

Sheltering Senior Citizens

Keeping the growing and specialised needs of India's ageing population in mind, Vascon Engineers is building a commune to cater to the needs of this very vulnerable section of society.

A NON-RESIDENT INDIAN MAY NO longer need to worry about the health and security of his elderly parents back home, particularly for those working abroad. A full-fledged secure commune ideally suited for senior citizens will soon be dotting Pune's skyline.

The project is being constructed by Vascon Engineers Pvt. Ltd., a development and construction company that follows the science of *Vastu*. The company uses the science in making optimum use of basic elements of nature coupled with adding value-based aesthetics into the science of construction in all its industrial, commercial and residential projects. Vascon Engineers has embarked on the construction of the commune, which it plans to convert into a landmark project for the rapidly growing population of elderly citizens.

The commune is being located in Pune as the city provides the ideal climatic conditions and lifestyle that attracts people from all walks of life, especially from business communities, bureaucrats and others. Moreover, Pune city is soon gaining recognition as a pensioner's paradise.

Speaking about Golden Nest, as the commune has been euphemistically named, M.H. Dalal, director and CEO, says, "A lot of fore thought and planning has gone into the designing of this commune, all aimed at helping senior citizens live with dignity and honour in a home of their own, free from all the hassles elders have to face."

Mr. Dalal, also a leading architect, interior designer and project management consultant, adds: "In all, the commune will contain 120 flats of three types — studio flats of 545 sq. ft., one bedroom flats of 675 sq. ft. and a combination of the two. The design, structured landscape and living spaces have been visualised to create a protective environment to help senior citizens live in tranquillity and pursue a lifestyle comparable to that enjoyed by them in the past."

The projected growth of individuals above 60 years of age is expected to touch

137.35 million by 2020 from 59.93 million in 1995 due to improved healthcare programmes. There is also a shift in traditional family ties from joint family system to nuclear families. With the new-found concepts of privacy and space of the younger generation, the role of elderly people has changed into a secondary one, often that of a housekeeper, tutor or a babysitter. Moreover, their social lives have changed considerably in view of the new scenario.



M.H. DALAL, DIRECTOR & CEO, GOLDEN NEST.

Taking the demographic shift and changes in caring for the elderly into consideration, the Golden Nest commune will cater to those who have the capacity to pay for accommodation and services on commercial terms. Besides, providing a protective environment, the infrastructure will be designed in such a manner as to cater to the physical, mental and spiritual needs of residents. The facility would provide comprehensive services, health and personal care of the highest quality. The apartments, furniture, toilets and other provisions would be senior citizen-friendly.

Under a special scheme, the company

will offer apartments to individuals above the age of 55 years, at any point of time. Flats in the Golden Nest commune can also be rented out but only to senior citizens. The company has also launched an unique life time occupancy scheme where a senior citizen can take probable occupation of the flat on the basis of actuarial working of life expectancy as devised by insurance companies for their policies.

Residents of the commune could also look forward to hassle-free maintenance, repairs, bill payments, housekeeping, security, laundry services, etc., as part of the overall benefits provided with the project. Other fringe benefits would include cable TV connectivity, grip rails, anti-skid tiles, full handicap accessibility, emergency alert system, home theatre, recreation and meditation room, library, walking track, physiotherapy room and guest accommodation.

In addition to all these benefits, Golden Nest would also tie-up with caterers/restaurants for door delivery services, facilities for in-house cafeteria, 24-hours ambulance service, dedicated standby ambulance and a medical doctor on call.

The entire Golden Nest complex will be maintained by a foundation or a trust, which will have on its board trustees nominated by the Housing Development Finance Corporation (HDFC), Golden Nest Developers and the residents of Golden Nest.

On the issue of managing the complex, Mr. Vasudevan says, "Transparency in running of the commune will be the key to the formation of a foundation, which would include external trustees to serve as checks and balance on running the commune."

The foundation would also appoint facility management companies, tie-up with various outside agencies and organise cultural and social activities for the Golden Nest commune. Clearly, Vascon Engineers is not merely shaping concrete and steel, but sculpting space and building relationships. ■

Vascon Engineering offers Golden Nest for senior citizens

HEALTH and security of their aged parents back home need no longer be a cause for concern for expatriate Indians. A full-fledged service company for the elderly, Golden Nest by Vascon Engineering Ltd is expected to become part of the real estate boom.

With a view to fulfil the need for a structured and safe home for senior citizens, Vascon Engineering Ltd. decided to set up a full-fledged exclusive organisation for senior citizens, which they expect to become a landmark project for the rapidly growing population of the elderly citizens.

Vascon is a development and construction company that follows the strictest values of ethics, honesty in making optimum use of their thousands of talents. This coupled with value-based approach is a hallmark of the company's culture.

Real, commercial and residential projects.

The change in traditional family units from a joint family system to a nuclear system, and a new concept of privacy and space contribute to this. The social life of the elderly generation becomes compromised.

Taking demographic shift and changes in living for the elderly into consideration, the Golden Nest programme will cater to those who have the capacity to pay for accommodation and services in a residential area.

Besides providing a premier environment, the infrastructure will be designed to such a manner as to cater to the physical, mental and spiritual needs of the residents. The facility will provide comprehensive services, health and personal care of highest quality.

"A lot of planning has gone



M. H. Dada, Director and CEO, Golden Nest

into the designing of this programme aimed at helping senior citizens live with dignity as a form of self care, the best of the facilities for elderly have to be," says M.H. Dada, Director and CEO, Golden Nest. The apartments, furniture, health and other provisions will in fact, be specially designed to serve inclusively.

The 120-bed programme will have studios (50 sq ft) and one-bedroom flats (80 sq ft). Har-

d-core maintenance, repairs, payment of bills, housekeeping, security and laundry services are some intended services. There will also be facilities such as cable TV connectivity, handicap accessibility, emergency alert system, a recreation and meditation room, library, a walking track, physiotherapy room, gym, etc. attached that will grant accommodation. An in-house helpline, 24-hour ambulance services, dedicated standby ambulance and medical doctor on-call will also be available.

Residing residents above the age of 55, can book their apartments in advance. The fees for the Golden Nest programme can also be settled out by owners to other senior citizens. The company has also launched a unique lifetime occupancy scheme where a senior citizen can take probable

occupation of a flat on the basis of a calculated life expectancy (as decided by insurance companies). The entire complex will be maintained by a foundation or trust, which will have on its board, members nominated by the Housing Development Finance Corporation (HDFC), Golden Nest developers and the residents of Golden Nest.

"Transparency in the running of the programme will be key to the formation of the foundation, which will include external trustees, to serve as checks and balances on running the programme," says R. Vasudevan, Chairman and Managing Director, Vascon.

Vascon, whose track has always been to create customer trust, is also planning a similar senior citizens programme in Goa and in other locations in India.

Vascon Engineering offers Golden Nest for senior citizens

HEALTH and security of their aged parents back home, need no longer form cause for concern for non-resident Indians. A full-fledged, secure commune for the elderly, Golden Nest by Vascon Engineering Ltd is expected to become part of the Pune skyline shortly.

With a view to fulfill the need for a cloistered and safe haven for senior citizens, Vascon Engineers Ltd, decided to set up a full-fledged exclusive commune for senior citizens, which they expect to become a landmark project for the rapidly growing population of the elderly citizens.

Vascon is a development and construction company that follows the ancient science of vastu shastra in making optimum use of basic elements of nature. This coupled with value-based aesthetics is a feature of all the company's indus-

trial, commercial and residential projects.

The change in traditional family units from a joint family system to a nuclear system, and a new concept of privacy and space contribute to this. The social life of the elderly therefore, becomes constrained.

Taking demographic shift and changes in caring for the elderly into consideration, the Golden Nest commune will cater to those who have the capacity to pay for accommodation and services on commercial terms.

Besides providing a protective environment, the infrastructure will be designed in such a manner as to cater to the physical, mental and spiritual needs of the residents. The facility will provide comprehensive services, health and personal care of highest quality.

"A lot of planning has gone



M. H. Dalal, Director and CEO, Golden Nest

into the designing of this commune aimed at helping senior citizens live with dignity in a home of their own, free from all the hassles the elderly have to face," says M.H. Dalal, Director and CEO, Golden Nest. The apartments, furniture, toilets and other provisions will in fact, be specially designed as senior citizen-friendly.

The 120-flat commune will have studio (545 sq ft) and one-bedroom flats (675 sq ft). Has-

sle-free maintenance, repairs, payment of bills, housekeeping, security and laundry services etc are some intended services. There will also be facilities such as cable TV connectivity, handicap accessibility, emergency alert system, a recreation and meditation room, library, a walking track, physio-therapy room, grip rails, anti-skid tiles and guest accommodation. An in-house cafeteria, 24-hour ambulance service, dedicated stand-by ambulance and medical doctor-on-call will also be available.

Intending residents above the age of 55, can book their apartments in advance. The flats in the Golden Nest commune can also be rented out by owners, to other senior citizens. The company has also launched a unique lifetime occupancy scheme where a senior citizen can take probable

occupation of a flat on the basis of a calculated life expectancy (as devised by insurance companies). The entire complex will be maintained by a foundation or trust, which will have on its board, trustees nominated by the Housing Development Finance Corporation (HDFC), Golden Nest Developers and the residents of Golden Nest.

"Transparency in the running of the commune will be key to the formation of the foundation, which will include external trustees, to serve as checks and balance on running the commune," says R. Vasudevan, Chairman and Managing Director, Vascon.

Vasudevan, whose vision has always been to inspire customer trust, is also planning a similar senior citizens commune in Goa and in other locations in Pune.

It's your turn now...
Help your parents' life
turn over a new leaf.

GOLDEN NEST
- IT'S TIME TO LOOK HOME

You can't ever repay those years of love and affection your parents showered on you. But with Golden Nest, you can come very close. Nestled in Pune, the blytic cradle of the Sahyadris, Golden Nest is a thoughtfully designed specifically for the senior citizens.

Here, your parents will get the respect they deserve, the love and caring they crave, and the security they need. Entertainment in ricksha. Nestled in Pune, the blytic cradle of health, insurance covers in stretch on the Sahyadris. Golden Nest is a thoughtfully designed specifically for the senior citizens.

Hot lines, our distance can take away the love you feel for your parents. Now you have the opportunity to express this love in 2 words: Golden Nest.

Apartment Amenities	Common and Services
<ul style="list-style-type: none"> • 24-hour security • 24-hour ambulance • 24-hour physiotherapy • 24-hour library • 24-hour meditation room • 24-hour recreation • 24-hour walking track • 24-hour physio-therapy room • 24-hour grip rails • 24-hour anti-skid tiles • 24-hour guest accommodation • 24-hour in-house cafeteria • 24-hour ambulance service • 24-hour dedicated stand-by ambulance • 24-hour medical doctor-on-call 	<ul style="list-style-type: none"> • 24-hour security • 24-hour ambulance • 24-hour physiotherapy • 24-hour library • 24-hour meditation room • 24-hour recreation • 24-hour walking track • 24-hour physio-therapy room • 24-hour grip rails • 24-hour anti-skid tiles • 24-hour guest accommodation • 24-hour in-house cafeteria • 24-hour ambulance service • 24-hour dedicated stand-by ambulance • 24-hour medical doctor-on-call

201, Phoenix, Best Quality Road, Pune-411001. Tel: 020-24122001. Fax: 020-24122002. Email: info@vascon.com

of "The Golden Nest" Mr. H Dalal an architect by profession, lend a special hand in designing the interiors of the swank complex.

The Golden Nest

A home away from home

New concepts keeping in mind the "aged people" has carved out a niche, in the market and has attracted a lot of prospective buyers. Old age brings in benefits...the harvest of own life hard labor. A secured and sheltered life of their own is what people are looking for at the fag end of their lives... people who have lived the summers of their

lence into a meeting ground of these like minded people of the same age groups. As these "pensioners" have plenty of time on their hand they can pursue their own interests at leisure. It is a concept where resident's stay at these facilities but has an option for food and other necessary amenities in life. Some of these are ownership models and some are rental. It promises you all the earthly delights and

In the last couple of years Pune has undergone a sea change in the field of residential properties. Pune with its sylvan surroundings and pristine environment has become a home to many. Many new builders have joined the bandwagon with new concepts each trying to outdo the other in bringing a new wave of creativity and craftsmanship into this field.



life and have reached a certain status in their life. It is the time when one looks forward to enjoy all the bounties of life, which they had missed in course of life. The most important of all is "It is the time you live your life your own way." These residential complexes cou-

much more, all handed down to you in a platter. The Vascon and the Manisha constructions have jointly brought out "The Golden Nest", which offers you all such facilities. It spells elegance and style. It is a project, which is conceived for senior

citizens where they can live in tranquility, in a protective and secure environment. It located in "Marigold" in the heart of Kalyani Nagar and is centrally located. The entire infrastructure is specially designed where physical, mental and spiritual needs

are well looked after. Its time proof love and caring under one roof, where affection abounds. It is called the "golden nest" in truest sense of the term. The CEO of "The Golden Nest" Mr. H Dalal an architect by profession, lend a special hand in designing the interiors of

the swank complex. It boasts of grip rails, emergency alert system, stretcher elevator, handicap accessibility, net chatting, home theatre, physiotherapy center, libraries...everything one can think off. The comprehensive security system leave nothing to chance and

ensure you have peace of mind at all times. A community hall where all the residents can congregate and exchange and share their views. The hall has a fish aquarium and the walls painted azure that brings about a soothing and calming effect on ones mind. The

banyan tree in the central courtyard, the wrought iron benches beneath it... add a magical touch. It is a pensioner's paradise. The "Golden Nest" is maintained by The Golden Nest Marigold Foundation trust which has on board trustees nominated by

HDFC (Housing Development Finance Corporation Ltd) Golden Nest Developer's and the residents of the Golden Nest. It promises you a lifestyle after your own heart. Yes, that is what living at "Golden Nest is all about." **BARMALIK HANRIQUE**



Golden Nest: A commune for seniors

MH News Service

Golden Nest is an exclusive commune, the first of its kind, for senior citizens with provision of all amenities suited to the need, temperament and requirement of elderly persons, that will be set up in Kalyani Nagar shortly.

"A lot of forethought and planning has gone into this commune designed specially for senior citizens", says M H Dalal, director and CEO of 'Golden Nest' and a leading architect and interior designer of the city.

Golden Nest has been visualised with a view "to create a protective environment, where senior citizens can live in tranquility. To create an infrastructure, which specifically caters to the physical, mental and spiritual needs of the elder residents", informed R Vasudevan, Chairman and Managing Director of Vascon Engineers Pvt Ltd (VASCON), a reputed development and construction company with more than 30 prestigious projects under its belt.

"We want this project to serve as a model project, where elderly couples will be able to enjoy status of 'masters' of their own homes" Dalal said adding "In short, we want them to lead a life of honour and dignity, a life which they have earned and deserve, in the twilight years of their lives".

The commune will have a combination of studio, one bedroom and two bedroom apartments. It will be located in Kalyani Nagar, one of the posh locations within the proximity of the city, so that the residents can keep in touch with their present set of friends, relatives, even while maintaining their own independent social lifestyle.

The project 'Golden Nest' is part of the ongoing development scheme "Marigold", in Kalyani Nagar, jointly promoted by Vascon Engineers and Manisha Constructions. The Golden Nest commune has been designed in such a manner that the design, structures, landscapes, living spaces, in sum total create a protective environment to help senior citizens live in tranquility in a lifestyle comparable to that

enjoyed by them in their prime past, informs Dalal.

The commune will have apartments, furniture, toilets and all other provisions which would be senior citizen-friendly. All apartments would also offer an option for partially or totally furnished flats for immediate use, Vasudevan added.

The residents could also look forward to hassle free maintenance, repairs, payment of bills, housekeeping, security and laundry service etc as a part of overall fringe benefits which also includes cable TV, Computer connectivity, grip rails, anti-skid tiles, full handicap accessibility, emergency alert system, home theatre, recreation and meditation room, library, a walking track, physiotherapy room, guest accommodation and maintenance and management of all utilities.

It would also have a tie up with caterers for door delivery services, including facilities for in-house cafeteria with a central kitchen. The commune will also have dedicated stand-by ambulance and doctors on call, apart from fire detection and fire fighting systems and two elevators.

The apartments can be booked by intending residents above the age of 55 years. They can also be rented out but only to senior citizens. The developer will also be launching a unique lifetime occupancy scheme where a senior citizen can take probable occupation of the flat on basis of actuarial working of life expectancy as devised by insurance companies.

Though the project is one of its kind, yet it carries high risk with itself. It is a question mark whether parents would like to stay away from their families in a separate apartment altogether. The concept might be a hit in the US or other countries but India is quintessentially family driven society. Family bonds are above everything and parents do not mind looking after their grandchildren or doing the small household chores as it is their home after all. How far is 'Golden Nest' accepted among the old people of Pune is to be seen but the project is a bold and big step forward.

PRESS RELEASE

VASCON launches 'GOLDEN NEST', a Commune for Senior Citizens: -

Pune, May: 20: GOLDEN NEST ' an exclusive commune for senior citizens, the first of its kind, having all exclusive amenities suited to the need, temperament and requirement of elderly persons, will be set up in a centrally located part of the city shortly

"A lot of fore thought and planning has gone into designing of this commune to help senior citizens lead a life of dignity and honour in a home of their own without compromising their existing life-style and free from the hassles the elderly have to face under the fast changing socio economic scenario", Mr. I H Dalal, director and CEO of 'Golden Nest' and a leading architect and interior designer of the city, stated.

'Golden Nest has been visualized with a view "to create a protective environment, where senior citizens can live in tranquility. To create an infrastructure, which specifically caters to the physical, mental and spiritual need of the residents", informed Mr. R Vasudevan, chairman and Managing director of Vascon Engineers Pvt Ltd (VASCON), a reputed Development and construction company with more than 30 prestigious projects under its belt.

"We want this project to serve as a model project, where the elderly couple from that of playing secondary roles in their present habitat, will be able to enjoy status of 'masters' of their own homes" Mr. Dalal said adding "in so we want them to lead a life of honour and dignity, a Life which they have earned and deserve, in the twilight years of their lives".

The commune having a combination of studio, one bedroom and 2 bedroom apartments will be located in Kalyani Nagar, one of the posh location within the proximity of the city, so that the resident can keep in touch with their present set of friends, relatives, even while maintaining their own independent social lifestyle.

The project " GOLDEN NEST" is a part of the ongoing development scheme "MARIGOLD", in Kalyani Nagar, jointly promoted by Vascon Engineers and Manisha Constructions. The GOLDEN NEST commune has been designed such a manner that the design, structures, landscapes, living spaces, in total create a protective environment to help senior citizens live in tranquillity under a life style comparable to that enjoyed by them in their prime past", informed Mr. Dalal.

The commune will have apartments, furniture, toilets and all other provisions, which would be 'senior citizen friendly'. All apartments would also offer an option for partially or totally furnished flats for immediate use. Mr. Vasudevan added.

The residents could also look forward to hassle free maintenance, repairs, payment of bills, housekeeping, security and laundry services etc, as a part of overall fringe benefits which also includes, cable TV/ Computer connectivity, grip rails, anti skid tiles, full handicap accessibility, emergency alert system, Home theatre, recreation and meditation room, library, a walking track, physio- therapy room, guest accommodation, and maintenance management of all utilities.

It would also have a tie up with caterers/restaurant for door delivery services, including facilities for in house cafeteria with a central kitchen. The commune will also have dedicated stand by ambulance and medical doctor on call, apart from fire detection and fire fighting systems and 2 elevators including stretcher elevators. .

The apartments can be booked by intending residents above the age of 55 years can book their apartments, anytime. The apartments in the Golden Nest commune can also be rented out but only to senior citizens. The Developer would also be launching a unique lifetime occupancy scheme where a senior citizen can take probable occupation of the flat on basis of actuarial working of life expectancy as devised by insurance companies

The entire complex to be maintained by a Foundation or a Trust, which will have on its Board of Trustees nominated by Housing Development Finance Corporation (HDFC), a leading Financial Institution, having core competency and formidable reputation in the housing sector; Developers of Golden Nest and the Residents of Golden Nest.

This foundation other than helping to maintain checks and balances in the routine running of the complex, would also appoint Facility Management companies, tie-up with various agencies apart from organising various cultural and social activities for the Golden Nest commune, Mr. Dalal informed.

Mr. Dalal informed that they have signed up an arrangement with the Ruby Hall Clinic to provide a special status to the residents of Golden Nest, whereby the members need not fill any forms or give any advance in the event of an emergency, more over they will be entitled to certain discounts on facilities availed at the hospital

THE PERFECT NEST

DEVAYANI SHAHANE

Times News Network

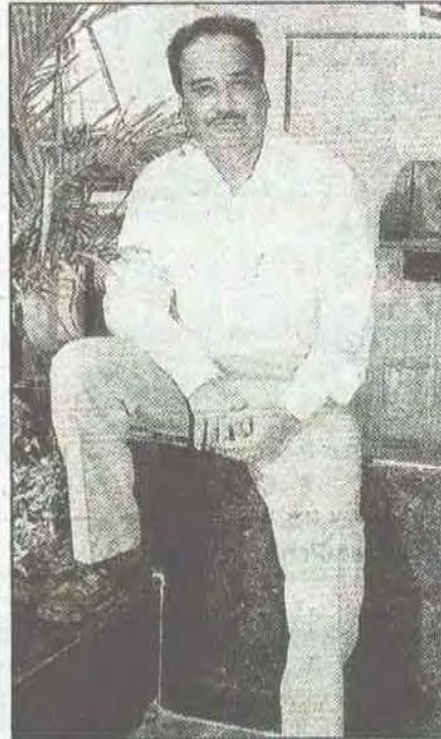
THE Ganapati Netralaya, a state-of-the-art eye centre in Aurangabad, is the work of renowned architect M H Dalal. Dalal has combined contemporary and medical needs to create this amazing structure. And now driven by his need to develop a commune for senior citizens, Dalal has joined hands with Vascon and Manisha Constructions for his latest project - the Golden Nest, which will be housed in the ongoing Marigold project at Kalyani Nagar.

"The Golden Nest, as the name suggests is a place which provides for a nest (a secure life) within the proximity and environs of every day living," Dalal tells us. Hence the need to house it in a full fledged housing scheme. "Considering their ongoing project magnitude called Marigold (45 acres), I decided to house a senior citizen commune of about two and a half acres within this project," he informs.

Dalal is quick to point out that this is not an old-age home, but more like a community centre for people, who just happen to be senior cit-

izens. Dalal is known for his expertise in specialised designing. But for this project, he has used his architectural prowess and structured

NASIR SHAIKH



HOME COMFORT: M H Dalal, architect and CEO for the Golden Nest Commune, a unique project aimed at senior citizens

and conceptualised the project as its CEO. "I am in charge of the creative work, but the final drawings have not been done by me," he admits.

Golden Nest has an in-built infrastructure, which takes into consideration house-keeping, health-care, fire detection, emergency helplines and a 24-hour ambulance service, to name just a few. "These are all comforts provided for emergency purposes," says Dalal.

The services provided are many, with a tie-up with Ruby Hall and HDFC bank. The tie-up with HDFC bank encompasses the collection of a corpus from all residents, which is put in a foundation with trustees nominated by the bank members, residents, etc. "This will ensure complete transparency and safety of the functioning of such a corpus," he adds.

While the project will kick-start tomorrow, with an estimated 18 months speculated till completion, there are other similar projects Dalal wants to undertake in areas such as Baner.

Special commune for senior citizens

Times News Network

WITH the number of people in the 60 plus age-group growing rapidly, plans for a special senior citizen commune have been announced. To be started on June 7, the project is estimated to be completed in 18 months. It will be set up at the on-going development scheme 'Marigold' in Kalyani Nagar, jointly promoted by Vascon Engineers and Manisha Constructions.

"The Golden Nest Commune has been designed in a manner where design, structures, landscapes create a protective environment to help senior citizens live in tranquillity," explained M H Dalal, director and CEO of Golden Nest.

The apartments can be booked by residents above the age of 55 years or could be rented out to senior citizens. The complex will have medical facilities in arrangement with the Ruby Hall Clinic.

PUNE TIMES
23/05/03.

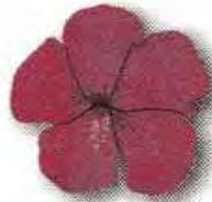
Childhood.



Adolescence.



Youth.



Youth.



Youth.



...

Golden Nest. It's a state of mind.

Come home to Golden Nest, a home that offers you independence, vibrancy and gracious living. Pune's first commune designed for senior citizens, Golden Nest is located at Marigold Premises, Kalyani Nagar. Golden Nest has been designed keeping the needs of the Elderly in mind. The facilities, amenities and services provided here make sure that your physical, mental and spiritual well being is never compromised. So you can live life your way. Lifelong.

Golden Nest Wishes you a very youthful Elder's Day.

MARIGOLD

KALYANINAGAR, PUNE.
www.marigoldpremises.com
www.vascon.com

Apartment Amenities

- Grip Rails
- Anti Skid Tiles
- Full Handicap Accessibility
- Emergency Alert System

Utilities and Services

- Concierge Service
- Medical Room
- Doctor on call
- Physiotherapy room
- Housekeeping
- Laundry
- Computer room
- Canteen and Central Kitchen
- Guest Accommodation and Assisted Living

GOLDEN NEST

...Its time to come home

Marigold Premises,
Kalyani Nagar, Pune.

Tel: 020 7030790, 7032729

Email: marigoldpremises@vsnl.net

Information: Call 020 4010926 / 7030790