of life achieved because of economic well-being, better medicines and medical facilities are in demand
- ▶ Gujarat has more than 47 lakh elderly people (60 years and above)*

4 Old age problems

- ▶ For majority of people old age brings illness, condition of inability to do daily living activities
- ▶ Old people tend to become weak and delicate, require assistance for normal living

5 Preference for Nuclear family

- ▶ Increased preference for nuclear family due to many reasons like different job locations, difference of opinion, financial issues etc.

Source: * Elderly in India, Government of India, Ministry of statistics and program implementation, 2016
Tourian. P. Synergy home care, 2013

Gujarat – Competitive Advantage



Pioneer in PPP in Healthcare

- ▶ Chiranjeevi Yojana, Emergency management & research institute, Magnetic resonance imaging, SSA, CHETN – Chiranjeevi Yojana winner of Asian Innovation Award

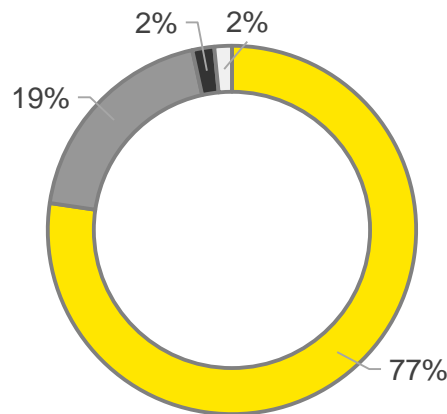
Focus on Healthcare Quality and Accreditation

- ▶ First in India to get NABH (National Accreditation Board for Hospitals & Healthcare Providers) / NABL (National Accreditation Board for Testing and Calibration Laboratories) for Civil Hospitals, Primary Health Centres, Drug testing

Better social infrastructure

- ▶ Gujarat has one of the lowest cost of living amongst the Indian states and is relatively less congested and less polluted, offering better standards of living to the inhabitants and providing a better environment to work

Health facility summary in Gujarat



- Primary Health Centre ■ Community Health Centre ■ Sub-District Hospital □ District Hospital

Source: National health mission, State health society, health & family welfare department, Gujarat

Other Advantages

Flourishing Economy

- ▶ Gujarat contributes 7.2% of the Nation GDP and shows leadership in many areas of manufacturing and infrastructure sectors
- ▶ Gujarat's SDP (State Domestic Product) at current price registered a growth of 11% during the year 2014-15

Source: Statisticstimes

Project Information

Location – Multiple locations across Gujarat



- ▶ Possible locations could be Ahmedabad, Surat, Rajkot, Vadodara, Bhavnagar
- ▶ These are top 5 populated cities in Gujarat

Infrastructure Availability & Connectivity



Gujarat is well connected to all major locations such as Delhi, Mumbai and other nearby states from where Broad gauge railway line passes through.



Gujarat is well connected to all major locations such as Delhi and Mumbai through Delhi-Mumbai Industrial Corridor (DMIC) and neighbouring states.



- ▶ Gujarat has an international airport in Ahmedabad.
- ▶ 8 domestic airports in Surat Vadodara, Rajkot, Bhavnagar, Junagadh, Jamnagar, Porbandar & Kachchh which is well connected with metro cities in India.



Gujarat has a major seaport in Kandla and around 40 non major seaports.

Project Information

Manpower requirement

Sl. No.	Manpower	Number
1	Head administration	1
2	Facility Manager	1
3	Helpline staff, data operator	3
4	Visiting doctors (twice a week) and Yoga trainer	3
5	Nurse	10
6	Attendants	10
7	Driver, Security	5
8	F & B Manager and Kitchen staff	5
	Total	38

- Staff should be trained and dedicated to provide good care for seniors
- Manpower is indicative and may be changed subject to the requirements

Key players

Helpage India

Shree Bhagwat Vidyapith

Manav Sewa Samaj Kalyan Trust

Divyaadham Mandir

Krishna Vruddhashram

Jeevan Sandhyasmruti Vruddhashram

Potential Collaboration Opportunities



District hospitals



Medical colleges



Corporate Houses

Project Financials



The estimated capital expenditure for setting up of a new home care for senior citizen is approximately INR 7.25 crore.



Description of Work	INR crore
Civil Works: Area requirement for centralized administrative office, residential, landscaping, facilities for 100 pax, 2500 sq meter @ INR 25000 sq. mtr	6.25
Furniture and Fixtures and ambulance	1.0
Indicative Project Cost	7.25

Note: Above cost is an indicative Project cost and may vary with scale of the project

Approvals Required

Interested organizations may submit their application / proposal or any queries to Health & family Welfare Department, Government of Gujarat

Incentives from Government of India

Assistance	Scheme Name
Financial assistance (up to 95% in the case of States of Jammu and Kashmir, Sikkim and North-eastern states and 90% for rest of the country) is provided to Non-Governmental/Voluntary Organisations, Panchayati Raj Institutions etc. for maintenance of Old Age Homes, Respite Care Homes and Continuous Care Homes, Multi-service centres, mobile medicare units, Day care centres for Alzheimer's disease /Dementia patients, physiotherapy clinics for older persons etc.	Integrated programme for Older Persons (IPOP)
	
The basic aim of NPHCE is to provide dedicated health care facilities to the elderly people through State Public health delivery system at primary, secondary and tertiary levels	National Programme for Health Care of the Elderly (NPHCE)
	
Voluntary organisations and self help groups for the construction of old age homes and multi service centres for older persons. This scheme provides a one time construction grant	Scheme of Assistance to Panchayati Raj Institutions

Health & Family Welfare Department, Government of Gujarat

www.gujhealth.gov.in

National Health Mission, Government of Gujarat

<https://nrhm.gujarat.gov.in>

Medical Council of India

www.mciindia.org

Industries Commissionerate

<https://ic.gujarat.gov.in>

National Accreditation Board for Testing and Calibration Laboratories

www.nabl-india.org

Ministry of Health & Family Welfare, Government of India

<http://mohfw.nic.in/>

This project profile is based on preliminary study to facilitate prospective entrepreneurs to assess a prima facie scope. It is, however, advisable to get a detailed feasibility study prepared before taking a final investment decision.

For further details:

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