

LONELY SENIOR CITIZENS IN INDIA: NEED FOR "HIGH TOUCH" IN THE "HIGH TECH" ERA "

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Loneliness seriously affects physical & mental health of individuals particularly senior citizens- Silver Age persons- across globe.

Not many avenues are left for them in sunset period of life for overcoming this. Rapid deterioration of health manifested by mental disease puts additional burden on family, society. Some time leads elders to commit suicide.

It has been seen abuses to elders are on the rise in certain societies. Stripping them of their wealth & abandoning them, even murdering them are not uncommon.

Break down of joint family system, smaller family size, global employment opportunities, large scale migration from rural to urban areas, inadequate availability of accommodation are some of the factors causing havoc to Silver Age society in many countries.

Many different kind of social welfare measures, support system have been devised / practised in various countries to help this segment. They are mostly economic support in nature. Less on EMOTIONAL SUPPORT.

In this age of disruptive technologies youngsters are too occupied to keep themselves in main stream with little or no time to spare for elders, cannot be blamed.

Longevity is on the rise due to various health improvement related policies & measures creating awareness by the states. Good percentage of elders keep good health for several years beyond retirement.

Vast wealth of knowledge & experience available in this segment remain unused - going waste. Proper mining can turn this segment, mostly considered Liability, into Asset, add to GDP of country & economic growth. Good for commerce.

In the process such engagement will help elders to great extent.