



MBA (Hospital and Health Management)

2014-2016

Summer Placement

In

Nightingale Medical Trust, Bengaluru

(April 9th to June 5th, 2015)

Report on

“Quality of Life Assessment of Senior Citizens coming to Active Ageing Centre”

“Assessment of Job Satisfaction of Caregivers at the Residential Dementia Care”

Under the Guidance of

Dr. Col. Ashok Kaushik

Submitted by

Dr. Risho Singh

CERTIFICATE

This is to certify that **Ms. Risho Singh**, a student of MBA Hospital and Health Management, IIHMR University, Jaipur, Batch 2014-2016 has successfully completed her summer training for the period from April 9th to June 5th, 2015 at Nightingales Medical Trust, Bengaluru under my guidance. During this period she has completed a study titled **“Quality of Life Assessment of Senior Citizens coming to Active Ageing Centre in Bengaluru”** as a part of partial fulfillment of the course requirements, recommended for Hospital and Health Management with specialization in **Health Management**. Her approach towards the study has been sincere, scientific and analytical.

I wish her all the best for future endeavours.



Col. (Dr.) Ashok Kaushik (Retd.)
Dean (Academic and Student Affairs)



Col. (Dr.) Ashok Kaushik (Retd.)
Mentor

**NIGHTINGALES MEDICAL TRUST**

8P6, 3rd A Cross, Kasturinagar,
Banaswadi, Bangalore - 560 043
Ph: +91 80 42426565, Fax: +91 80 42426575
Email: nightingalesmt@gmail.com
www.nightingaleseldercare.com

04.06.2015

INTERNSHIP CERTIFICATE

This is to certify that **Dr. Risho Singh** worked as **Intern in the Administration Department** of Nightingales Medical Trust from **09.04.2015 to 04.06.2015**. During this period, she was regular and punctual. She had a pleasant personality and worked with zeal and enthusiasm.

She was assigned to work on 2 projects – “Quality of Life Assessment of Senior Citizens attending Active Ageing Programme”, “Assessment of Job Satisfaction of Caregivers in Residential Dementia Care Centre” also assisted in the General Management of NMT.

Her work was found to be neat, consistent and of good quality. We wish her all success for her future endeavours.

Roger Ephraim

Manager – IT, Communication,
Purchase & Project Development
Nightingales Medical Trust

Enable. Engage. Empower

Contents

PREFACE	6
ACKNOWLEDGEMENTS	7
ACRONYMS/ ABBREVIATIONS.....	8
INTRODUCTION TO NIGHTINGALES MEDICAL TRUST	9
Vision of NMT:.....	9
Mission of NMT:.....	9
STUDY 1: QUALITY OF LIFE ASSESSMENT OF THE SENIOR CITIZENS ATTENDING ACTIVE AGEING CENTRE.....	10
INTRODUCTION:	10
NBCAA PROJECT:.....	11
STUDY 2: ASSESSMENT OF JOB SATISFACTION IN CAREGIVERS AT NCAA	23
INTRODUCTION:	23
JOB SATISFACTION	23
OBSERVATIONS OF DIFFERENT PROJECTS.....	34
PROJECT: NIGHTINGALES JOB 60+	34
STORES MANAGEMENT AT NCAA	36

PREFACE

The MBA (hospital and health management) course is well structured and integrated course of business studies. The main objective of practical training at MBA level is to develop skill in students by supplement to the theoretical study of business management in general. Professors give us theoretical knowledge of various subjects in the institute. But we are practically exposed of such subjects when we get the training in the organization. It is the training through which we come to know that what an organization is and how it works. During this whole training I got a lot of experience and came to know about management practices in real that how it differs from those of theoretical knowledge and the practically in real life.

It's very beneficial to learn health care delivery system at various levels. I observed the implementation of various National Health Programmes at National/State/District level; I understood various functions of health systems by interactions with key stakeholders, policy makers, programme managers, academicians and researchers.

During my training period I had an overview of various ongoing projects undertaken by Nightingales Medical Trust, Bengaluru. I also carried out two small studies on-

“Quality of Life Assessment of Senior Citizens coming to Active Ageing Centre”

“Assessment of Job Satisfaction of Caregivers at the Residential Dementia Care”

I have tried to put my best effort to complete this task on the basis of skills that I have achieved during my studies in the institute.

ACKNOWLEDGEMENTS

I would like to express my special gratitude and appreciation for my college authorities for allowing me to pursue my summer internship from Nightingales Medical Trust, Bengaluru.

I would also like to acknowledge with much appreciation the crucial role of Mr. S.Raja, Trust Secretary at NMT and Mr Roger Ephraim, Project Manager at NMT, who despite of other pre occupations and busy schedule was there to guide me and whose stimulating suggestions and encouragement helped me complete my training.

This training wouldn't have been completed without a substantial support from Dr. Ramani Sundaram and Mrs. Bharathi and a great number of people. So I would like to thank all the consultants in various projects and other staff members at Nightingales Medical Trust for being so helpful all the time and making this summer training project an unforgettable experience.

A special thanks to Mr. Stephen and Mr. Paul for guiding me throughout my project visits.

Finally, and most importantly, I would like to thank God for allowing me to complete my project, my beloved parents for their blessings and my friends for their help and wishes for the successful completion of this training.

ACRONYMS/ ABBREVIATIONS

CG	Caregiver
DDC	Dementia Day Care
EHL	Elders Helpline 1090
NCAA	Nightingales Centre for Ageing and Alzheimer's
NEEC	Nightingales Elders Enrichment Centre
NMT	Nightingales Medical Trust
NLS	Nightingales Lifesaving Services
NSK	Nightingales Sandhya Kirana
RRTC	Regional Resource and Training Centre

INTRODUCTION TO NIGHTINGALES MEDICAL TRUST

Nightingales Medical Trust was set up and registered in 1998 as a non-governmental, secular and charitable organization. Nightingales Medical Trust provides a system of easily accessible and affordable services and amenities for the elderly of all socio- economic groups, in and around Bangalore.

NMT enriches the lives of senior citizens through:

- Community-based, Innovative support systems
- Services to meet their physical, medical, emotional, economic and social requirements
- Addressing elder abuse
- Promoting employment opportunities for non-pensioned elders
- Rendering comprehensive Dementia Care
- Advocacy, training and awareness programmes

Vision of NMT:

Excellence in age care through innovative, community-based support systems, ensuring that elders are healthy, happy, empowered and living with dignity.

Mission of NMT:

Providing community-based holistic support systems, Serving elders of different socio economic groups, Combating elder abuse, Rendering comprehensive geriatric care with special focus on dementia, Enhancing skills and promoting post-retirement employment, Training, Advocacy and Research.

ONGOING PROJECTS

1. Nightingales Elders Enrichment Centres
2. Nightingales Sandhya Kirana
3. Elders Helpline 1090
4. Nightingales Lifesaving Services
5. Nightingales Centre for Ageing and Alzheimer's
6. Steady Steps – A Fall Prevention and Rehab Programme
7. Nightingales Jobs 60+
8. Regional Resource Training Centre – Age Care
9. ID Cards for Elders
10. Awareness and Advocacy
11. Mobile Medicare For Rural Elders
12. ECTM Dementia Care Centre, Kolar

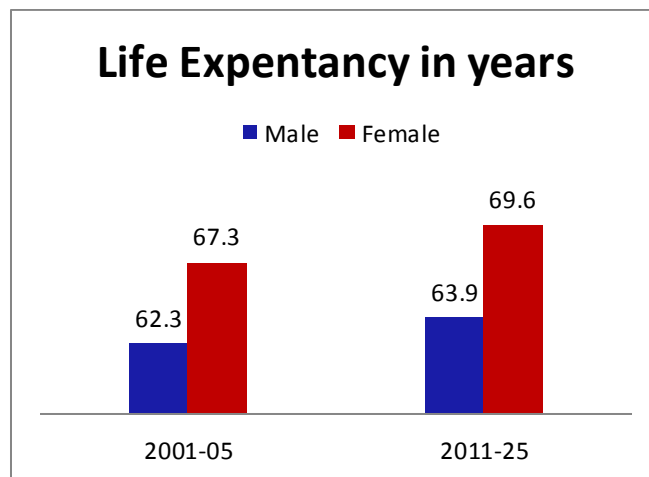
STUDY 1: QUALITY OF LIFE ASSESSMENT OF THE SENIOR CITIZENS ATTENDING ACTIVE AGEING CENTRE

INTRODUCTION:

For ageing to be a positive experience, increasing life expectancy must be accompanied with extended healthy life expectancy. But it is a global challenge to raise and extend the healthy years of longer lives.

In India, the life expectancy of citizens is increasing significantly since 1951. Hence there is a need now for increasing and promoting “active ageing”.

Statistics released by the Union ministry of health and family welfare show that life expectancy in India has gone up by five years, from 62.3 years for males and 63.9 years for females in 2001-2005 to 67.3 years and 69.6 years respectively in 2011-2015.



According to WHO, “Active ageing is the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age. It applies to both individuals and population groups.”

The WHO identifies community and social participation as one of the key pillars of active ageing policy.

Quality of life is one of the central concepts in ageing research (“quality of life” Diener, 2005; The WHOQOL Group, 1998; Veenhoven, 2005). Two different traditions can be distinguished in this respect: Concepts which define quality of life in terms of objective living conditions, and concepts which define quality of life in terms of subjective evaluation (Noll, 2000; 2010; Veenhoven, 2000).

It is observed that, a person after reaching the age of 50-60 years can remain active for further 20-25 years by keeping the mind and body healthy, keeping interests and talents alive and maintaining fresh social relationships.

NBCAA PROJECT:

Nightingales Bagchhi Centre for Active Ageing is an on-going project of NMT and is assisted by Mrs. Susmita and Mr. Subroto Bagchhi. The successfully on-going project, NBCAA is located in J.P.nagar in southern Bangalore. It is India's **first comprehensive active ageing facility** in the country aiming to promote social integration, healthy lifestyle, financial empowerment, happiness and integrity in a safe, friendly and fun-filled environment.

NBCAA is an “**active ageing**” centre which promotes healthy ageing and provides a community focal point on ageing and enabling the older adults to come together on a platform irrespective of their different constituencies and get involved themselves in activities that enhance their dignity, support, their independence and encourage their involvement in and with the community. In short, it is an age-friendly environment for the senior citizens.

Social participation is a main component of active ageing centre activities and programs among many other components. While senior centres vary in terms of their constituents, programs and services, all senior centres strive to provide opportunities for social participation and interaction.

BENEFITS OF PARTICIPATING IN ACTIVE AGEING:

There is a wide spectrum of benefits if a person participates or made to participate in Active Ageing.

1. Physical benefits
2. Mental benefits
3. Social benefits
4. Psychological benefits

NBCAA is one such project of NMT which is striving hard to help the senior citizens to be a part of this spectrum.

LIMITATIONS OF CURRENT STUDY:

Much of the study on the benefits of active ageing centre to assess the quality of life of senior citizens is cross-sectional. The majority of studies use subjective measures to assess physical and mental well-being (e.g. self-reported health, perceived mental health benefits), which may not be as accurate as objective measures of health outcomes. This study does not include a control group to compare differences between active ageing centre participants and non-participants.

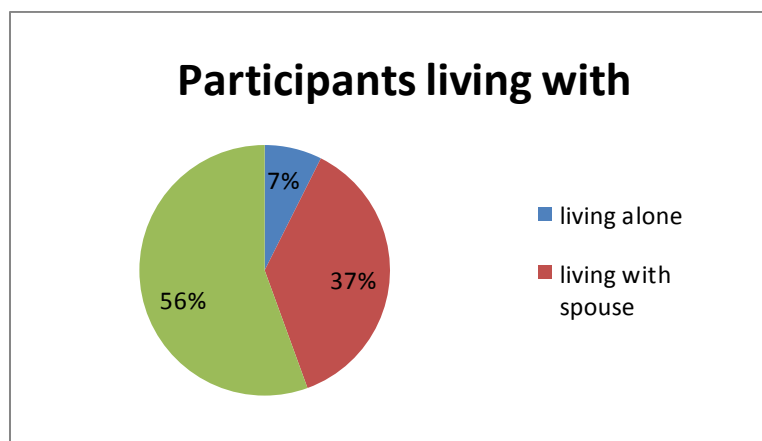
METHOD:

In order to gain a better understanding of the Quality of life of Elderly attending the Active Ageing Centre, there was a small interview conducted with 27 individuals attending the NBCAA centre in J.P.Nagar. Interview was conducted in the Active Ageing Centre in the month of May 2015. The Questionnaires included few close-ended and few open-ended questionnaire.

PARTICIPANTS:

The participants were the senior citizens coming to the NBCAA Active Ageing centre. Though the strength of the members was above 50, interview was conducted only for 27 members due to time constraints.

- The participants aged between 55-82 years of age with majority of them between 55-75 years of age.
- Majority of the participants were males (59.3%).
- 22% of the participants were widowed.
- 44.4% were either living alone or only with their spouses.
- The educational background of the participants also varied with 70.4% of them with some bachelors or diploma degree.

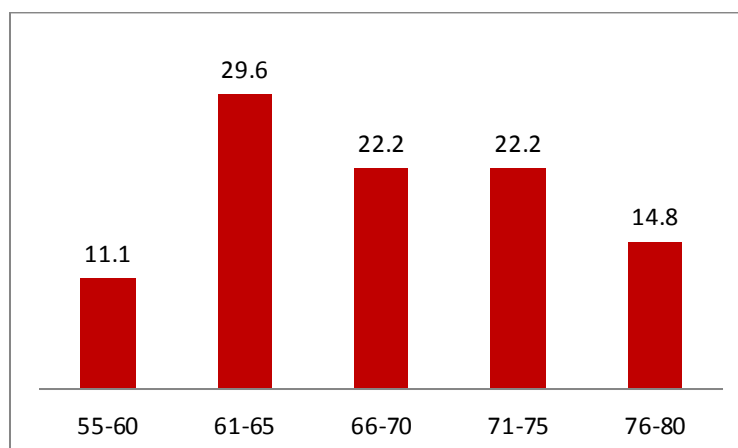


DEMORAPHIC PROFILE OF THE PARTICIPANTS

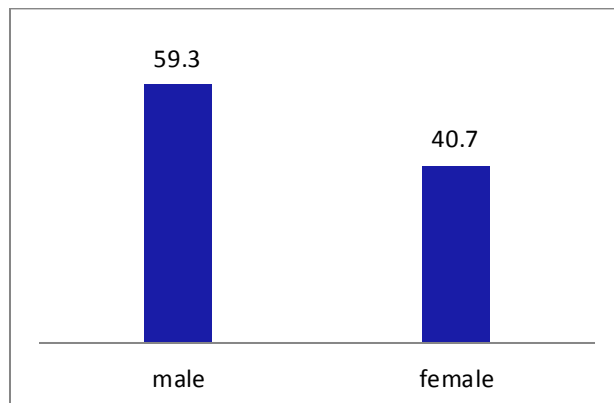
		frequency (n)	Percentage (%)
Gender	Men	16	59.3
	women	11	40.7
Age	55-75	23	85.2
	75+	4	14.8
marital status	married	21	77.8
	widowed	6	22.2
living Arrangements	living with others	15	55.6
	living alone	2	7.4
	living with spouse	10	37.0
education*	less than or upto high school	4	14.8
	any diploma or bachelors	19	70.4
	post-graduation	2	7.4

*2 members did not provide information about their education

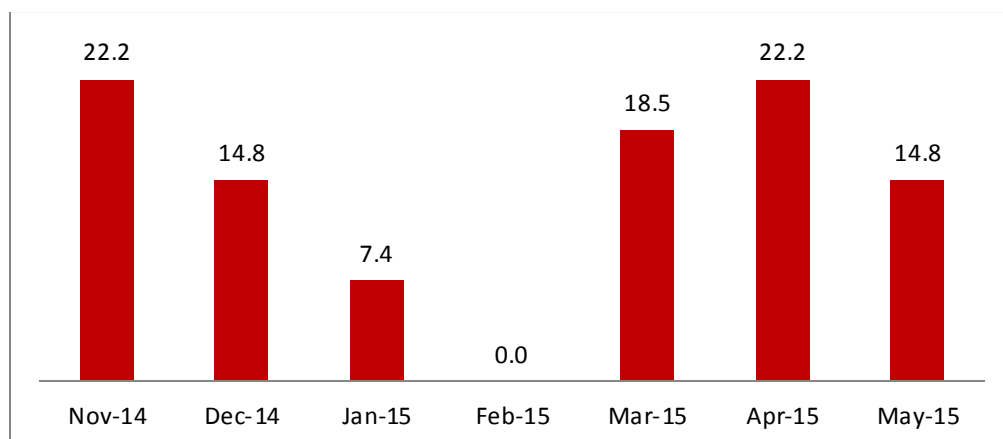
FREQUENCY DISTRIBUTION OF PARTICIPANTS IN DIFFERENT AGE-GROUPS



FREQUENCY DISTRIBUTION BASED ON GENDER



PERIOD OF JOINING OF THE PARTICIPANTS:



COMMITMENT OF THE PARTICIPANTS:

Since most of all the participants lived nearby the centre, they themselves drove to the centre, some indicated that they walk and some of them used the transportation provided by the Active Ageing centre.

Nearly 22.2% of the participants were attending the centre regularly since the inception of the centre (in Oct, 2014). They also said that they participated in many programs like yoga, cognitive exercises, gym based activities, etc.

The list of activities in which the participants involved include:

- Physical Yoga
- Gym based exercises

- Cognitive exercises
- Chair based exercises
- Paper pencil based exercises
- Group based activities
- Word based exercises
- Visio-spatial exercises
- Talks
- Book reviews
- Art and crafts

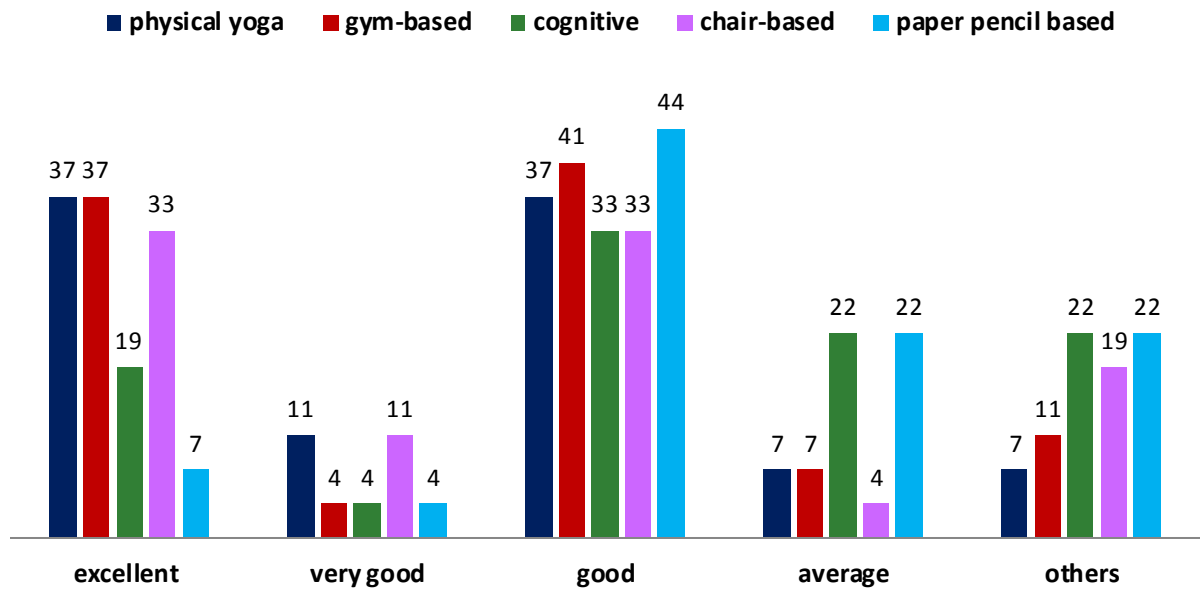
Apart from these, quiz, antakshari, musical chair, outings to some resorts, amusement parks, etc. is also conducted for the entertainment of the senior citizens.

All the activities were properly time-tabled which was followed dutifully. The time-table is displayed so that the participants can prepare themselves prior to the activities.

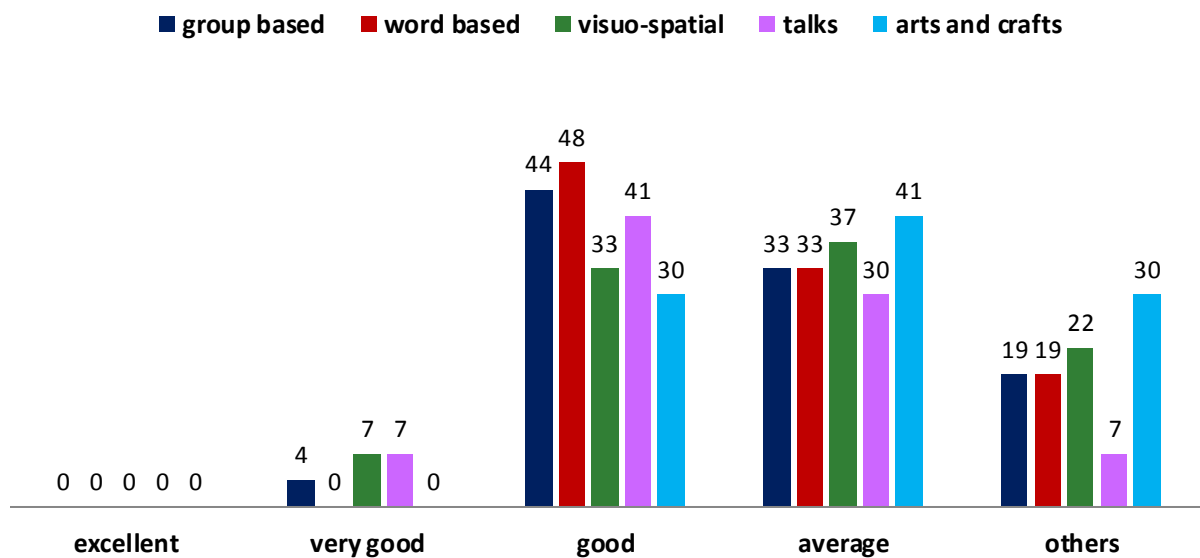
ACTIVITIES ASSESSMENT:

- The participants were asked to rate the activities which were conducted for them at the active ageing centre. The ratings included five responses (excellent, very good, good, others).
- 'Others' included responses such as, the activities need improvement, not involving in the activity, yet to decide and no response.

Participant ratings for different activities

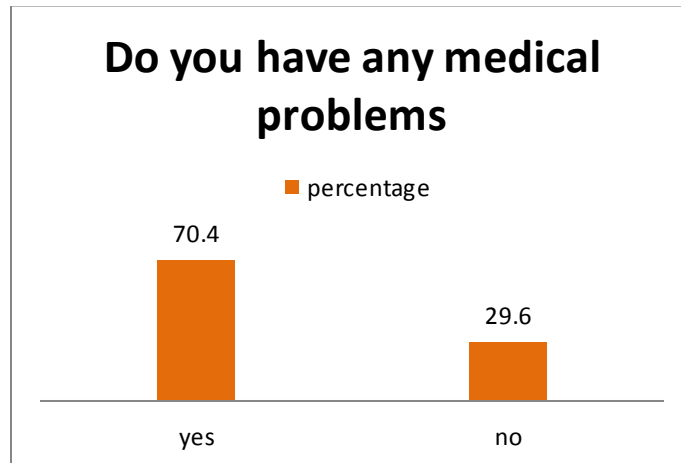


in percentage (%)

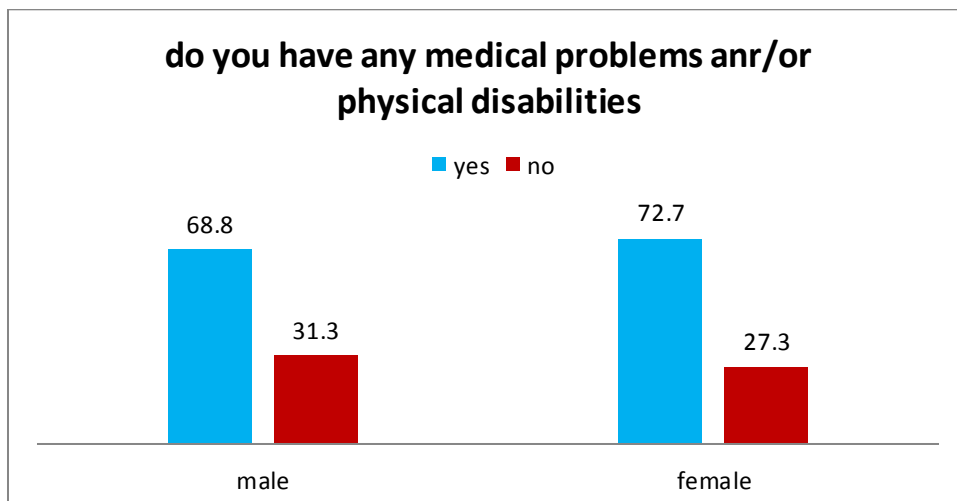


MEDICAL HEALTH PROFILE OF THE PARTICIPANTS:

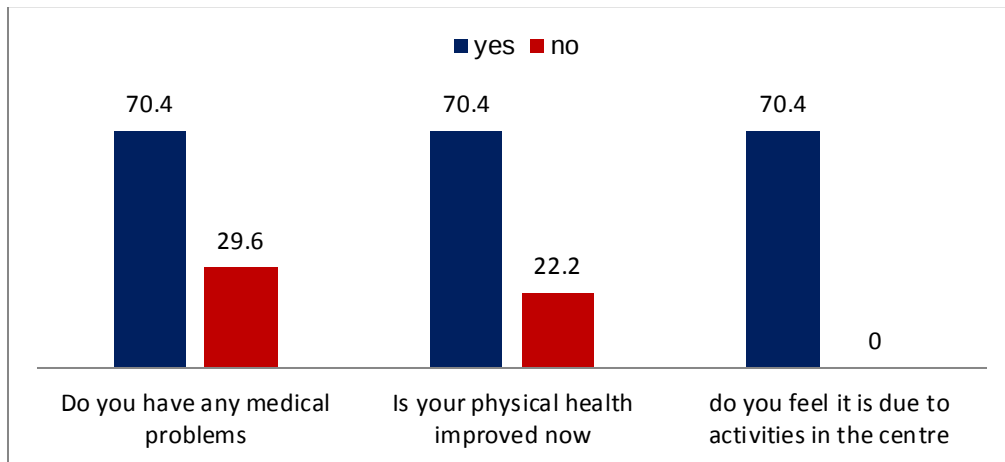
- This includes any medical problems and/or some physical disabilities which the participants are encountering.
- A total of 70.4% people said that they have some or other medical problems and/or physical disabilities.



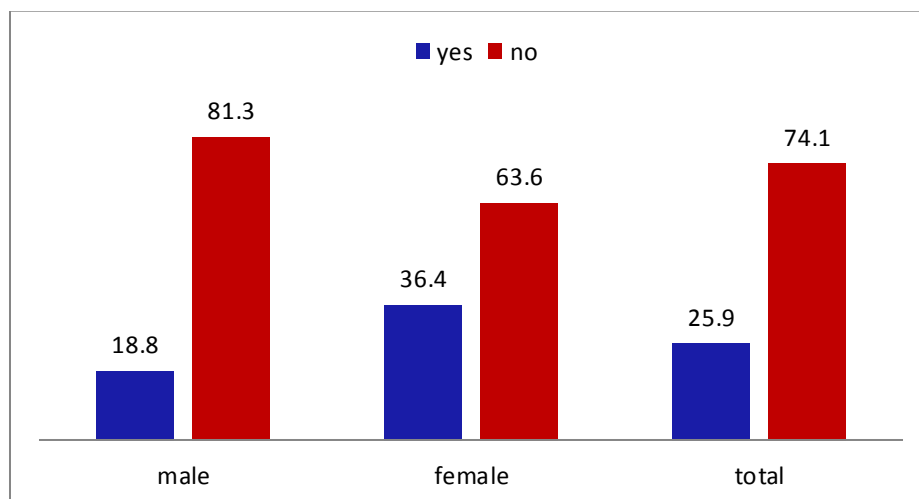
- More male participants (37.3% of all males) said that they do not have any medical problems and/or physical disabilities when compared to males (27.3% of all females).
- More male participants (72.7%) had some or the other medical problems when compared to females (68.8%).



- All the participants who joined the Active Ageing centre and who said that they had some medical problems and/or physical disabilities, also told that their physical health is improved.
- 7.4% of people said that they are yet to decide about the improvement in their physical health. The reason they give is that they joined recently and hence did not find much difference yet.

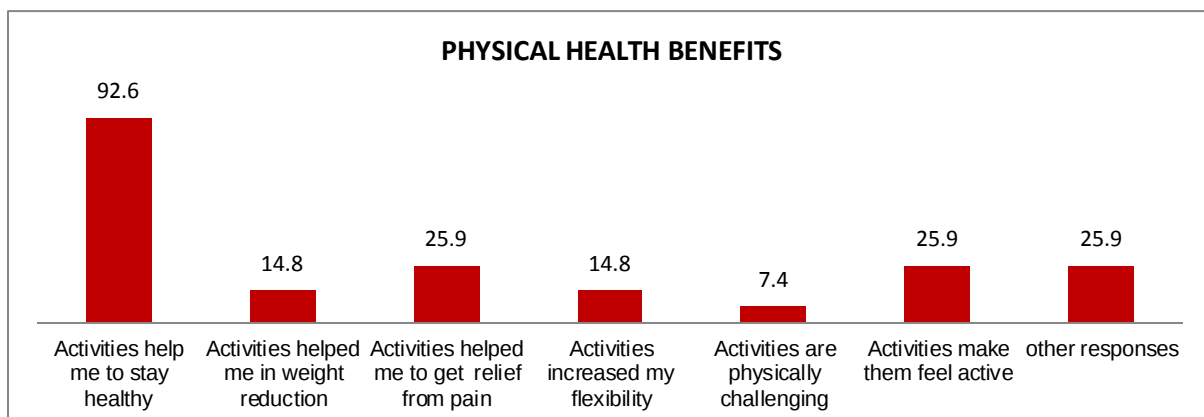


If only physical disability is considered alone (i.e. difficulty in walking), then 36.4% of all females and 18.8% of all males suffer from this.



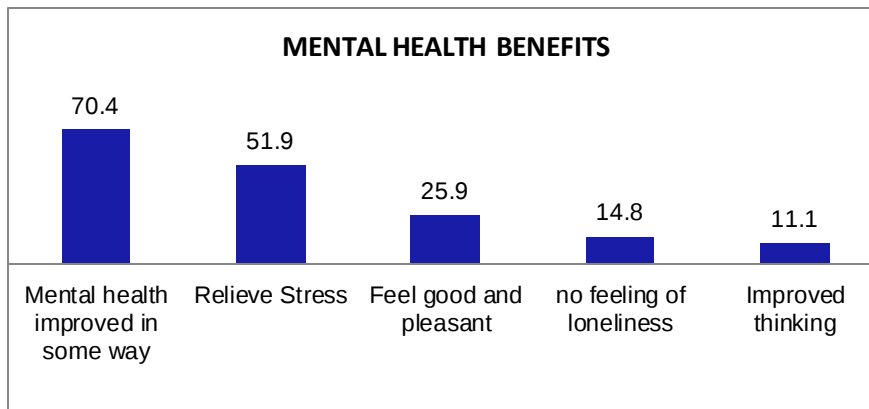
PHYSICAL HEALTH BENEFITS:

- Almost all the participants (92.6%) indicated that activities at the Active Ageing centre help them stay healthy.
- 25.9% of senior centres attending the enrichment place said that the activities help them in relieving different kinds of pain.
- A similar percentage of people said that it makes them feel active.
- Some other physical health benefits perceived by participants included reduction in weight, increase in flexibility, sugar and BP under normal range.
- 7.4% of people felt that the physical activities were challenging. The lower ratings for this question was not surprising because many of the physical activities in which the seniors participated were customized according to their physical needs and were easy to perform.



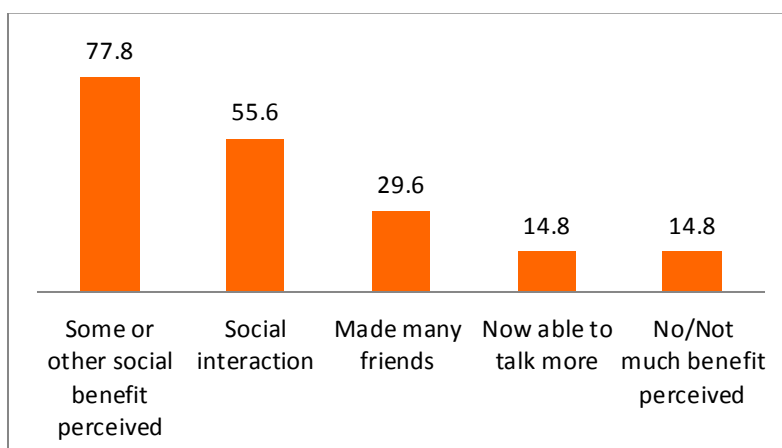
MENTAL HEALTH BENEFITS:

- In terms of mental health benefits, 70.4% of participants said that their mental health improved in some or the other way.
- More than half of the participants (51.9%) believe that it helped in relieving their stress.
- The other mental health benefits perceived by them include feeling pleasant, improved thinking and memory and no feeling of loneliness.
- Many of the participants gave more than one response.



SOCIAL HEALTH BENEFITS:

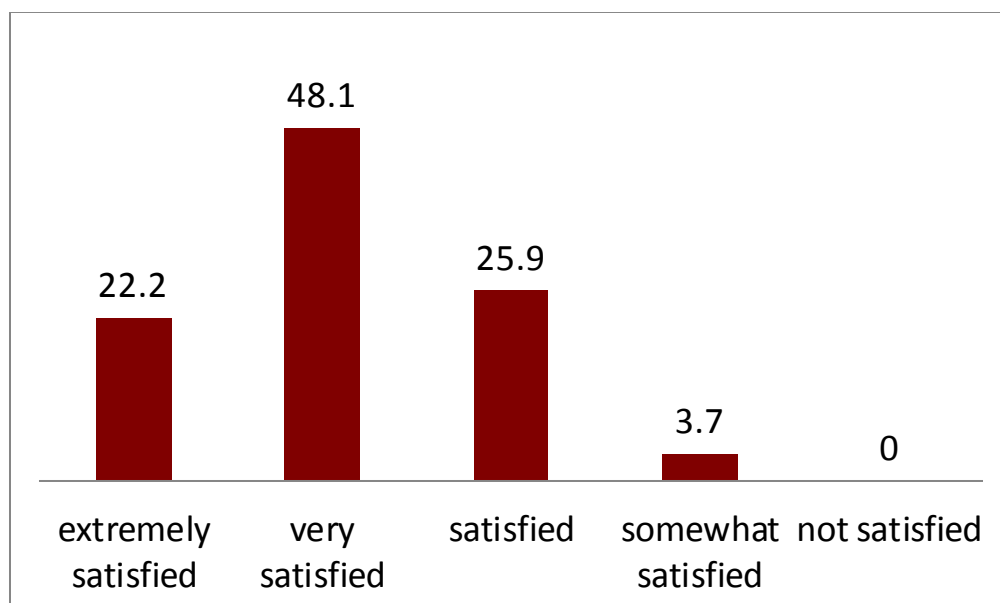
- A vast majority of the participants (77.8%) thought that the activities provided them with some or the other social benefits.
- 55.6% believed that it enhanced their social participation, 29.6% made new friends, nearly 14.8% were able to talk more now.
- There were 14.8% people who believed that it did not provide any social benefit.



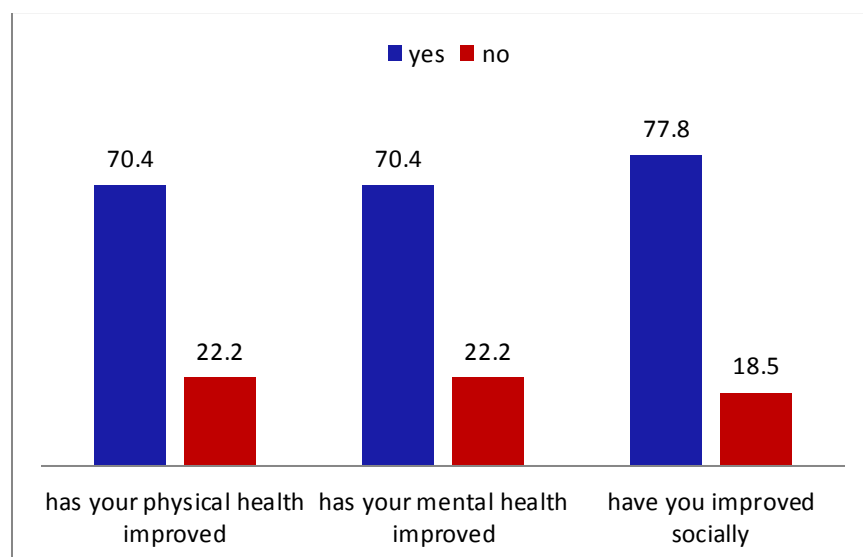
LEVEL OF SATISFACTION:

- When asked how much satisfied they are with the active ageing centre, 48.1% of them said that they are very satisfied and 22.2% of them were extremely satisfied.
- 25.9% were satisfied and 3.7% were somewhat satisfied.

- There were no participants who said that they were not satisfied.



OVERALL IMPROVEMENT IN THEIR HEALTH:



- 70.4 % participants perceived the physical and mental benefits.
- 77.8% participants felt that they improved socially after joining the centre.

RESULTS FROM QUALITATIVE FINDINGS:

Social participation or interaction and physical health benefits were the most predominant theme throughout the interview. Physical activities like yoga, chair based exercises and gym based exercises were the favourite activities of many participants. They were liked by them to such an extent that few of the participants came to the centre only for those activities.

One of the participants shared her experience of joining a gym before joining the active ageing centre for physical fitness. She told that she felt quite bad in the gym as people used to come, do their job and go. They did not have good interaction and most of them were half of her age due to which she felt more awkward.

Some people feel that it helps in increasing their knowledge and gives them a sense of accomplishment.

CONCLUSIONS:

Research demonstrates the benefits of social participation to older adults' physical and mental health. This is proved to be right in this study.

The quality of life of the senior citizens is definitely enhanced when they become a part of the Active Ageing centres. This can be attributed to various activities conducted which are customized as per the requirements of the elderly.

REFERENCES:

http://www.unecce.org/fileadmin/DAM/pau/ggp/publications/Active_ageing/Introduction.pdf

http://www.who.int/ageing/active_ageing/en/

http://www.gov.mb.ca/shas/publications/docs/senior_centre_report.pdf

STUDY 2: ASSESSMENT OF JOB SATISFACTION IN CAREGIVERS AT NCAA

INTRODUCTION: The Nightingales Centre for Ageing and Alzheimer's (NCAA) was established in 2010. It is the first comprehensive dementia care facility in India. This 86-bed facility has a multi-disciplinary approach in the diagnosis and management of patients with dementia, with a team of qualified physicians, neurologists, psychiatrists, therapists, nursing staff and social workers who specialise in taking care of elders affected with dementia. All the facilities are elder friendly.

The residential dementia care incorporates many caregivers, employing and training many people in need of financial income without compromising the quality of care to the dementia patients.

The caregivers are looked after by the floor in charges and the the supervisors at the centre. The caregivers work in two shifts i.e. day and night. Each caregiver is to look after three dementia or ageing patients.

JOB SATISFACTION

Job satisfaction is defined as "the favorableness or unfavorableness with which employees view their work".

Job satisfaction is important for nursing caregivers , as it is associated with absenteeism, turnover, and quality of care. However, we know little about factors associated with job satisfaction and dissatisfaction for the caregivers.

METHOD:

In this study, data was collected from 43 caregivers (i.e., junior caregivers, senior caregivers and floor in charges) to assess their job satisfaction characteristics of these caregivers are associated with job satisfaction.

The data was collected through a prepared semi-structured questionnaire which consisted of open-ended and close-ended questions. Their responses were noted down and decoded.

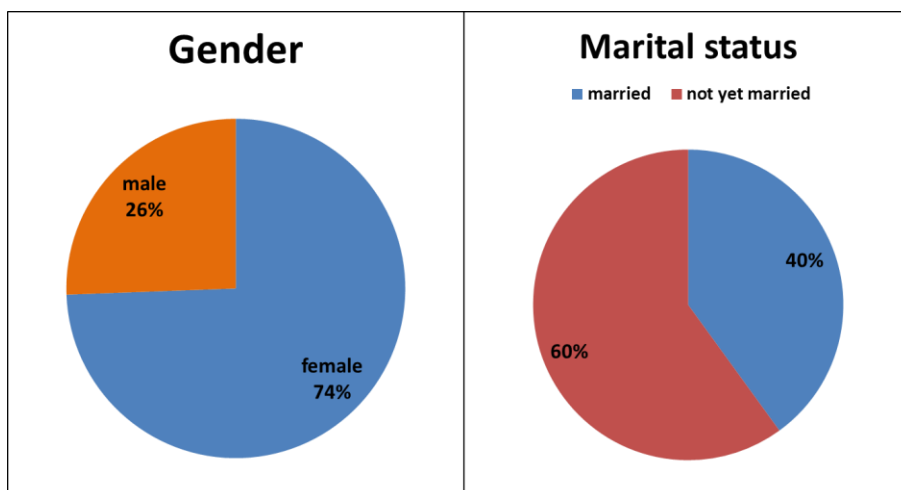
The consideration was given to four domains to assess their job satisfaction.

- About the organization (its aims and objectives)
- About their salary and other benefits
- About the management

FINDINGS:

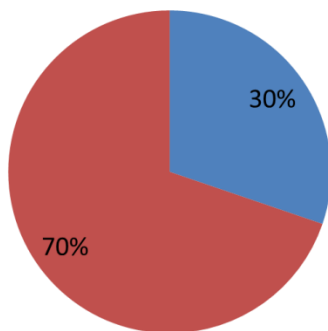
DEMOGRAPHIC PROFILE OF THE CAREGIVERS

		frequency (n)	percentage (%)
Gender	female	32	74
	male	11	26
Age	16-30	32	74
	31-55	11	26
Marital status	married	13	30
	not yet married	27	63
	widowed	5	12
Educational Status	less than high school	13	30
	high school and above	30	70



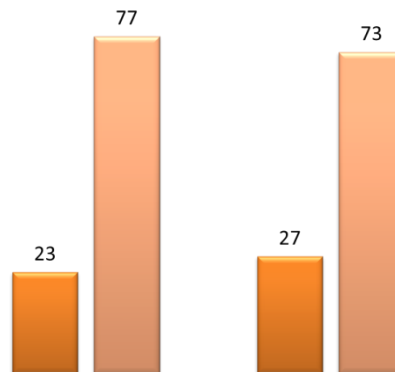
Educational status

■ below 10th ■ 10th and above

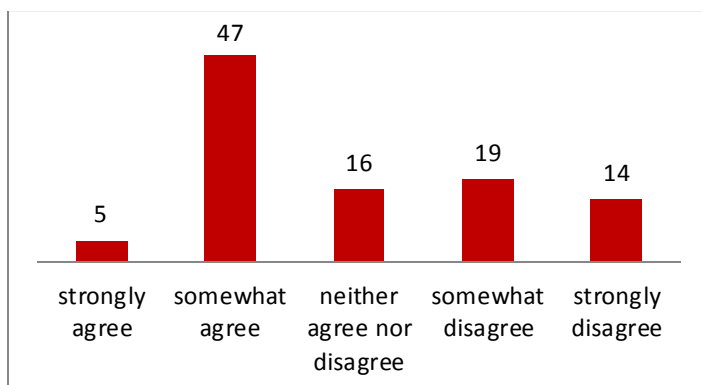


Educational Status

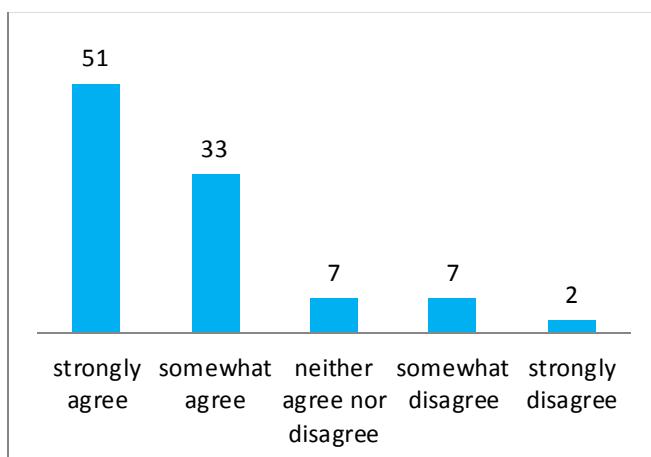
■ male ■ female



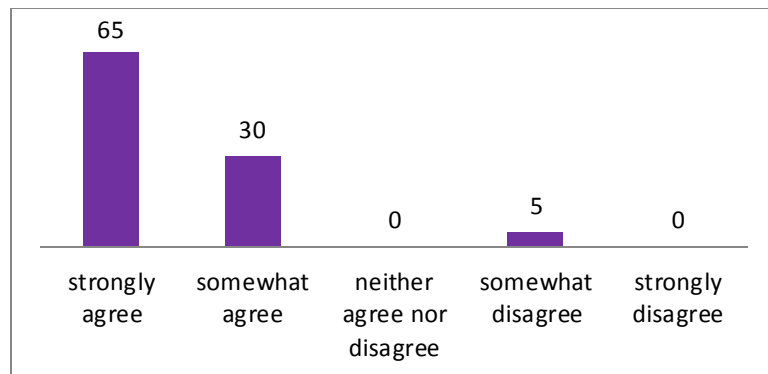
ABOUT THE ORGANIZATION Awareness of the objectives and mission



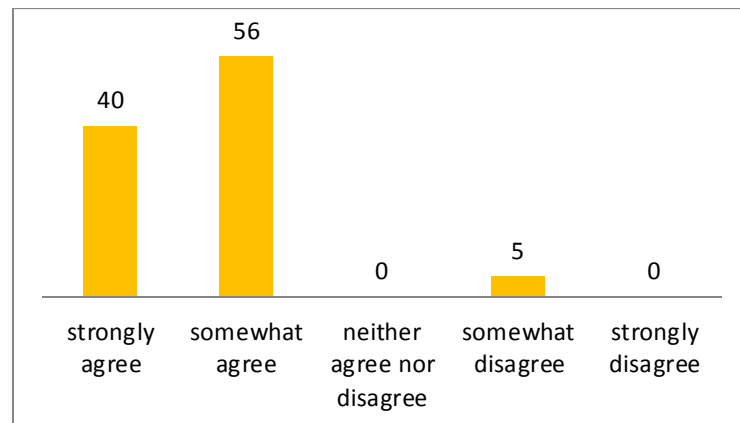
Feeling a part of the organization



Good communication between employees and manager



Awareness of jobs and responsibilities



INFERENCE:

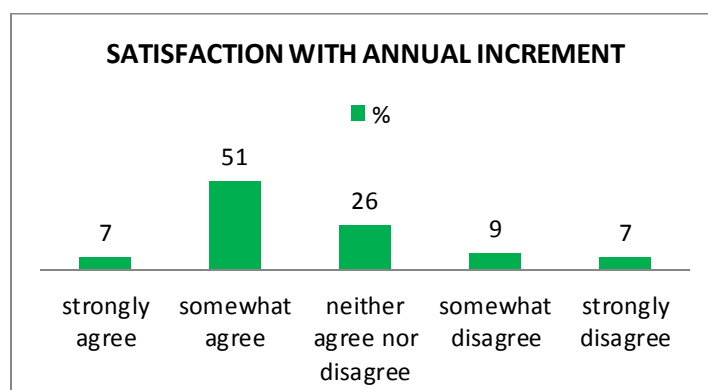
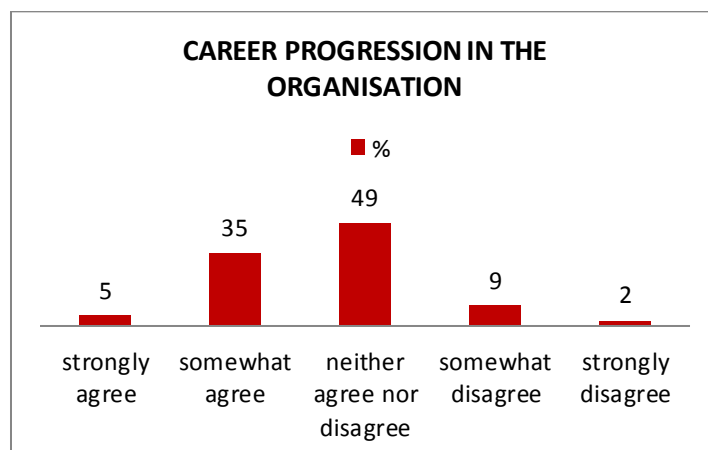
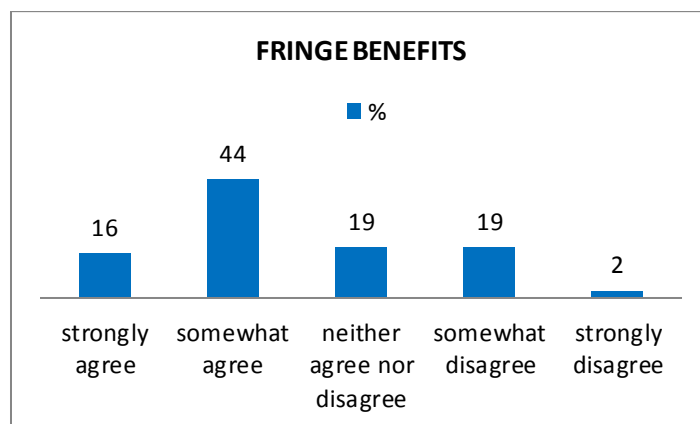
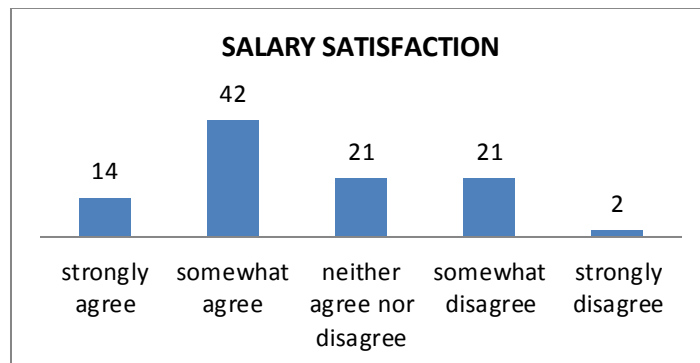
Mostly the caregivers (95%) are satisfied with the type of communication between them and the management.

84% of the caregivers believe that they are a part of the organization.

Nearly 96% of the people agree about the awareness of their jobs and responsibilities.

Nearly half of the caregivers (50%) say that they are not aware of the objectives and mission of NMT.

ABOUT SALARY AND OTHER BENEFITS

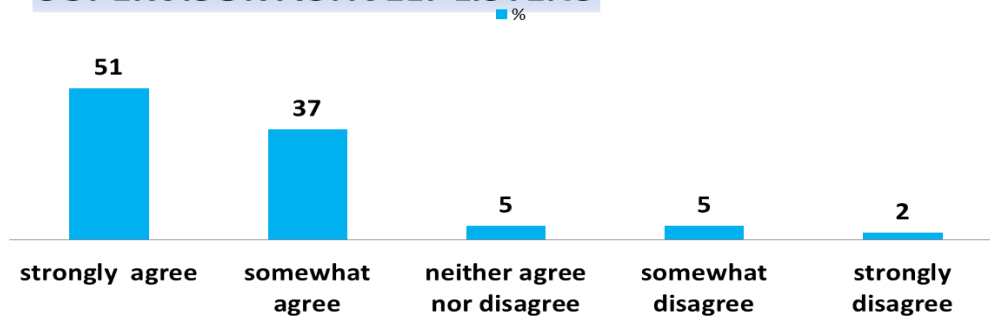


INFERENCE:

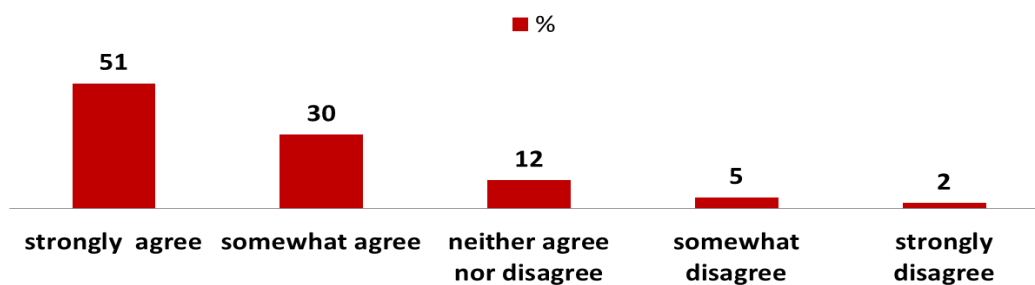
- Little less than half of the caregivers do not agree with their salary (44%), other benefits (40%) and annual increment (40%).
- Few were not satisfied because though they were promoted there was no increment in their salary.
- Nearly 60% did not agree with the career progression in the organization and 54% did not agree with the process of promotion.

ABOUT THE MANAGEMENT

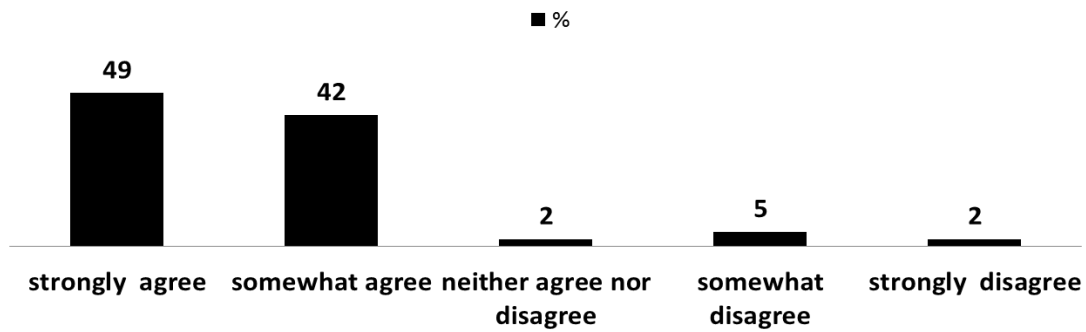
SUPERVISOR ACTIVELY LISTENS



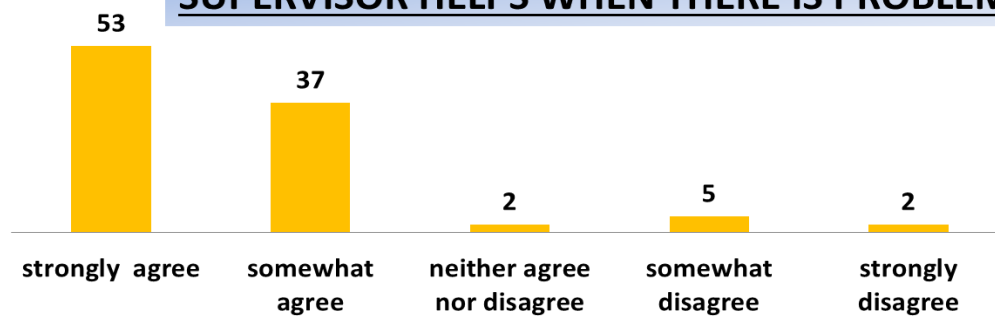
SUPERVISOR PROMOTES AN ATMOSPHERE OF TEAM WORK



SUPERVISOR SUPPORTS AND GIVES FREEDOM



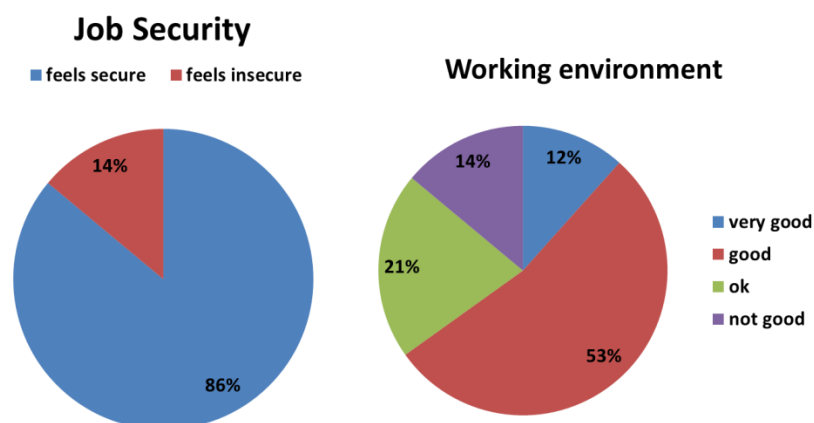
SUPERVISOR HELPS WHEN THERE IS PROBLEM



INFERENCE:

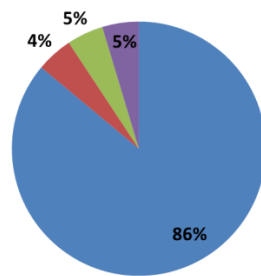
- Caregivers are happy the way supervisors look after them.
- The only problem caregivers face is dealing with two totally different supervisors, especially those in the night shift.

ABOUT THEIR WORK

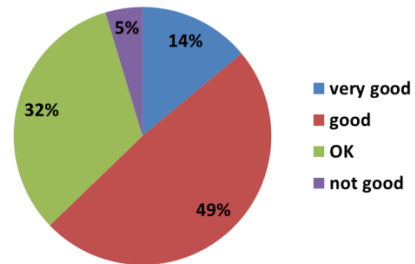


Relationship with other caregivers

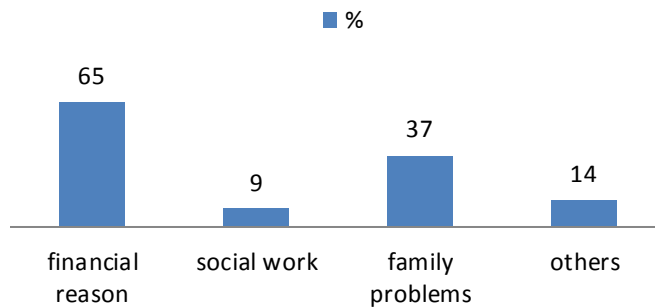
■ very good ■ good ■ ok ■ not good



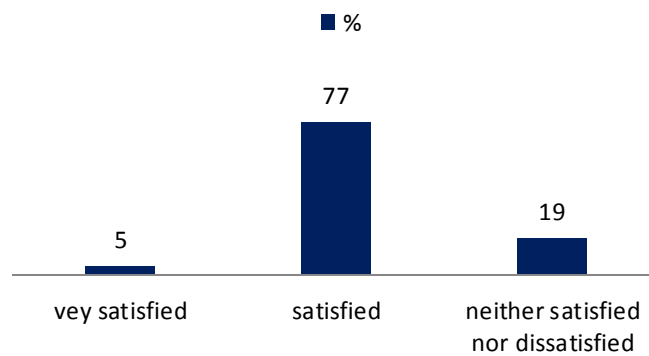
Feeling working with dementia patients



REASON FOR WORKING HERE



SATISFACTION WITH THE WORK

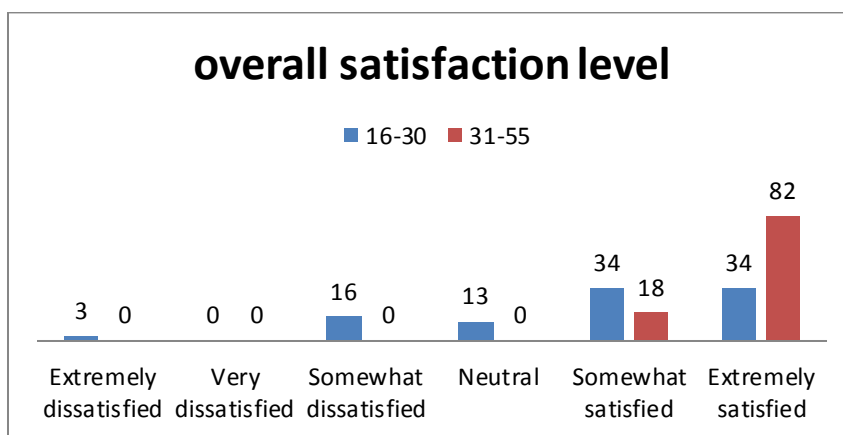


INFERENCE:

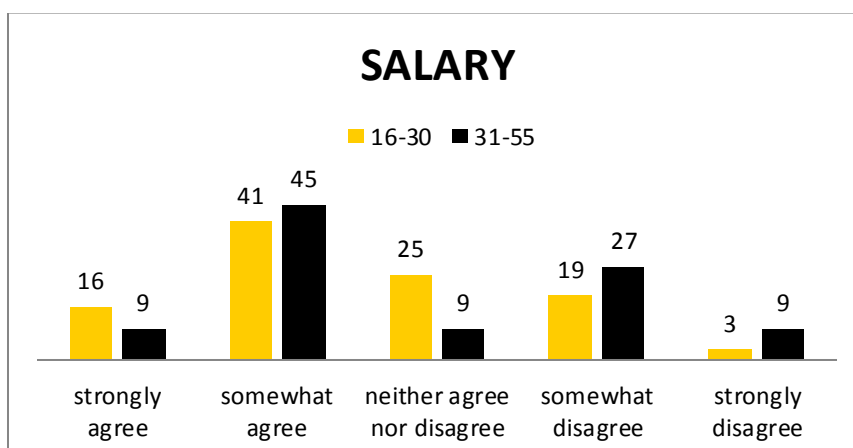
- More than 80% of the caregivers are satisfied with the kind of work.
- Financial problem is the main reason for them to join here.

COMPARISON BETWEEN AGE GROUPS 16-30 & 31-55

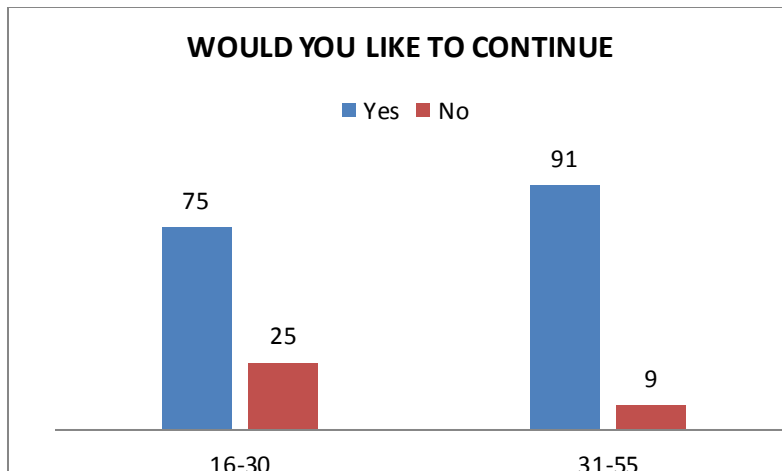
OVERALL SATISFACTION



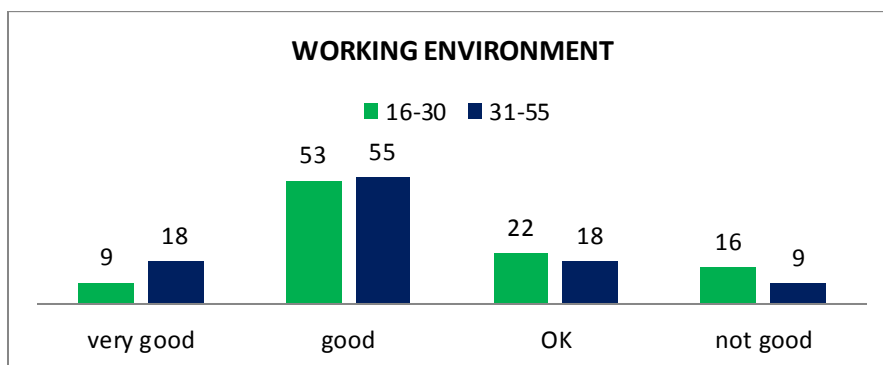
SALARY



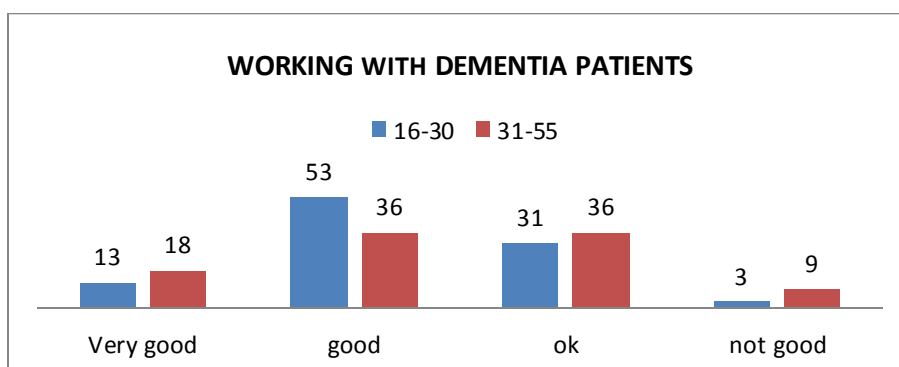
LIKE TO CONTINUE



WORKING ENVIRONMENT



WORKING WITH DEMENTIA PATIENTS



INFERENCE:

Caregivers in 31-50 age group show more job satisfaction level with more duration of caregiving.

WAY FORWARD:

- Mostly all caregivers join for some or other financial reason. Intake of those with service kind of behaviour is important.
- Increasing their knowledge and awareness from time to time can be a tool of motivation and retention.
- Consensus among supervisors.
- Entertainment and refreshment programmes once in a while will help to motivate.
- Videos of caregiving can be shown.
- Nearly 50-60% of employees to be between 31-50 yrs because they show more retention and agreement wrt all factors.
- Regular monthly meetings to be conducted and their problems can be discussed.
- Letter box can be incorporated for caregivers to drop their problems or concerns if any.

OBSERVATIONS OF DIFFERENT PROJECTS

PROJECT: NIGHTINGALES JOB 60+

INTRODUCTION

India is witnessing significantly growing population of elders (above 60 years) in its 3rd stage of demographic transition. As a result, there is increase in age dependency. With increasing longevity, cost of living and change in lifestyles, there arises miseries and difficulties to many of the elderly population.

One of the major problems faced by the seniors citizens today is financial security. 88% of elders in our country are without any social security. Thus there is a strong need of empowering and providing training to senior citizens.

Analysing the problem of senior citizens and in order to minimize it, marks the beginning of the journey of Nightingales Jobs 60+ in the Silicon valley of India, in Bengaluru.

ABOUT NIGHTINGALES JOBS 60+

Founded in the memory of Shri K P Poddar in October 2011 and with the slogan “Retired but, not yet tired” Jobs 60+ is a Centre for economic empowerment of Senior citizens which helps in training and promoting employment opportunities in order to make them more or less independent and to help them to build their financial security. It helps them to stay physically and mentally fit and also preserve their self-dignity. It is located in K R Market in Bengaluru.

TRAINING at JOBS 60+

For literates, computer training and for illiterates, vocational training is given for improving their quality and enhancing their skills. Training in soft skills is also provided to adapt them to the present day changed working environment.

COMPUTER TRAINING:

- Training for 30th batch is going on with 25 people enrolled (22 males and 3 females).
- Mr. C J Rao trains them in basic computer literacy, accountancy and other computer related basic skills like use of internet to reduce the burden of work.
- Timings are from morning 10:00 am to 3:00 pm with two tea breaks and a lunch break in between.
- In the morning session, theoretical training and in the evening session practical training is given.
- The method of teaching is through powerpoint presentations, LCD projectors and practical learning.
- Type of jobs provided after the training would be administrative, accountancy or technical.

VOCATIONAL TRAINING:

- For those who are illiterates and cannot work in offices.
- Two types of training programmes based on socio-economic status of elders.
 1. Free of cost training for underprivileged, disadvantaged people.
 2. Small registration fee for financially secured people.
- Training is given in making of candles, greeting cards, eco products such as paper bags, arecanut plates and cups, eatables like pickles, etc.
- After the training jobs are given at the centre. Jobs include craft work, tailoring, some art related work, etc.
- Timings from 10:00 am to 12:00pm since more enrolment of females for vocational training.
- At present, there are no elders enrolled for vocational training.
- The earlier batches helped in making of protection belts, cushions, aprons which was used by NCAA (Nightingales Centre for Ageing and Alzheimer's)

MARKETING OF JOBS 60+

To identify elders in dire need and to motivate elder for such programmes is a difficult task. Here at Nightingales Jobs 60+, different means and modes of marketing are used for advertising and to make people aware of the programme.

- The gathering places of senior citizens such as laughing clubs, parks, apartment meetings, etc are targeted to reach the mass.
- In apartments, directly targeting the head of the community.
- Fathers of church and priests of temples are contacted in order to increase the awareness of the programme.
- Pamphlets are distributed at bus stops, railway stations and places where probability of finding them is high.
- Advertisements in local newspapers are published.
- List of phone numbers of senior citizens are collected through various database for e.g. from ID Card database, from Elders Helpline 1090, and then the elders are approached on one to one basis.

- Few members of the programme (enrolled in the programme) also help in marketing by spreading the message to their family, friends, colleagues and the community.

ACHIEVEMENTS:

Since the start of the programme, nearly 500 elders have been placed and nearly 50 employers employed the senior citizens in 2013.

STORES MANAGEMENT AT NCAA

INTRODUCTION:

Non-Governmental Organisations (NGOs) receiving government and other public subventions provide a wide range of services to the community such as sheltered workshops and homes for the elderly. In their daily work, NGOs have to purchase various stores items including fixed assets (e.g. furniture, office equipment, electrical appliances and computers) and consumables (e.g. medical supplies, office stationery and daily necessities such as food and toiletries). Given the use of public funds, NGOs should ensure that there are proper stock control systems. The Central Stores for drugs and equipments and other necessary supplies required for day to day activities in all the projects of NMT, is located at NCAA, Kasturinagar.

PROCUREMENT

In simple terms procurement may be defined as, “the action of obtaining or procuring something.”

For the process of procuring, the following steps are followed at NCAA.

- ✓ Recognition of the need of the material or drug or any equipment
- ✓ List of vendors or suppliers
- ✓ Look into price and terms by the company
- ✓ Purchase order
- ✓ Delivery of the purchase order through mail, fax, personally or any other means.
- ✓ Receipt and Inspection of Purchases
- ✓ Invoice Approval and Payment
- ✓ Record maintenance

Centralised Procurement

For common items used in large quantities by a number of centres operated by NMT, consideration is given to make bulk purchases centrally by the headquarters or the main store at NCAA in order to achieve better internal control and economy of scale.

Maintaining a List of Suppliers:

The stores manager at NMT-NCAA has compiled a list of suitable suppliers for frequently required goods or services as this helps to ensure that eligible suppliers are invited to bid in a fair and open manner. It also reduces the time required for sourcing a supplier each and every time a purchase is made. The following points are taken into consideration in compiling and maintaining a suppliers' list:

- Standard quality
- Competitive price
- List of suppliers who can bid
- Periodical review of the suppliers
- Approval of the list and justifications if required by the panel staff

QUOTATIONS:

Written or verbal quotations is sought if the value of the goods or service to be procured warrants a competitive process but does not justify a tender exercise. The following criteria is used at NCAA for the process:

- The conditions under which the purchase is made by written or verbal quotations, is specified.
- The minimum number of suppliers to be invited for quotations is usually three.
- All verbal quotations are confirmed in writing or clearly documented.
- Supervisory checks are conducted on the quotations received.
- For verbal quotations obtained through e-mail, a dedicated computer terminal with adequate security control and restricted access to the authorised staff member only is used.

RECEIPT OF AND PAYMENT OF GOODS FOR GOODS DELIVERED:

In order to prevent possible malpractice (e.g. failing to report any short supply of goods ordered), the following control measures are adopted in accepting goods upon delivery and in making payment.

- Goods delivered are inspected (or tested as necessary) and counted against the purchase order and the delivery note.
- Random supervisory checks are conducted both on the quality and quantity of the goods delivered as a means to detect any possible irregularities.
- Acceptance of goods upon delivery is certified by designated staff members.
- Suppliers should be required to issue bills or invoices for payment at the time of the delivery of goods or quickly afterwards.
- Audit checks are conducted on these bills or invoices.
- Payments for goods or services are made against duly certified invoices, bills, receipts or claims within specified time limits to avoid any undue delay.
- Regular reports on payments made for the procurement of goods and services is made available to the Management Board or the head of the NGO for information.

USE OF TECHNOLOGY IN STORES MANAGEMENT AT NCAA

In order to streamline the flow of goods and supplies, NCAA central stores uses an inventory management software 'SWIFTWARE SOLUTION'.

With materials management as the second highest cost center for hospitals and NGOs providing medical care apart from social service, effective supply chain management is very important. IMS optimizes the supply chain by providing deep control of your requisitions, procurement, fulfillment and consumption processes.

IMPORTANCE OF THE SOFTWARE:

- Use paperless supply order and restocking process.
- Receive items from many POs in one receipt window.
- Control stock/non-stock item inventories.
- Simplify purchase department issuance and patient consumption.

- Eliminate manual inventory management with three units of measure for every item (purchase, issue, and patient).
- multiple purchase requests for bulk purchasing.
- Manage inventory replenishment through smart system-generated quantity suggestions. An alert signal is indicated when any product or good reaches reorder level (ROL).
- Alert signal if any material is out of stock or is expired.
- Approved requisitions for non-stock items go to Purchase Order Processing for ordering, centralized purchasing, and/or receiving.

PROJECT: NIGHTINGALES SANDHYA KIRANA

This is a joint project of Bangalore Mahanagar Palike (City Corporation) and NMT. This unique daycare centre is exclusively for elders who are economically disadvantaged.

Sandhya Kirana is a day care centre, located at Shantinagar, Richmond Road, that provides respite to caregivers of dementia patients who are economically disadvantaged. Patients stay from 10 a.m. – 5 p.m. Transport to the centre is provided. The day care center provides breakfast, lunch, tea and a snack. There are beds, a bathroom and toilet. The centre is airy, spacious and has a little green backyard for patients. Eminent doctors in different faculties from the M.S. Ramaiah Medical Teaching hospital will offer their services and medicines.

The staff of five – each assigned to 2 patients – consists mostly of young girls with experience of about 1 ½ years to a month in handling patients. Dr. Anand, a consultant neuro- psychiatrist, comes once a week on Thursdays, and a physiotherapist comes 3 days a week. The cost is Rs 60 for daycare and Rs. 10 for refreshments per day.

Both men and women above 60 are eligible for registration. Around 70 members are present at the centre daily.

Facilities and Services at Sandhya Kirana

- Health and Hygiene: Basic medical check-up, treatment for minor ailments, referral services, physiotherapy, yoga and fitness programmes, health education, counseling and health camps.
- Skill Development and Income Generation: Making greeting cards, paper bags, dolls, candles, mats, etc., and marketing them.
- Recreation: Television, library, video shows, talks, cultural programmes, picnics, outings and interaction with younger generation.
- Midday meals: Nutritious lunch is provided to all members.

- Dementia Day Care Centre – In a secure environment, elders with dementia are taken care from 9am to 5pm by trained nurses and therapists.

PROJECT: NIGHTINGALES CENTRE FOR ALZHEIMERS AND AGEING

One of the major health issues that the elderly are facing today is Dementia. Currently in India, about 3.7 million elders in India are affected by Dementia and the number is expected to double by 2030. In Bangalore alone, over 30,000 suffer from Dementia. As a progressive and degenerative brain syndrome, dementia affects memory, thinking, behavior, emotion and the activities of daily living. As yet Dementia has no cure, the patients need support and care with compassion and understanding for a better quality of life.

The Nightingales Centre for Ageing and Alzheimer's (NCAA) established in 2010 is the first comprehensive dementia care facility in India. This 86-bed facility has a multi-disciplinary approach in the diagnosis and management of patients with dementia, with a team of qualified physicians, neurologists, psychiatrists, therapists, nursing staff and social workers who specialise in taking care of elders affected with dementia. All the facilities are elder friendly.

Services Offered at NCAA

- Memory Clinic
- Short-term treatment for challenging behaviors
- Short-term and respite care
- Long term care
- Physiotherapy – For a range of conditions affecting the elderly such as stroke, post-fall rehab, parkinsons etc.
- Mobile Memory Screening Unit – creates awareness and screens elders in the community to detect dementia in the early stages. Treatment is continued at the centre.
- Training in dementia care to professional caregivers and family members.
- Tele-dementia Services– A team from NCAA visits the homes of elders with dementia and sets up live chats between the family and experts at NCAA. The team provides advice on care plans, activities for the patient at home, environmental modifications and psychological support for the caregiver.
- Enrichment Centre – with facilities and activities for healthy elders to keep them physically and mentally active.

