CHAPTER VII

IMPLICATION OF RESEARCH - ACTION POINTS

This research has its implications covering cross sections of the stakeholders focusing on certain important dimensions. The dimensions included under this chapter are social institutions-family, community, Governmental organizations, Non-Governmental Organizations, Corporate Sectors and Mass Media. The researcher based on major findings and conclusion proposes the following Action Points to influence policies and development programmes.

7.1. ACTION POINTS

7.1.1 Social Institutions

i) Family

1. Awareness campaigns must be conducted on the reality of ageing to family members, relatives and neighbours (community members as a whole) through CBOs, and other micro organizations.

2. Promotion of a caring atmosphere in favor of old age people to create a peaceful environment and it would ensure amicable understanding and adjustment among all members of family.

3. Love, care and moral support would enlist co-operation among members of family. Spare sometime to chat with them on general issues to the present trendset.

4. The behavior of old age people should be understood since they are at the end of life span and longing for a natural and peaceful death with utmost care and support by family members, and other human beings.
5. An atmosphere of liberal talk without fear or favour among family members would facilitate happy ageing and comfortable feeling among old age people.

6. Sustenance of emotional bondage with family members would promote joyful and pleasant ageing on the part of old age people.

7. Discrimination free social relationships would enhance social bondage between old age people and their family members.

8. Psycho-social support in the form of counseling may be provided to family members and old age people in amiable attitude. So as to promote an atmosphere of mutual care and support.

ii) Community

1. Inculcation of community norms, family values, self-discipline, moral, cultural and religious values on the part of family members would integrate both old and young in families.

2. Value based education would be integrated in formal education in curriculum as well as through non formal educations would better serve effective inclusion of old age people.

3. Occupational rehabilitation may not only serve employment/income needs but also enhance the status of old age people.

4. Short stay homes, care homes, health care and treatment may be provided to deal with the problems of exclusion of old age people.
7.1.2 **Governmental Organizations**

1. Organize family counseling centres to provide counseling to the family members of old age people especially the new generation people related to old age issues, their problems and the importance of old age people in families.

2. Link old age people with MGNREGP basing their physical stamina to prevent begging and unemployment among old age people.

3. Occupational rehabilitation is to be initiated through the formation of micro enterprises, self- employment opportunities, SHGs and micro credit facilities.

4. Identification and networking of old age people with welfare organizations for the effective implementation would promote welfare of the old age people.

5. Promotion of public- private partnership in the rehabilitation of family disowned old age people.

6. Adapt responsive social and legal policy on old age issues and its solution.

7. Provide non-discriminatory medical care in hospitals and free medicines to old age people for geriatric related health problems.

8. Start comprehensive inclusive health policy and specialized care homes.

9. Provide free legal services to the old age victims in atrocities on the basis of discrimination.

10. Support research activities on the social aspects of old age people in academic institutions.

11. Effective implementation of mandatory counseling to individuals and family members for a happy old age.
12. Do effective monitoring of support services to ensure its effective implementation of policies and programmes for the welfare of the old age people.

7.1.3 **Non-Governmental Organizations**

1. Conduct awareness and sensitization programmes for younger generation to take care of their parents in their old age period.
2. Organize sensitization programmes in villages/ panchayats through community leaders, SHGs, youth clubs, etc for the welfare of old age people.
3. Counseling of children and other family members to ensure happiness and peace of mind to old age people.
4. Formation of SHGs for old age people to ensure their active participation in spending their retirement time along with others.
5. Act as a link between old age people and financial institutions to make sure the easy accessibility of financial assistance to old age people.
6. Provide social, financial, psychological and legal support to the welfare of the old age people.
7. Conduct capacity building programmes and vocational training programmes among old age people.
8. Provide individual and family counseling to old age people as well as to family members to make the old age period as a happy one.
9. Awareness campaigns for medical and para medical staff to promote and provide care and support to old age people.
10. Implement health insurance schemes to all old age people to ensure their happy ageing.
11. Advocacy and networking of NGOs would ensure effective implementation of welfare programmes of old age people.
12. Provide free health care and treatment facilities for vulnerable old age people.
13. Surveillance and monitoring of vulnerable old age people to prevent old age abuse and problems.
14. Setting up of community based care centres would serve better the needs of the old.

7.1.4 Corporate Sectors

1. Conduct awareness programmes among family and community members.
2. Provide outreach services and advocacy as part of CSR.
3. Start shelter homes as part of CSR.
4. Start geriatric rehabilitation programmes for the betterment of the old age people.
5. Provide a comprehensive rehabilitation of old age people through employment opportunities to old age people as part of CSR.
6. Active role of trade unions in the case of discrimination at work place.

7.1.5 Mass Media

1. Social/public opinion mobilization on geriatric issues through various programmes for the welfare of old age people.
2. Public debates on the issues and challenges faced by old age people through mass media.
3. Display posters projecting the need and importance of care and support of old age people.
4. Media advocacy would better serve and ensure the welfare of old age people.