



[www.asli.org.in](http://www.asli.org.in)

**M. H. Dalal**

Founder & Chairman

[mhd@asli.org.in](mailto:mhd@asli.org.in)

## **SENIOR LIVING INDIA...**

### **A NEED WHOSE TIME HAS COME!!!**

The senior living sector in India is at the cusp of an epic start. With nearly 100 million seniors, (almost equal to entire population of some countries) there exists an absolute untapped and grossly overlooked opportunity for investment and development, not withstanding the acute need in this sunrise sector for aging seniors.

A significant section of these seniors are independent, financially stable, well-travelled and socially connected. India provides an opportunity to developers, service providers, healthcare players and operators to create solutions specific to India, while leveraging learning from across the globe.

A large stumbling block for senior living in India is the social stigma attached to the concept of Senior Living communities because such communes are commonly referred to as 'Old Age Homes'

While Independent and active senior living projects that are currently being offered in India have been accepted whole heartedly by some section of the targeted population, a lot more ground needs to be covered to make this concept acceptable universally.

The immediate need is for reputed corporate and professional developers to also enter this industry apart from pure real estate players. The entry of players with a passion and commitment for developing such projects with a strong emphasis on service will change the perception of such projects being labelled as "Old age homes". CSR initiatives that offer life style oriented homes for seniors and give them an opportunity to live in dignity and independence will also change the face of the industry.

...2

## **THE BUSINESS OF AGEING COMES OF AGE IN INDIA**

In India currently only 1 Senior in every 10,000 is engaged in some form of Senior Living, compared to 12 seniors in every 100 in the USA and 4 seniors in every 100 in Australia.

India, is a relatively a younger country demographically in relation to the USA and Australia, though by 2025 it is estimated that India will have 173 million seniors above the age of 60 compared to the 76 million today. The current demand for senior housing in India is about 312,000 units.

Dedicated senior care requires trained manpower and human resources, covering the full spectrum from Doctors trained in Geriatric care to Paramedical staff to graduates in Public service.

Currently senior care providers in the Independent and active senior living space often hire human resources with a hospitality and healthcare background. There is an urgent need to set up stand alone and focussed training centres and Institutes that offer a curriculum related to this industry thus creating a viable career option for people.

## **HISTORY & GENESIS of ASLI**

The first National Senior Living Association in India was formed during the first ever Retirement Living World India in December 2011. The 3 Day conference in New Delhi, which was attended by influential senior living companies in India, created the opportunity to give this industry the importance it deserves.

Association of Senior Living India (ASLI) was formed, as an initiative by Mr. Mansoor Dalal, CMD of Oasis Senior Communes, a veteran consultant and an assiduous proponent of the Senior Living industry for the last decade, with the support of Mr. Ankur Gupta, Jt. Managing Director of Ashiana Housing, and creators of Senior Homes under UTSAV.

....3

## MEANING OF ASLI

The Acronym, ASLI, meaning ‘real’ in Hindi, was coined by Mr. Dalal, to echo the urgent need for real and committed players in this nascent industry of Senior Living.

The same Hindi word is used in the Malay language, where it is also taken as meaning ‘Original’ – in Malaysia the term *Orang Asli* is used to describe the early, or original.

While ASLI will not provide any direct services to the “Target audience”, it aims to safeguard their interest and be an interface between them and service providers.

ASLI will strive to outline guidelines, frameworks, policies, and so on, more for the ASSISTED LIVING space apart from Independent or Adult living. ASLI will create guidelines to advance excellence in senior living in India and champion quality of life for the millions of Indian seniors who will benefit from professionally-managed senior living communities.

## UPDATE SINCE INCEPTION

- Initiated and formed during the Retirement Living World India Summit in Delhi in Dec’11. Officially incorporated on **23<sup>rd</sup> April 2012** under Section 25 of Indian Companies Act. It is a non-profit, no capital Company.
- A dynamic web site, constantly updated and full of info [www.asli.org.in](http://www.asli.org.in)
- 3 Board of Directors meeting held since its incorporation.
- ASLI members invited for ALFA convention at Dallas, USA in May 2012, with Registration charges waived off, and partly hosted by ALFA (Assisted Living Federation of America). ALFA is also the Knowledge Partner of ASLI.
- ASLI has 5 Founding Members, 3 Charter Members and 2 Associate Members till date.
- Draft Code of Practice and Building Bye-Laws for the industry, prepared and circulated for discussions. The Code of Practice is prepared by adapting from code of Practice of RVA – NZ and modified to suit present Indian conditions and requirements.
- ASLI entered into a partnership with Retirement Communities World Asia 2012, Hong Kong, as the Endorsing Association for the Summit, which was held from 16<sup>th</sup> - 18<sup>th</sup> October in Hong Kong. ASLI Members were granted 15 % discount on registration Charges.
- ASLI was the Supporting Partner with Retirement Expo Vision India 2012, for a EXPO that was staged across 8 cities in India, from 1<sup>st</sup> September to 21st October 2012.
- A National Conference is being organized of all Stake Holders of the Senior Living Industry so that first of its kind Building Bye-Laws and Code of Practice, for the industry, can be formulated and presented to the central Govt. for enactment.

...4

## **ASLI MISSION**

**ASLI-- ASSOCIATION OF SENIOR LIVING INDIA** is a national voluntary membership association for Developers/ Service Providers/ Corporates that operate in the senior living industry.

**ASLI** will work to represent, promote and protect the interests of its members and senior citizens.

**ASLI** programs will aim to promote the senior living business and operational excellence by adapting Best Code of Practices available globally.

**ASLI** will work to create communication platforms to educate the senior population on senior living housing as a choice and on principles of Quality care, Service, Transparency, Ethical standards and Business excellence, provided by its members.

## **ASLI CORE PRINCIPLES**

To encourage consumer choice, quality care and accessibility for all Indian Seniors needing assistance in accessing long-term care.

The members of ASLI exemplify the principles of choice, dignity and independence for seniors to thus enhance their quality of life.

The Members of ASLI will strive to promote business excellence in providing senior living options to seniors in India.

## **ASLI MEMBERSHIP PLEDGE**

Our organisation operates a professionally managed senior living community providing an environment that fosters independence, dignity and respect for our residents.

We support the rights of our residents to have quality staffing and appropriate infrastructure with zero tolerance for any form of abuse to our residents.

Our residents are well informed about the community they live in, the various amenities, services assured to be provided and fees for the same.

We honour all written commitments made to residents and their families.

We ensure that continual quality improvement is a critical part of our operations.

...5

## **KNOWLEDGE PARTNERS**

- \* ALFA – ASSISTED LIVING FEDERATION OF AMERICA
  
- \* RVA (NZ) – RETIREMENT VILLAGES ASSOCIATION OF NEW ZEALAND
  
- \* JLL – JONES LANG LASALLE

## **BOARD MEMBERS**

- |  |   |                              |
|--|---|------------------------------|
| MR. MANSOOR DALAL<br>(OASIS SENIOR LIVING)           | - | Founder and Chairman         |
| MR. ANKUR GUPTA<br>(ASHIANA HOUSING LTD.)            | - | Co-Founder and Vice Chairman |
| MR. SAUMYAJIT ROY<br>(ANTARA SENIOR LIVING PVT.LTD.) | - | Director                     |
| MR. B. SRIDHAR<br>(JONES LANG LASALLE)               | - | Director                     |
| MR. APURVA PATEL<br>(IDFC ALTERNATIVES)              | - | Director                     |

...6

## **FUTURE ROAD MAP FOR ASLI**

The Assisted living sector is an urgent need of the country, more than Independent or Adult Living. India will need to graduate from Independent to Assisted living to make an impact.

**ASLI will aim to be a voluntary accreditation body to senior living providers by helping draft and implement guidelines and rules for development, that are relevant to the industry, so as to create consistently high quality senior living projects. Using Best Global Practices, ASLI will advise operators on the following:**

1. Developing and nurturing a deep and committed professional team from various professional backgrounds for various levels of management and experience in hospitality and healthcare.
2. Setting up training programmes for holistic care and to arrange tie ups with recognised institutes and universities offering programmes on human resources for care of the aged.
3. Promoting this industry as a career option, to help create a pipe line of human resources for the industry.
4. Helping establish and foster partnerships / tie ups with renowned healthcare partners, either National or Global to provide proper and continuing aging in place care.
5. Providing opportunities for members to tap into experienced Global senior living knowledge and operating partners.
6. Helping members assess and study various innovative models, services, amenities and products prevailing in the industry by leveraging the experience of other developed countries and to avoid the pitfalls faced by them through their evolution .
7. Guiding members to innovate in design and project layouts, by providing the introductory bridge to industry experts globally.
8. Assisting consultants like JLL in more focussed and detailed market research needs on local trends and perceptions of the senior living space.
9. Assisting members in branding, marketing strategies, marketing channels and homing on to target select customer profiles.

...7

10. Helping members participate in various seminars, programmes, events, trade related activities and conventions nationally and globally.
11. Hosting an annual convention of ASLI for its members and other allied industry players to brain storm, engage with each other and share our collective experiences.

We at ASLI look forward to your active Participation and support on our Journey towards achieving our Goals and objectives for the common benefit of ourselves and the industry.