

# The Our Parents Initiative

## 1. What is *Our Parents* initiative?

### Vision:

Build an ecosystem based on values and trust, connecting Seniors, providing 'services & care', facilitating what they aspire for, and helping preserve the values and knowledge for generations to come.

## 2. How we provide trusted and quality services

Our services will liaise with multiple vendors in every city. We will also have care managers who will coordinate in person in each city. We will check on the vendor's credentials and the background of the person they are deploying for various tasks for the seniors. The vendor will only deploy persons who are qualified by 'Our Parents'. They will also be provided photo identity cards from Our Parents.

A call center for Our Parents will also be available. They will talk to seniors on a routine basis. When there is any job work to be done. The customer care will check with the vendors who are associated with us and bargain for the best deal.

This job work will then be run on an AI program which will check on the expertise of the particular vendor to complete the particular task. The vendor credentials like score based on reference checks experience in the domain, credit score based on previous references/feedback, and comparison based on estimate will be done. The work will be assigned to the vendor with the best score.

The call center will then assign a pass code to the technician who is engaged with the task. The same is conveyed to the client. This is a double security measure to validate the worker.

The client is supposed to call back the center once the technician visits the unit and conducts the evaluation of the work involved.

The technician then reconfirms the charges and the time required to complete the task. This is recorded by the call center. After the completion of the task or the stipulated time for closure the call center calls back the client and takes the feedback from the client.

A feedback report is collected from the client which is updated in the records.

### **3. How do we provide whatever a senior requires?**

We are connected and well equipped to assist seniors with any service or support they would require.

The broad categories are:

- Facility management services like security, housekeeping, and any errand services.
- Consultancy services for finance management, advice with relocation, property management, and house maintenance
- Medical Management with nursing services, coordinating physiotherapy, and doctor services
- Event Management conducting online programs, group activities, outdoor functions, picnics and tours
- Matrimonial services for seniors

### **4. What do we mean by an ecosystem connecting seniors?**

We connect seniors of one company or peer group and help them interface on one platform. Unlike a WhatsApp or Facebook, this will allow them to remain connected respecting each one's privacy and helping them to connect with each other when they require.

We will create occasion for interaction and promote group cohesion. Slowly but eventually the group will be like one large family, being there for one another's emotional and physical support.

### **5. How do we preserve values and knowledge for the next generation?**

We will facilitate this with multiple channels like podcast or blog where one can talk on their life experience or write their biography. Even if this is not published for the outside world. There will be a record for their future generations to learn from.

We shall also create platforms where seniors can volunteer for various knowledge exchange programs, like teaching the teachers of government schools English or other subjects. We can also create a forum like Wikipedia or Quora where the seniors can have valuable information on various topics or clarify doubts of the younger generations.

## 6. Who is it for?

Children with aged parents, children living abroad with parents in India. single parents, childless elderly individuals etc.

The soft launch is with the ex-BHEL employees. We connect with BHEL retired members from across all units.

**After three months of launch with BHEL, the model will extend to other organizations and company members.**

The Customer Segments will be:

- a) Family/Elders (age no bar)
- b) Senior Citizens (60 years and above)
- c) Single Parents (age no bar)
- d) Single ladies (age no bar)
- e) Disabled (age no bar)
- f) Sick (age no bar)

## 7. What are the top features?

To ensure Seniors have easy access to trusted and quality services which include:

- a) Facilitate elders to have the retirement life they wished for.
- b) Reaching help with whatever, whenever or wherever they require
- c) Use collective information to preempt and simplify tasks that become difficult to manage with the passing of time.
- d) Preventive healthcare at their doorstep to ensure good health of body and mind
- e) Immediate response to meet any emergency with health or safety
- f) Be the eyes and ears of the children and provide the strength and support that they want to offer to their parents. Help celebrate occasion of life.
- g) Facilitate avenues to connect and engage with their peer groups and pursue an active life. Conduct get-together's, picnics & tours.
- h) Digitalize and record their knowledge and experiences and share them for future generations to benefit.

## 8. Benefits of the Our Parents Ecosystem

### Preventive healthcare at the home

There is so much science validating the need for various tests and master health checks. While we do not want to promote all, some of it is worth pursuing.

- Regular visits by trained nurses to check vitals and general health.
- Periodic checks for eye, dental care and audiometry tests at home
- Check by Physiotherapist for correcting body posture, improving bone strength and muscle toning to prevent fall.
- Access to online line consultation by Geriatric doctor and other specialists as needed.
- Consultation by AYUSH specialists

## **Promoting group cohesion and active life**

We will help in organizing and conducting online events which will be of interest to our parents. Eventually, this will help our parents to connect with one another, rekindle the youth in them and help start new activities and hobbies.

- Evergreen club online events
- Gardening club
- Musical get-togethers with Layam online or 'Music & More' studio

## **Boosting self-confidence and preserving memories**

Every one of us has happy and sad memories of life. We will try and collate all happy memories of our parent's life into a readily presentable form for the family and the generations to come to see with pride. This will be a souvenir of a lifetime for the person whom we love and adore the most in our lives.

- Help writing blogs
- Creating podcasts

## **Carrying the family legacy**

With the flow of time, many of us in the family have moved away from our homes. Our next-generation miss, understanding relationships and family values. We can help collate together all this information and create a picture board of the family tree.

- Companion interface
- Geni app integration

## **Scheduling of things and tasks**

We can help simplify all activities of daily life in every household. Tasks can be pooled into different buckets. The most important can have reminders following up until completion. This will enable coordination by us or our trusted vendor when required. Most importantly it will lessen a big burden off our parent's shoulders.

We can also personalize the information to all things of value in your house. In the eventuality of losing our beloved, this would ensure life to continue and not add to more pain than the thought of having lost the loved one.

## **Creating a knowledge economy for all**

Our parents are experts in various fields. There is so much information and practical knowledge they have. We shall meticulously gather this information and share it within us and our next generations to benefit. Very soon we can have online tuitions and knowledge share classes anchored by our parents.

## **Contact details**

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