

FAQs

1. What are the eligibility conditions for becoming a resident of Utsav Care Homes?

- Over 55 years of age
- Medical suitability after screening by the Doctor
- Financial capability will also be evaluated

2. What services will the Care Homes provide?

- Nurse and Attendant services
- House keeping services in the residential unit and common areas
- Laundry services of Bed linen & personal clothing
- Activities and events at Ashiana Utsav and specific to Care Homes
- Three meals, two tea services and anything else prescribed by the Doctor
- Pay-by-use services will include ambulance, lab tests, medicine delivery and any other expenses incurred

3. Will a Doctor be available at the Care Homes?

Yes, a doctor will be available.

4. Will there be a nurse or attendant on-call 24 hrs?

Yes, nurses and attendants will be available 24 hrs at the facility.

5. How do I make monthly payments for the services availed? Can I pay up-front for a few months?

Yes, you can make payments upfront too. There are also options for electronic transfer.

6. Are my children and grand children permitted to visit me? Can they stay with me for some duration of the year? Will there be accommodation available for them?

Yes, guests are welcome to visit residents at any time of the year. They may stay at Utsav Furnished Apartments or The Treehouse Hotel at applicable rates.

7. How do I ensure safe custody of my personal belongings?

Personal belongings can be kept under lock and key in the unit itself for which a provision has been made.

8. Who bears the expenses of any hospital admission, tests and medication as prescribed by the Doctor?

The expenses for any hospitalisation, tests, medication will be borne by the residents themselves. In an emergency, however, if a resident is admitted into hospital, we shall make the payments on behalf of the resident till the NOK (Next Of Kin) arrives.

9. What are the specific geriatric and old-age friendly features in the Care Homes?

Age-friendly furniture, beds, recliner mattress, anti-skid tiles, gradual slopes at the entrances, wheelchair-friendly path-ways, grab rails, attendant call button and other features incorporated in our existing Utsav Complex.

10. Can I be served meals in the room or do I have to go to the Dining Hall?

Meals may be had in the rooms or in the Dining hall.

11. How does the Care Home differ from a Nursing Home?

The Care Home is a care-oriented service for senior citizens. It has a limited aspect of the actual medical treatment unlike a nursing home where treatment is the key. It emphasises more on assistance in activities of daily living such as eating, bathing, toileting and changing clothes, as well as recreational activities for the particular age group.





“Grow old with me! The best is yet to be.”
Robert Browning

“People do not quit playing because they grow old;
they grow old because they quit playing.”
Oliver Wendell Holmes

Utsav Care Homes - The Concept

There is a certain age when one can look back at a life lived with dignity, a life of responsibilities fulfilled, a life made rich by experience, knowledge and understanding.

That 'certain age' also brings with it some realities: one may not have the vigour and energy one had; one may require some assistance, medical support and secure surroundings. From being the care-giver, one needs to be cared for.

The children too want the best care, attention and security for their parents, but the exigencies of time and circumstances may not allow them to do it personally.

What better reward for a lifetime of hard work than an option that gives the attention and care required? An alternative that facilitates the leading of a life that is hassle-free and pleasant; that strives to give physical, mental and emotional security?

What better gift could parents give to their children than the gift of freedom from worrying about them?

Utsav Care Homes is a pragmatic concept that provides housing, support services and personalised care for elderly individuals who may need help with daily activities, hygiene maintenance and health & medication management. It is a combination of home-living with professional customised care: an option that makes it possible for seniors to maintain and in fact, improve their quality of life, while getting the nursing care they need at an affordable price.

Utsav Care Homes offer a triple benefit package:

- Elders retain the sense of independence and familiarity of living in their own homes.
- They enjoy the benefits of being part of a community of like-minded individuals.
- Round-the-clock, professional medical and support team translates into peace of mind for the entire family.

Utsav Active Senior Living - The Inspiration

Retirement presents an opportunity for a new start, a time to do all that you never had the time to do earlier. It is a chance for you to focus on yourself for a change, and to replace the daily chores and the 9-5 'have-to-do' rigid routine with a 'want-to-do' relaxed schedule.

Ashiana Housing Ltd., the pioneers of the Active Senior Living concept in India have had a heart warming experience with almost 700 Seniors staying at Utsav complexes at Bhiwadi and Jaipur. Utsav creates an environment that is ideal for maintaining and improving the health of its residents: it facilitates physical and mental activities, pleasant social occasions and safe, hassle-free living. It has been gratifying to see our residents rediscover their passions and make new friends. Ashiana, with its healthy balance sheet, positive growth graph and history of delivering on its promises, has a reputation that has travelled far and wide. While we mainly cater to Seniors living in India, we also have NRIs from the US, Australia, Netherlands, West Indies etc. who spend a part of the year at Utsav.

 **ashiana**
utsav
ACTIVE SENIOR LIVING

BHIWADI | JAIPUR | LAVASA

Residents at Utsav Care Homes can participate in the entire range of indoor and outdoor activities organised at the Utsav complex as well as additional activities organised specifically for the Care Home residents. The experience and understanding we have garnered at our Utsav Active Senior Living complexes is of immense value and will help us in our endeavour to bring you greater joy, security and contentment. It will further provide you the confidence of dealing with a company that has been rated by Forbes as 'Asia's 200 Best Under a Billion Dollar Companies' twice in a row.



“To me, old age is 16 years older than I am !”
Anon

“It is possible at any age to discover a lifelong desire you never knew you had.”
Anon

Customised Care

At Utsav Care Homes, your individuality will not be compromised, nor your style cramped. While the Care Homes give you the convenience of a pre-furnished abode, there will be ample space for your familiar, personal belongings: memorabilia, photographs, books etc. The furniture and fixtures in your room can be customised as per your doctor's recommendations, for instance, beds and mattresses can be made into recliners.*

Your timings for meals, tea, walks in the park, naps and involvement in activities etc. will be as per your desire and your doctor's recommendations. Our purpose is to provide a friendly yet non-intrusive environment. Our staff has been trained to treat you with dignity, respect and understanding. They will give you support, but encourage self-reliance. They will ensure that your personal medical requirements and medicine regimen is followed. Your scheduled and unscheduled medical needs will be attended to.

Our facilities and Care Givers (attendants)

will make it possible for you to get the best out of your life. Utsav Care Homes will make you feel your retirement is a bonus-an opportunity for a renaissance; a time to make great choices for yourself.



*at extra cost

Affordable Living

Utsav Care Homes makes it easy for the seniors to lead a healthy, happy and safe life, even if they are not in a position to be totally self-reliant, without burning a hole in their pocket. It is the ideal via-media for those elders who do not require 24-hour rehabilitative care in a nursing home, yet require some level of assistance.

Since such assistance is individually prohibitive in cost terms, the Utsav Care Homes model, which combines personalized care with shared facilities, makes these services affordable. It thus does away with the financial worries that seniors may have vis-à-vis this issue. The high level of competency and professionalism associated with Brand Ashiana ensures that affordability is not at the cost of quality.

Being attended by permanent Nursing Staff provides familiarity and continuity and a sense of security to the seniors. Care Homes also brings back the concept of the Family Doctor - a single point of reference, a doctor who visits home, recommends

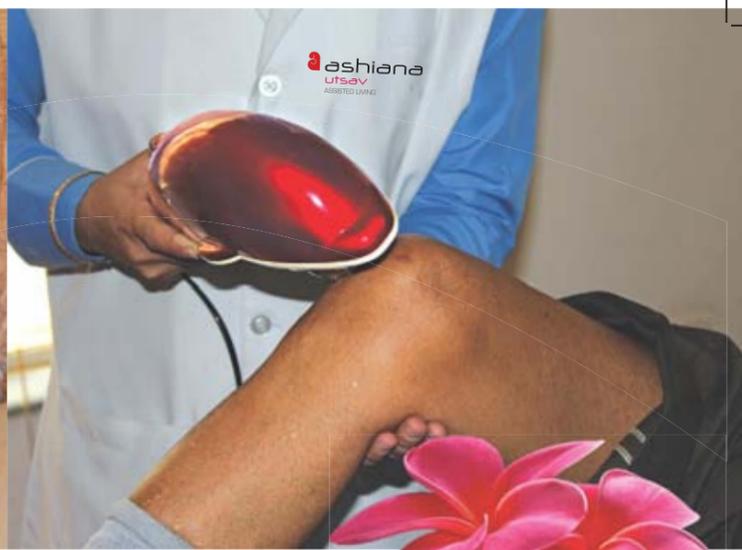
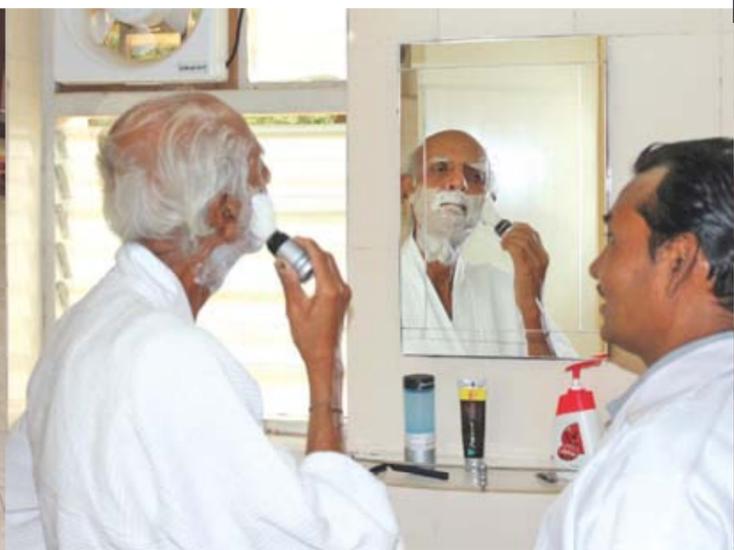
Specialist Care where required, is thus as familiar with the individual's reports as with their personality.

With our experience at the Utsav Active Senior Living projects, we fully appreciate the importance of timely attendance to issues, empathetic approach of care givers, and quality medical care. Children of elderly parents and the parents themselves can heave a sigh of relief as they acquaint themselves with what Utsav Care Homes offers.

“To live a wonderful life doesn't mean spending lot of money.

At Ashiana Utsav, one can enjoy a beautiful life even after retirement !”

Dr. Sushila Jagtiani
Utsav Resident



“You can't turn back the clock.....
But you can wind it up again.”
Bonnie Prudden

“There is always a lot to be thankful for,
for example, how nice it is that wrinkles don't hurt!”
Anon

Special Facilities & Services

Utsav Care Homes will provide a range of Facilities and Services that will simplify and improve life and do away with the uncertainties of managing on their own in advancing years.

- **Accommodation:** Fully furnished rooms with lights, fans, furniture etc. and space for personal belongings. A choice of single or double occupancy rooms, and common or separate toilets.
- **Food:** Three meals and two tea services will be provided daily, taking into account health, taste and doctor's recommendations for particular residents.
- **Doctor:** The Doctor will be available on call and an OPD will function on the premises. The Doctor will conduct physical and mental health check-ups regularly, give wellness tips and recommend Specialist test when required.
- **24-Hr Attendants:** Nursing Staff and Care Givers will be present 24 hrs to provide medicine administration, walks, wheelchair assistance etc.
- **24-Hr Ambulance:** An ambulance with its driver will be stationed at the premises round-the-clock. This will be a pay-per-use-service.
- **Medicines and Pharmacy:** Medicines will be delivered at the resident's doorstep.
- **Pathology Tests:** A tie-up with labs for all types of Pathology Tests to ensure efficiency and delivery of reports to the homes of the residents.
- **Personal Grooming:** The Care Givers will assist in all aspects of daily personal grooming as required.
- **Laundry:** Laundry Service of bed linen and personal clothing is part of the monthly package.
- **Housekeeping:** Our Housekeeping Staff will maintain individual units as well as common areas.

Medical Facilities & Tie ups

The significance and value of Utsav Care Homes lies in the prompt, regular and emergency services and facilities it offers.

Utsav Care Homes will have tie-ups with near-by hospitals, all within 10 km/15 minutes distance from the Care Homes Complex. This is less than the average distance to be covered in most metros and cities.

- The health details of residents will be given to the concerned hospital at the outset, thus enabling quick action during emergencies and less waiting-time during other medical procedures and checkups.
- The tie-up also ensures that you get prompt and special care at all times.
- An Ambulance service will be available within the premises round-the-clock.
- Facilities of lab tests, sample collection and report delivery.
- Doctors and Nurses, OPD, Trained Care Givers available on campus.
- Regular check-ups by the Doctor available.



“Who says retirement brings about feelings of isolation?”

At Ashiana Utsav, I have discovered that retirement is the time when adults get to have fun!”

Mrs. Indu Charan
Utsav Resident