



## Nightingales Medical Trust

Estd 1998

*Compassionate and Innovative Age Care Solutions*

FOR MORE INFORMATION  
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Social Media Channels



**ANNUAL REPORT 2024-25**



**Nightingales Medical Trust**  
Estd 1998



COMPASSIONATE  
AND  
INNOVATIVE  
**AGE CARE SOLUTIONS**

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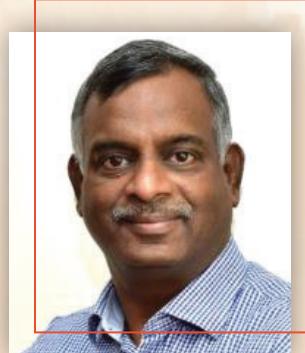
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# FOUNDER'S MESSAGE



**Dr. Radha S. Murthy**

Managing Trustee  
Nightingales Medical Trust



**Mr. S. Premkumar Raja**

Secretary  
Nightingales Medical Trust

“

As we reflect on the past year, we're filled with gratitude and pride. Having completed 25 years of service to the elderly and those with dementia, our 26th year has been truly eventful.

Guided by our vision for 2030, we've made significant progress, with several milestones achieved. A cornerstone of our vision has been the development of Smriti Gram, a pioneering 300-bed residential Dementia Care Village. This self-contained village will provide a safe, supportive, and enriching environment, prioritizing dignity, autonomy, and quality of life for persons with dementia. We have taken a big leap toward establishing Smriti Gram at Doddaballapur with the foundation laying ceremony held on 8th February 2025. 100 beds are reserved for the persons with dementia from marginalized families. The facility is expected to be functional by September 2026.

In line with our commitment to serving the urban poor, we've introduced new Hiriyaravadi Centres. These community spaces offer opportunities for engagement, livelihood, and community-building, reinforcing our dedication to inclusive elder care.

The Dementia India Alliance (DIA), conceived and co-founded by Nightingales Medical Trust, has made remarkable progress. DIA has been advocating for policies that support dementia care and bring hope to those affected at the national level with appropriate support systems.

We're delighted to share these achievements with you. None of this would have been possible without the unwavering support of our well-wishers, donors, corporates, government departments, and volunteers. On behalf of the board and the Nightingales Medical Trust team, we extend our heartfelt gratitude.

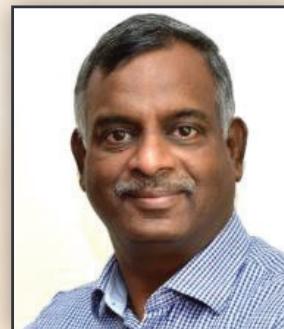
We look forward to your continued support and cooperation as we strive to provide the best possible services for the well-being of elders and those with dementia.

”

# BOARD OF TRUSTEES



**Dr. Radha S. Murthy**  
Managing Trustee



**Mr. S. Premkumar Raja**  
Secretary



**Mr. Amarnath Kamath**  
Trustee



**Ms. Indra Prem Menon**  
Trustee



**Mr. Basant Poddar**  
Trustee



**Mr. Sudhakar Rao**  
Trustee



**Mr. Pankaj C Lakhani**  
Trustee



**Mr. Manoj Shah**  
Trustee

# EXECUTIVE SUMMARY

The year 2024–2025 has been a milestone year for Nightingales Medical Trust as it entered its 27th year of dedicated service to elders and persons living with dementia. Guided by Vision 2030, the organisation strengthened its model of compassionate, inclusive, and sustainable elder care while expanding its reach across Bengaluru and beyond. Since inception, NMT impacted over 3,00,000 elders through its comprehensive programs, 11 senior-care facilities, and five major service verticals. Continued recognition as India's leading provider of dementia care, combined with strong partnerships with 32 government and private institutions, further reinforced NMT's national role in shaping elder care systems.

A significant institutional achievement was the initiation of **Smriti Gram, India's first 300-bed Dementia Care Village near Doddaballapur**. With land acquired and construction of the first phase underway—supported by the Azim Premji Foundation - the centre is expected to become operational by September 2026. Smriti Gram will also house a Training Academy to train 1,000 caregivers annually, addressing India's growing need for specialised dementia-care professionals and creating meaningful employment opportunities.

Across its program areas, NMT delivered impactful outcomes. Dementia care services supported over 500 residents in three residential centres and 97 elders in day care centres, while introducing innovative therapeutic initiatives such as virtual cognitive stimulation and sound healing. Programs for marginalised elders rehabilitated more than 130 abandoned and homeless seniors and supported 150 elders through Hiriyaravadi centres in urban slums. Active and Healthy Ageing initiatives, delivered both online and through Mobile Active Ageing units, reached old age homes across Bengaluru and improved the physical and cognitive well-being of 344+ underprivileged elders.

Livelihood and empowerment programs continued to address financial insecurity among seniors, registering 612 new job seekers, placing 152 elders in jobs, and conducting 21 digital literacy and cyber safety trainings. Protection services through the Elders Helpline (1090) and the National Helpline for Senior Citizens (14567) addressed several of distress calls, resolving over 4,000+ cases combined. NMT also expanded its national footprint through extensive training, capacity building, awareness programs, and leadership in the international dementia conference, DEMCON 2024.

Looking ahead, NMT remains committed to scaling dementia care, strengthening support for marginalized elders, enhancing digital safety, building intergenerational programmes, and expanding advocacy to ensure dignity and quality of life for every elder.

# ABOUT US

Nightingales Medical Trust is a professionally-managed not-for-profit organization working for the well-being of the elderly since 1998 in Bengaluru. NMT strives to improve the quality of life of elders of all socio-economic groups and persons with dementia through innovative, need-based and family-centric programs that focus on health care, comprehensive dementia care, active ageing, social integration, combating elder abuse, livelihoods, building awareness, training and advocacy. Some of NMT's projects have emerged as models and are being replicated in other parts of the country. NMT has a unique and high standing as a provider of quality age-care and dementia services.



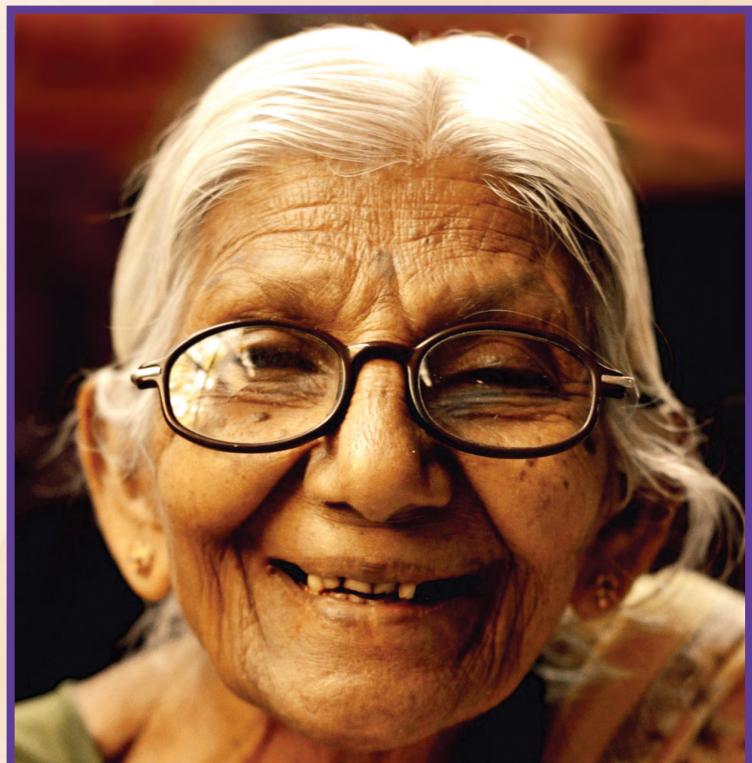
## OUR VISION

A society where elders are healthy, happy, empowered and socially integrated.



## OUR MISSION

To enhance the quality of life of elders through innovative & appropriate community-based support systems, comprehensive geriatric care with special focus on dementia and active ageing, combating elder abuse, enabling livelihoods, public education, advocacy and capacity-building programs.



# OUR CORE VALUES



## ELDER-CENTRICITY

Prioritizing the needs, preferences, and well-being of elders and those with dementia in all endeavours.



## COMPASSION AND EMPATHY

Delivering care and services with kindness, understanding, and respect for dignity.



## INNOVATION AND EXCELLENCE

Striving for innovation, excellence, and best practices in care solutions, services, and operations.



## COLLABORATION AND PARTNERSHIPS

Fostering partnerships with families, communities, organizations, and governments to promote healthy aging, dementia care, and elder well-being.



## INTEGRITY AND TRANSPARENCY

Upholding the highest standards of integrity, transparency, and accountability in governance, engagement, and service delivery.



## RESPECT AND INCLUSION

Promoting respect, inclusion, and social engagement for elders and those with dementia, regardless of background, culture, or socio-economic status.



## CONTINUOUS LEARNING AND IMPROVEMENT

Encouraging a culture of continuous learning, feedback, and improvement to enhance care solutions, services, and operations.

# THE GROWING CHALLENGES OF AGEING IN INDIA

## THE PLIGHT OF 15 CRORE SENIOR CITIZENS

India is home for over 15 crore senior citizens – a number expected to double by 2050. Yet crores of elders continue to face severe hardships and challenges. Unless addressed urgently, these challenges will not only impact elders and their families but also hinder India's social and economic growth.



**75%**

Nearly have no regular income or pension

Financial Insecurity



**65%**

struggle with loneliness and lack of support

Isolation and Neglect



**66%**

Experience some form of abuse

Abuse and ill-treatment



**75%**

live with chronic illness

Chronic Illness



### Dementia / Alzheimer's Related Disorders

90 lakh elders live with dementia, and the number is expected to increase to 1.7 crore by 2036.



### Lack of Care Infrastructure

Affordable and accessible elder care and dementia care services remain scarce.

# OUR PROGRAMS

## CARING FOR OUR SENIORS



### DEMENTIA AND MEDICAL CARE

- Residential dementia care facilities
- Day care for persons with dementia
- Memory screening
- Support groups
- Dementia risk reduction

### PROGRAM FOR THE MARGINALIZED ELDERS

- Day care centres and Hiriayaravadi centres for the marginalized
- Sandhya Suraksha - Home for destitute elderly women
- Sandhya Kirana - Home for destitute elderly men

### ACTIVE AGEING AND SOCIAL INTEGRATION

- Online Active Ageing
- Mobile Active Ageing

### LIVELIHOOD AND EMPOWERMENT

- Jobs 60+

### PREVENTION OF ELDER ABUSE

- Elder Helpline 1090
- National Helpline for Senior Citizens (NHSC) 14567

### TRAINING AND CAPACITY BUILDING

- Nightingales Geriatric Care and Dementia Care Training
- Nightingales Lifesaving Services (NLS)
- Regional Resource Training Centre (RRTC)

### AWARENESS AND ADVOCACY

- Making Dementia - A Healthcare Priority
- Regulatory Bodies For Old Age Homes
- Fast Track Courts And Maintenance Tribunals
- Observance Of Special Days

# IMPACT AND OUTREACH

26 YEARS OF PIONEERING COMPASSIONATE,  
HOLISTIC AND SUSTAINABLE ELDER CARE SOLUTIONS



# DEMEN TIA AND MEDICAL CARE

## DEMEN TIA RESIDENTIAL CARE

### NIGHTINGALES CENTRE FOR AGEING AND ALZHEIMER'S (BENGALURU)

 100 - bed facility with dementia and elder-friendly infrastructure

 Adherence to Mental Health Act 2017

 8P6, 3 rd A Cross, Kasturinagar, Banaswadi, Bengaluru 560043

*Located just 6 km from MG Road.*



### NIGHTINGALES TRUST TANYA MATHIAS CENTRE (BENGALURU)

 25-bed residential facility exclusively for women

 Specialised care for elders with Dementia, stroke, parkinson's and Requiring palliative care

 Located in the serene outskirts of North Bengaluru, peaceful, homely environment ideal for dementia care.

### ETCM NIGHTINGALES DEMENTIA CARE CENTRE (KOLAR)

 50-bed facility located within a missionary hospital enabling prompt round-the-clock medical services

 Specialised care for elders with dementia, stroke, parkinson's or requiring palliative Care

 F Ward, ETCM Hospital, Bangarpet road, Kolar - 563101

*Only an hour's drive from KR Puram, Bengaluru.*



# DEMENIA RESIDENTIAL CARE

At Nightingales Medical Trust, we're dedicated to offer a safe, supportive, and stimulating environment, tailored to meet the unique needs of each individual with dementia.

## DEMENIA RESIDENTIAL CARE

At our three residential care facilities, our multi-disciplinary team of healthcare professionals and caregivers work together to provide these services:

- » Personalized care plans promoting physical, emotional, and social well-being
- » Engaging activities and therapies to stimulate cognition and mobility
- » A secure and comforting environment, alleviating anxiety and stress
- » Short term and respite care, and long term care for persons with Dementia

### HIGHLIGHTS



The Wundersight Project was initiated by Nightingales Center for Ageing & Alzheimer's with focus on exploring virtual cognitive activities designed for dementia patients and the elderly.



Ojas Yoga Academy conducted therapeutic sessions through sound healing therapy with elders at Nightingales Centre for Ageing & Alzheimer's.



A total of 80 elders were admitted anew in the year.



A total of 476 elders were provided care in our residential dementia care centres.



A total of 216 elders availed services at memory clinic for screening and assessment for dementia.

## DEMENTIA RESIDENTIAL CARE



*Elders at our dementia residential care centre – Nightingales Centre for Ageing and Alzheimer's (NCAA)*

“

*“When we admitted our mother she had been bedridden and in diapers. With the extraordinary care, compassion and professionalism given by the multi-disciplinary team at NCAA my mother transformed over time where she regained mobility, mental stability and dignity. This is a source of great joy to our family.”*

”

***Guru Singh, son of a resident of NCAA***

# DEMEN TIA DAY CARE



## Nightingales Centre for Ageing Alzheimer's

8P6, 3 rd A Cross, Kasturinagar,  
Banaswadi, Bengaluru 560043



## Nightingales Trust Dementia Day Care Centre

337, 2nd cross, RT Nagar 1st  
block, Bengaluru 560032



## Nightingales Trust Day Care for Elderly & Dementia

190, 2nd floor, RV road, Jayanagar,  
2nd block, Bengaluru 560004

### Our three day care centres provide carefully designed services:



Socialization and community engagement



Memory clinics, cognitive stimulation and memory support



Physical therapy



Relief for caregivers, reducing burden and stress

*Birthday celebration of an elder at one of our Dementia Day Care Centres*



# DEMENTIA DAY CARE

## HIGHLIGHTS



97 elders benefited from our Day Care Centre services in the year.



33 elders were screened at the Memory Clinic at Jayanagar during the year. Memory Clinics offers diagnostic assessments, treatment plans, counselling, and support services for individuals experiencing memory loss and cognitive decline and plays a crucial role in early detection and management of conditions like Alzheimer's disease.



*Group activities undertaken by elders at our Dementia Day Care Centres*

# SMRITI GRAM

## LAYING OF THE FOUNDATION STONE OF SMRITI GRAM- INDIA'S LARGEST DEMENTIA CARE VILLAGE FOR THE ELDERLY

On February 8, 2025, Nightingales Medical Trust laid the foundation stone for Smriti Gram, a 300-bed dementia care village near Doddaballapur, envisioned as a national model for affordable, high-quality dementia care. The foundation stone was laid by Sri K.H. Muniyappa, Honourable Minister for Food, Civil Supplies & Consumer Affairs, Government of Karnataka. The event was presided over by MLA Sri Dheeraj Muniraj, attested by the Tahsildar, Deputy Superintendent of Police, representatives from the Planning Authority, the District Mental Health Officer, Medical professionals, Gram Panchayat leaders and members, residents from surrounding villages, civil society organisations, social workers, and media representatives.



The first phase includes 100 free beds for elders belonging to the marginalised community



Plans to train 1,000 caregivers annually, strengthening both care quality and rural employment

Deeply rooted in community values, the facility aims to promote active ageing, dignity, and support for families affected by dementia. As the burden of dementia rises in India, Smriti Gram stands as a visionary step toward compassionate, inclusive, and sustainable elder care. We extend our thanks to the Azim Premji Foundation for their generous support toward this cause.



# PROGRAMS FOR THE MARGINALIZED ELDERS



**Nightingales Sandhya Suraksha-  
Home for Destitute Elderly Women**  
53, 10th Cross, Anepalya, Shantinagar,  
Bengaluru 560030



**Sandhya Kirana-  
Home for Destitute Elderly Men**  
O'Shangessey road, Akkithimmanahalli,  
Richmond town, Bengaluru 560025

At Nightingales Medical Trust, we are dedicated to rescuing and rehabilitating homeless elders. Over the past year, we've provided a safe haven to



**105 elderly women at our Sandhya Suraksha Home**



**25 senior men at the Sandhya Kirana Home**

Elders deserted and unable to fend for themselves are provided with nutritious meals, medical care, palliative care, fitness programs like yoga and exercises, therapeutic engagement in handicrafts, painting, knitting etc. and recreational activities. It has a spacious building with open space, elder-friendly features and equipped with trained and committed staff who ensure that each resident receives comprehensive care and support in a warm and welcoming ambience.



*Recreation time for elderly women at Sandhya Suraksha and Sandhya Kirana*

## RESIDENTIAL CARE – SANDHYA SURAKSHA HOME, SANDHYA KIRANA HOME

### HIGHLIGHTS

Employees, teams or students from companies, organisations, banks, hotels, NGOs, institutions visited our homes for homeless elders and spent quality time to engage, entertain and support elders.

Here are some of them:-

Agilon Health, True Caller & Way of Life, Sales Force, Impact Guru, GlobalFoundries, Micron Company, Global Hotel, Pride Hotel Bangalore, J W Marriot Hotel, Indian Bank, St. Sebastian's Church, Ashraya Bangalore Central, Pranic Healing Foundation of Karnataka, Maya CARE Foundation, HAL(B) Family Welfare Association, United Ways of Bengaluru, JD Institute of Fashion Technology, St. Joseph's College Bangalore- NSS unit, Christ University, Carmel Convent School, Parikrama School, Kumarans School.

Special guests like Ms Madhuri, a Malyalam film actress and her team celebrated Christmas with elders at Sandhya Kirana Home which was marked by Christmas carols, performances and a special lunch. MLA of Shanti Nagar Assembly Constituency, Mr Nalapad Ahmed Haris, Assistant Commissioner of Police of HSR Layout and Adugodi visited Sandhya Suraksha in January 2025.



*Interns and volunteers engaged in fun activities with elders at Sandhya Kirana and Sandhya Suraksha*

## DAY CARE – SANDHYA KIRANA, HIRIYARAVADI

Sandhya Kirana Day care centre for elders from lower socio-economic strata is a community-based model day care and activity centre located at Shantinagar, Richmond town in a space provided by the Bengaluru City Corporation, Bruhat Bengaluru Mahanagara Palike (BBMP) in 2017. Realizing the need for day care centres in urban slums, Hiriavaradi centres have been set up in three locations as its satellite centres - Rajendranagar, Vannarapet and DJ Halli.

**The day care centres for the marginalised provide elders different services free of cost to meet their physical, emotional and social needs such as:**



Nutritious mid-day meals



Weekly Geriatric Clinic and medicines



Skill development and income generation activities



Healthy and active ageing



Recreational and social activities

## DAY CARE – SANDHYA KIRANA, HIRIYARAVADI

### HIGHLIGHTS



146 marginalised elders benefitted from the day care centres this year.



At our day care centres for marginalized elders, we run an innovative income generation activity which also serves to promote their physical and mental well-being. Our elders make paper covers from newspapers which are sold to Horticultural Producers' Cooperative Marketing and Processing Society (HOPCOMS).



The third Hiriavaradi centre was inaugurated at Devara Jeevanahalli slum in October 2024 to support and empower elders in and around the locality.



Elders from Sandhya Kirana and Hiriavaradi centres were taken to visit Lalbagh Botanical Garden in Bengaluru to enjoy the Independence Day Flower Show in August 2024.



CSR volunteering were conducted for elders by enthusiastic employees of Adobe, EY, Micron Company, Marpu Foundation, Bloom Reach Company, Bank of Baroda. They contributed their time, skill and resources to make a positive impact.



*Glimpses of elders involved in income-generation activities at one of our Hiriavaradi centres*

# ACTIVE AGEING & SOCIAL INTEGRATION

## ONLINE ACTIVE AGEING

Dementia may not be curable, but research shows that a staggering 45% of cases can be prevented through healthy ageing lifestyles. Nightingales Medical Trust is committed to empowering individuals and take control of their health. Our research-based programme focuses on holistic active ageing, incorporating physical, cognitive, and social activities to minimise risk factors associated with dementia. Led by qualified and experienced psychologists and physiotherapists, our online sessions are tailored to help you to:



Manage chronic conditions like diabetes, blood pressure, and cholesterol



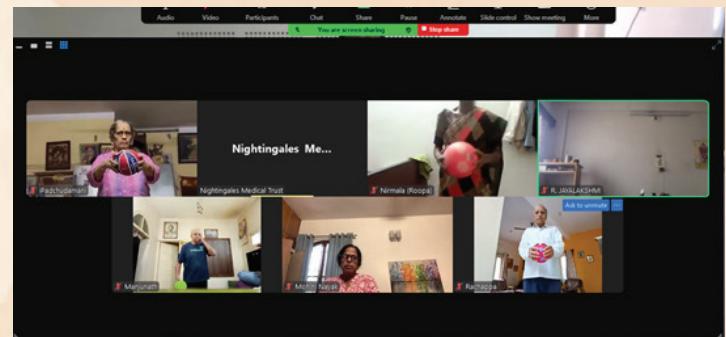
Enhance cognitive function and mental well-being



Foster social connections and community engagement



Anubhav Podcast for Senior Citizens



Online Active Ageing session conducted at our Jayanagar centre

### HIGHLIGHTS



144 sessions have been conducted this year.



78 elders are members of the Active Ageing program.



50 episodes for the for senior citizens, "Anubhav" under the Ministry of Social Justice and Empowerment were contributed by the Active Ageing members in the year. The podcast features senior citizens sharing their experiences.

## MOBILE ACTIVE AGEING

Bengaluru is home to over 200 old age homes, providing shelter and care to thousands of seniors. While these institutions are established with the best of intentions, many lack the resources and facilities to organize activities that promote the overall well-being of their residents.

In response to this pressing need, Nightingales Medical Trust launched its innovative Mobile Active Ageing Programme delivering structured active ageing sessions free of cost to old age homes across Bengaluru through mobile units equipped with trained staff and essential tools. The Mobile Active Ageing Programme brings health and wellness services directly to the doorstep of old age homes, ensuring that seniors have access to engaging activities- from exercise sessions and cognitive games to social events and emotional support, that promote physical, social, and cognitive health.

### HIGHLIGHTS



564 needy, abandoned and underprivileged elders residing in old age homes from across north and south Bengaluru were impacted. The pre and post assessment of these elders who underwent this programme has shown significant improvement in their health and cognitive abilities.



28 old age homes in Bengaluru were reached and impacted through the outreach program for needy elders.



Medical camps, eye camps, expert talks on dementia, and yoga sessions were organised for elders in old age homes.



Memory Camps were organised periodically to support early detection and awareness of memory-wellness among elders. A total of 33 underprivileged elders living in old age homes benefited from memory camps in the year.



Mobile Active Ageing Programme being conducted at Ashraya Seva Trust Old Age Home, Kanakapura.



Eye Camp organised by Mobile Active Ageing Program in Old Age Home

# LIVELIHOODS AND EMPOWERMENT

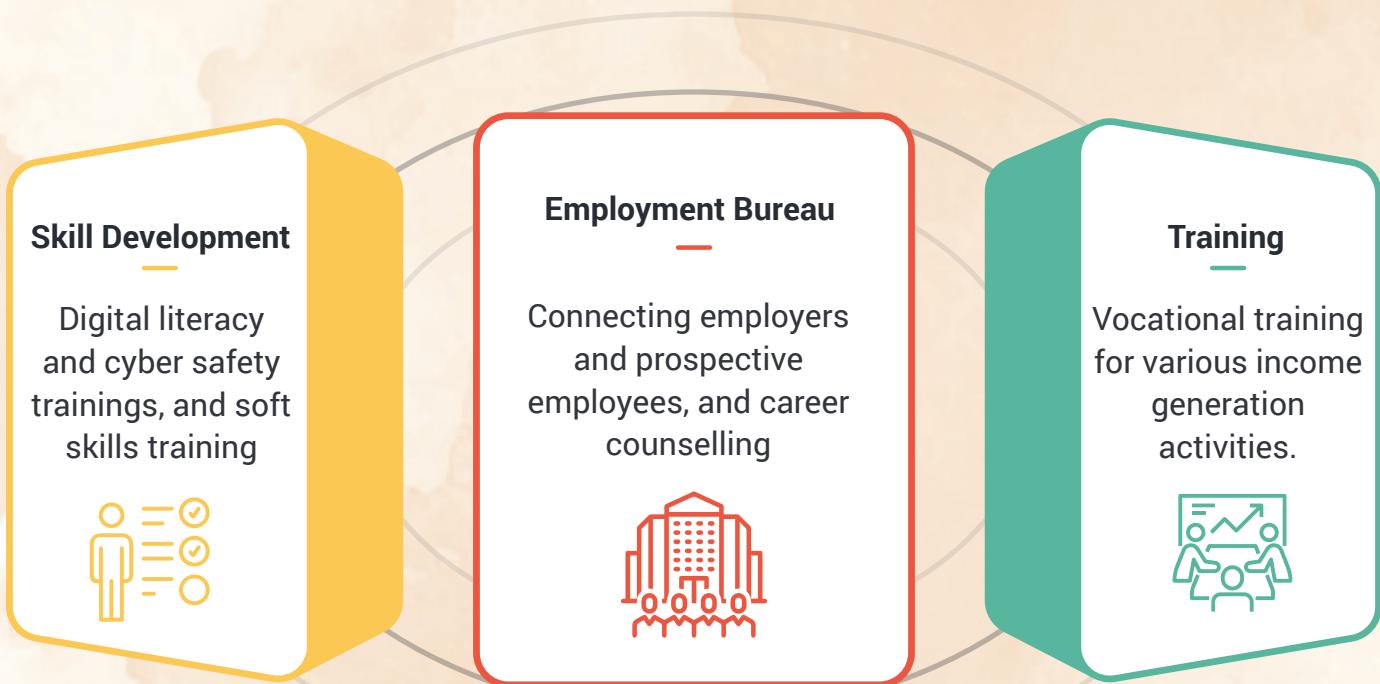
## NIGHTINGALES JOBS 60+

One of the biggest challenges faced by elders in India is financial insecurity. Data from Elders Helpline revealed that elders who are dependent on others for their livelihood are more vulnerable to neglect and abuse, deprived of a life of dignity. There is a steep rise in the complaints related to financial issues faced by senior citizens. Answering to this need, Nightingales Medical Trust established an innovative project, Nightingales Jobs 60+ in 2011 with the aim to provide a financially independent life for healthy and employable retired elders by enabling them to re-enter the job market or become self-employed. A well-appointed job portal allows elderly job seekers and employers to register themselves seamlessly. At Nightingales we believe that age should not be a barrier to employment or personal fulfilment and elders form a qualified, cost-effective and experienced workforce.

### JOB SEEKER PROFILES AND JOB CATEGORIES

Senior professionals registered with us have expertise in administration, supervision, public relations, teaching and training, accountancy, managerial, IT and computer engineering, clerical, insurance, sales and marketing, human resource development, security and warden, consultants and advisors, quality control etc.

### OUR SERVICES INCLUDE



# NIGHTINGALES JOBS 60+

## DIGITAL LITERACY PROGRAM

It aims at empowering senior citizens aged 55 years and above by equipping them with essential digital skills- use of smartphones, popular apps and essential digital services with a view to enable them to navigate the modern technological landscape safely. These 2.5 hour sessions are being conducted across multiple locations in Bengaluru in association with the Bengaluru City Police and with the support of various organizations. The session on cybersecurity is conducted by representatives from the local police department.



*One of our Digital Literacy sessions conducted by our team at Jobs 60+*

## ANNUAL JOB FAIR 2024

Annual job fairs are held annually to help a large number of senior job seekers meet with potential employers face-to-face. The 9th Job Fair for Senior Citizens was organized on 25th August 2024 at St Joseph's University, Langford road, Bengaluru which recorded total registration of 1252 senior job seekers and 72 employers, 2459 interviews conducted, a total of 549 candidates shortlisted and 112 elders securing job placements as a direct result of the Job Fair.



*Glimpses of the Mega Job Fair for Senior Citizens conducted on 25 August 2024*

# NIGHTINGALES JOBS 60+

## MINI JOB FAIR & CYBER SAFETY AWARENESS DRIVE FOR SENIOR CITIZENS

The 1st Mini Job Fair was held on 16th March 2025 at Rotary Bangalore West Auditorium, Silver Jubilee Hall in the premises of Government Girls PU College, Malleshwaram, Bengaluru which recorded.

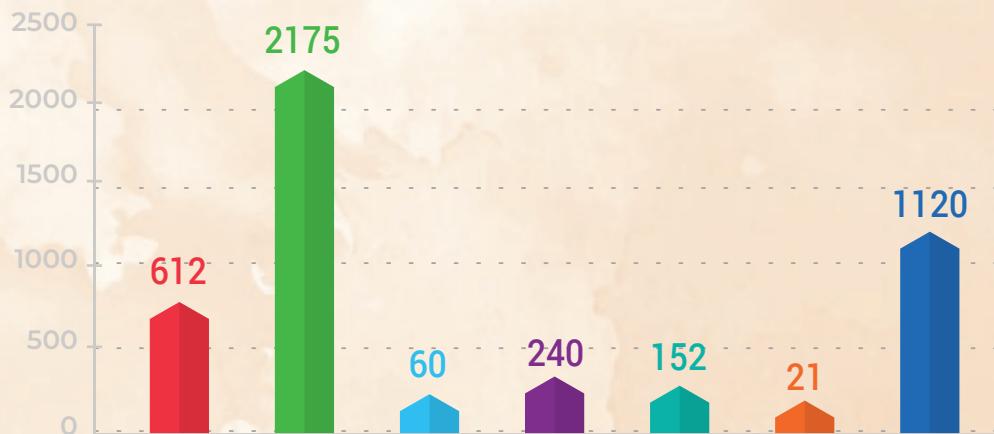
- Registrations of 164 elders and 18 employers
- 398 Job vacancies
- 489 Interviews conducted
- 189 Senior candidates shortlisted
- 34 elders getting jobs



*Glimpses of one of our Mini Job Fair programs conducted by our Jobs 60+ team*

# NIGHTINGALES JOBS 60+

## HIGHLIGHTS



- 612 new elders seeking employment were registered on the job portal.
- 2175 senior job seekers are part of our database for various jobs.
- 60 new employers were registered on the job portal.
- 240 job vacancies were obtained from employers
- 152 elders were placed successfully in the year.
- 21 trainings were conducted for a total of 1120 senior job seekers on digital literacy and cyber safety.
- Two job fairs were organised- one mega job fair and one mini job fair.

### A senior job seekers on Digital Literacy and Cyber Safety Training

*At one time I struggled to use my mobile phone to its optimum which led me to feeling low and isolated. Attending the digital literacy and cyber safety training organised for elders like me was a game changer. I feel more confident with newly acquired digital and networking skills, connected to friends and family, and happier. I am glad I took the bold step to learn something new.*

*-Mrs. Sri Shandamma*

# PREVENTION OF ELDER ABUSE

## ELDERS HELPLINE – 1090

The Elders Helpline is a collaborative initiative by Nightingales Medical Trust and the Bengaluru City Police, offering comprehensive support and assistance to seniors in distress. It can be reached via the toll-free number 1090. The Helpline is now located at the Police Commissioner's Office, a strategic move to a central location that ensures immediate and effective assistance for the elderly.

### SERVICES OFFERED



Comprehensive support and assistance to seniors in distress



Crisis rescue, legal assistance and government scheme support for elders



Emotional, psychological and medical support for elders

**From Legal Aid to Digital Literacy, the Elders Helpline offers holistic support to the seniors in need:**



On 15th March, the Bengaluru City Police, in collaboration with Nightingales Medical Trust, launched DigiSafe 60+, a cyber safety initiative to empower senior citizens with essential digital skills. The program educates elders on secure smartphone usage, safe online transactions, and protection against cyber fraud.



Every month, around 15 elders reach out to the Elders Helpline for legal advice on matters of legal significance.

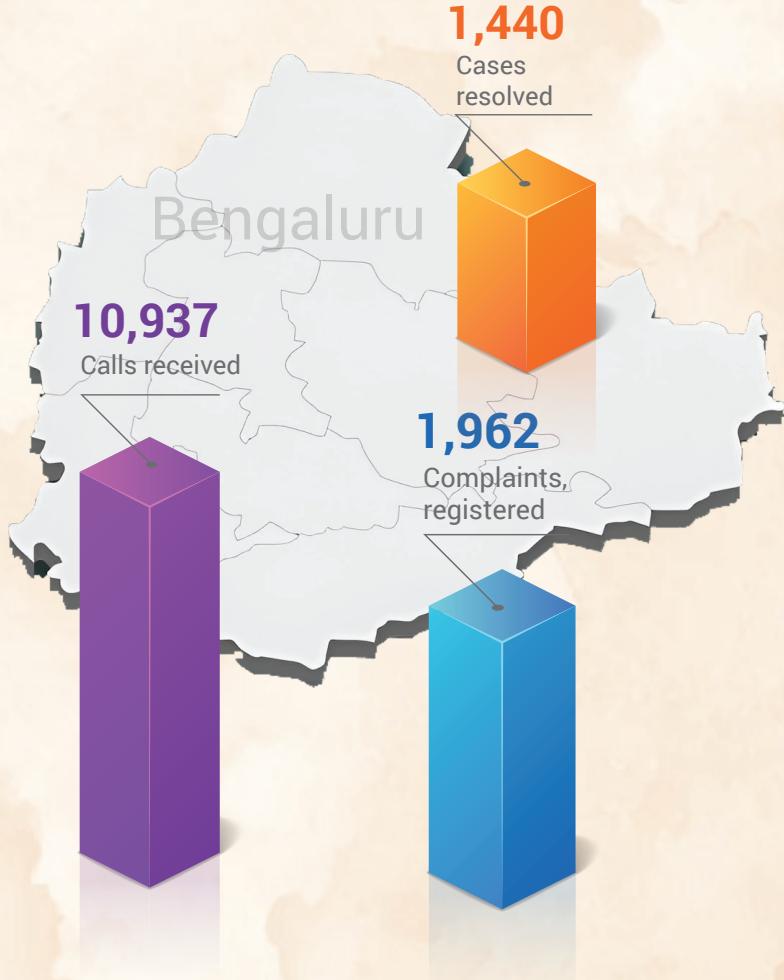


Elder's Helpline Conducted 20+ Awareness Programs on Cyber Safety last year



The Elder's Helpline receives around 120 calls daily and resolves about 74% of the complaints registered.

# ELDERS HELPLINE – 1090



## HIGHLIGHTS

- At the Elders Helpline (EHL) Bengaluru Urban, our unwavering commitment to supporting senior citizens has been evident through the 10,937 calls we received from elders in need of assistance.
- Each call represented a unique story - of vulnerability, courage, and trust placed in us. Our dedicated team carefully registered 1,962 complaints, addressing a range of issues from abuse and neglect to property disputes and emotional distress.
- With compassion and persistence, the team successfully resolved 1,440 of these cases, bringing much-needed relief and a sense of justice to the affected elders.



*Sessions conducted by our Elders Helpline team to support seniors in distress*

# National Helpline for Senior Citizens (NHSC) 14567

Nightingales Medical Trust runs Elder Line – Karnataka, the state's designated wing of the National Helpline for Senior Citizens (toll-free 14567). Established in collaboration with the Government of Karnataka and the Ministry of Social Justice and Empowerment, Government of India, Elder Line operates through a central 10-seat call centre and regional field officers to handle distress calls and support elders across the state with dignity and care.

## SERVICES OFFERED



**Information on health-related issues,**  
shelters and old age homes, day care centres, caregivers, and elder-friendly products.



**Guidance on legal matters,**  
dispute resolution, pension-related issues, government schemes, and maintenance support.



### Field interventions

To provide care and support for abused elders, including rescue and Protection of homeless elderly. Staff training initiatives to enhance Elder support services.

## HIGHLIGHTS

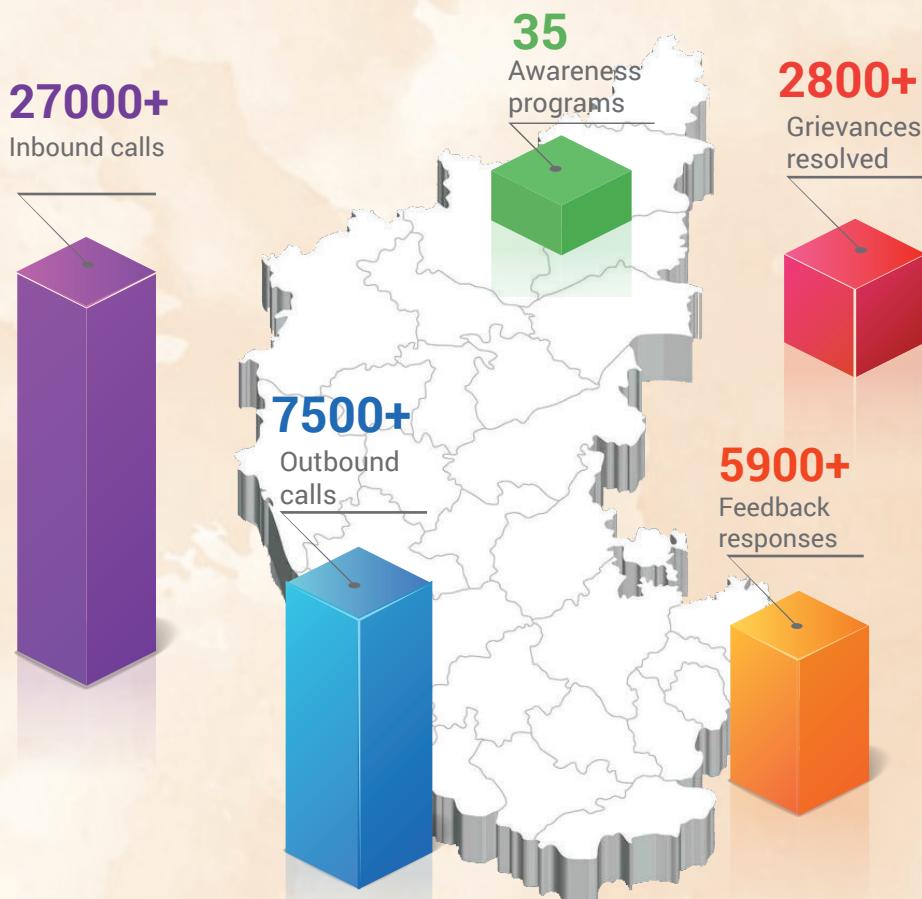
### Online Soft Skills Training

The National Institute of Social Defence (NISD) conducted an online Soft Skills Training Program for Connect Centre staff on 4th to 13th March. The training focused on enhancing communication and interpersonal skills, essential for the effective handling of senior citizens' calls at NHSC.

### Capacity Building Program

A Capacity Building Program was held on 25th February 2025, featuring a refresher session on handling abuse and rescue cases. The session aimed to strengthen the skills and knowledge of helpline staff in managing sensitive situations. It focused on identifying various forms of elder abuse, understanding legal frameworks for elder protection, and applying best practices in intervention and rescue operations.

# National Helpline for Senior Citizens (NHSC) - 14567



- At the National Helpline for Senior Citizens (NHSC), our dedicated efforts over the past year have made a tangible impact on the lives of older adults across the country. Our call centre team managed an impressive 27,000+ inbound calls, responding compassionately to concerns and needs from elders seeking support.
- In addition, we reached out with 7,500+ outbound calls to ensure no voice went unheard.
- Our commitment to listening and improving services was reflected in the 5,000+ valuable feedback responses we received from the elders, helping us refine our approach
- On the ground, NHSC organized 35 awareness programs to educate communities and empower seniors with information on their rights and available resources
- Our focus on efficiency and empathy led to 2,800+ elder grievances being resolved at the first point of contact, reaffirming our mission to provide timely and effective support to every elder who reaches out.

# TRAINING AND CAPACITY BUILDING

## NIGHTINGALES GERIATRIC CARE AND DEMENTIA CARE TRAINING

Geriatric Care Training program for unskilled youth was organised for a cohort of eighty-five individuals hailing from rural, semi-urban and urban backgrounds from Karnataka and other parts of India where they received training on bedside assistance, Dementia care and care for elders in diverse settings such as hospitals, old age homes, and residential dementia care centres for the elderly. The major takeaways for the trainees were the clinical exposure, hands-on training, career guidance and the placement support extended to them on successful completion along with dual certification from Nightingales Medical Trust and Dementia India Alliance offering them an edge in the caregiving sector. The project was funded by United Ways Bangalore, the clinical exposure was organised at St. Philomena's Hospital at Bengaluru, Taluk General Hospital Doddaballapur, Nightingales Centre for Ageing & Alzheimer's (NCAA), Sandhya Suraksha and Sandhya and the external evaluation was done by a representative from Dr. B.R Ambedkar Institute of Nursing and St. Philomena's Hospital.



*Clinical Posting during Geriatric Care Training*



*Practical demonstrations during Geriatric Care Training*



*Post assessment & certification*



*Theory classes during Geriatric Care Training*



*Mobilization campaign in Doddaballapur, Kolar, Kollegal, and slums in Bengaluru*



## NIGHTINGALES GERIATRIC CARE AND DEMENTIA CARE TRAINING

### GERIATRIC CARE TRAINING FOR ORGANIZATIONS AND NGOS

Individuals preparing for a career in geriatric care or NGOs and Home Care Agencies aiming at training their staff received the one month training whereby a total of 14 individuals were trained during the year from 2 organizations, that is, Citraverse Healthcare Private Limited and Mobility India.

### DEMENITIA CARE TRAINING FOR FAMILY CARERS AND FORMAL CAREGIVERS

Dementia Care Training sessions were facilitated for various groups, including family caregivers, formal caregivers, M.Sc. clinical Psychology students of St. Joseph University, EKEA School students, Physiotherapy students of Acharya College, employees of SIEDS, APF, and Gubbachi, Nursing students of BGS Global College at Kengeri, students from Banjara Academy of Skill Counselling, and MSW students of Krupanidhi College, Gangaluru where a total 469 individuals were trained on dementia care practices.



# NIGHTINGALES LIFESAVING SERVICES (NLS)

In order to reduce the number of lives lost due to heart attacks, drowning, choking, and electrocution Nightingales Lifesaving Services has been tirelessly organizing lifesaving training programmes on Cardiopulmonary Resuscitation (CPR), Automated External Defibrillator (AED) and First Aid since 2000 with a vision to build a community of lifesavers equipped to respond to emergency situations. Over 90,000+ socially conscious individuals have been empowered with the knowledge and skills to save lives since its inception including doctors, nurses, corporates, police, auto drivers, social organizations, educational institutions and other organizations.

## HIGHLIGHTS

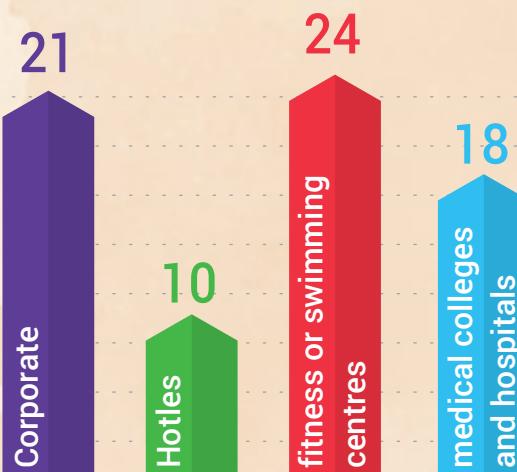
 **1515** Individuals trained on Lifesaving skills

 **73** organizations trained on Lifesaving skills- CPR, AED

 **70** First Aid trainings

 **718** Individuals trained on lifesaving skills (refresher)

 **650** Individuals expressed their appreciation of our CPR trainings through Google Reviews



have attained lifesaving skills for their employees through our CPR trainings.



*CPR training session conducted for corporates*

# REGIONAL RESOURCE AND TRAINING CENTER (RRTC)

Nightingales Medical Trust was designated as the Regional Resource and Training Centre by the Ministry of Social Justice and Empowerment, Government of India under the Atal Vayo Abhyuday Yojana for the two states of Karnataka and Kerala, and Union Territory of Lakshadweep. The main purpose of RRTC is to build the capacity of NGOs involved in age care.

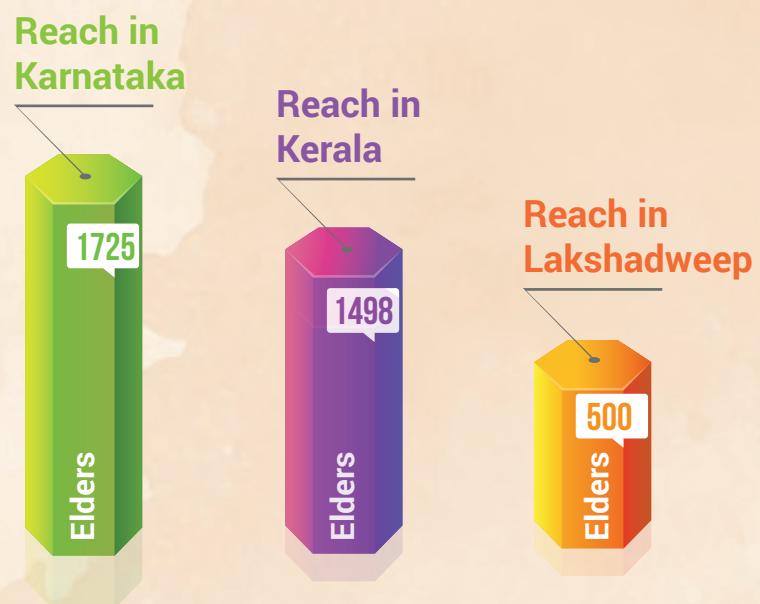
## HIGHLIGHTS

### International Day of Older Persons

Programs were conducted in Kerala, Karnataka and Lakshadweep in different locations where a total of 3723 elders were reached through a total of 17 events such as health camps, sensitization programs, walkathon and competitions.

 **3723**  
Elders reached

 **17**  
Events - health camps,  
sensitization programs,  
walkathon



7 schools and 728 students were sensitized on intergenerational bonding in Karnataka and Kerala in the year through one day awareness and sensitization programs.

#### Karnataka Schools

- ▶ St Mary's School, Mysore
- ▶ St Xavier's School, Bengaluru
- ▶ Poornima Vidya Samsthe, Mandya
- ▶ Shree Kabeerananda Vidyapeeta High School, Chitradurga
- ▶ Government High School, Gutturu, Harihar, Davangere

#### Kerala Schools

- ▶ St Mary's High School, Elamkulam, Kottayam
- ▶ Morseverios Higher Secondary School (MSHSS), Ranni, Pathanamthitta

# REGIONAL RESOURCE AND TRAINING CENTER (RRTC)

4 colleges and 316 students were sensitized on intergenerational bonding in Karnataka and Kerala this year through one day awareness and sensitization programs.

## Karnataka Colleges

- ▶ Sanjay Gandhi Polytechnic College, Bellary
- ▶ M.S. Khot Pvt. ITI Industrial Training Institute, Vadgaon, Belagavi
- ▶ Gov't Polytechnic College, Dodegal, Koppal

## Kerala Colleges

- ▶ St Joseph's College, Moolamattom, Iduki (Department of social work)

1044 students from 11 educational institutions in Kerala and Karnataka were sensitized on intergenerational bonding.

Legal awareness was created on the Maintenance and Welfare of Parents and Senior Citizens Act 2007 in collaboration with three NGOs in three districts of Karnataka viz., Kolar, Tumkur and Raichur- Sri Ramana Maharshi Trust for the Disabled Persons, Sri Swamy Sarva Dharma Sharanaalya Trust and Suraksha Educational and Charitable Trust.



Awareness on government policies and programs was created in partnership with three NGOs in Doddaballapura, Nelamangala and Chikkaballapura - Gramina Abyudaya Samsthe, Srinivaspura Grampanchayath, Varna Trust.

## Geriatric Care Training:

Conducted a five-day training for family members on providing basic elder care at Grace Care Geriatric Training and Development Centre (IPCAI) and Agni Raksha Foundation located in Vadavathoor, Kottayam (Kerala) and Shantinagar, Bengaluru (Karnataka) respectively. Additionally, 25 staff from old age homes in Karnataka participated in the 3-day residential training program on basic geriatric care at Nightingales Medical Trust training centre in Kasturinagar, Bengaluru.

# REGIONAL RESOURCE AND TRAINING CENTER (RRTC)



Intergenerational Mela & Traditional Fashion Show  
at Hiriavaravadi, Devara Jeevanahalli



5 days Family Caregiver Training workshop  
at Kottayam, Kerala



5 day Geriatric Caregiver Training workshop  
for Agni Raksha at Shantinagar, Bengaluru



Government programs and policies awareness  
program at Doddaballapura

## ADVANCING SKILLS, COMPETENCIES AND EMPLOYEE DEVELOPMENT (ASCEND) TRAINING



Three days training at NMT, Kasturinagar, Bengaluru

### ASCEND TRAINING

On March 3, 2025, Nightingales Medical Trust launched its Advancing Skills, Competencies, and Employee Development (ASCEND) training programme to enhance staff efficiency and morale. The first session, titled "Excel in Excel" was led by Mr. Satish Honavar, Manager of the Accounts Department. Designed to improve proficiency in Microsoft Excel, the session equipped employees with practical skills in data handling, shortcuts, and productivity tools. A total of 33 staff members participated, gaining valuable insights applicable to their daily work. The initiative marked a strong start toward fostering a culture of continuous learning, internal capacity building, and professional development across the organisation.

# AWAWARENESS AND ADVOCACY

## WORLD ALZHEIMER'S DAY 2024

This year, World Alzheimer's Day was observed with the powerful and action-oriented theme: "Time to Act on Dementia, Time to Act on Alzheimer's." In alignment with this global call to action, NMT, in collaboration with Dementia India Alliance (DIA) and several other dedicated partners, organized an impactful and inclusive workshop focused on 'Dementia Risk Reduction.'

The event drew participation from over 100 individuals, including family members of people living with dementia, healthcare professionals, and senior citizens, each bringing unique perspectives and a shared commitment to understanding and addressing the challenges of dementia. The workshop featured a series of insightful sessions led by experts from diverse fields, such as



Geriatric medicine



Psychiatry



Yoga therapy



Audiology

who offered evidence-based strategies, practical interventions, and holistic approaches for reducing the risk and managing the impact of dementia.



# WORLD ELDER ABUSE AWARENESS DAY 2024

To mark World Elder Abuse Awareness Day, on June 15, the Bengaluru City Police, in partnership with Nightingales Medical Trust, has launched a free digital literacy and cyber safety training programme for senior citizens. This initiative comes in response to a growing number of cybercrimes targeting the elderly, including share trading scams, fake insurance offers, and Aadhaar-enabled payment frauds. As digital adoption increases among elders, so does their vulnerability to online fraud. The programme was inaugurated by Bengaluru Police Commissioner B. Dayananda. The training aimed to empower seniors with basic digital skills and help them recognize and avoid common cyber threats.

Each session ran for half a day and combined group lectures with one-on-one interactions, focusing on safe smartphone use, online transactions, digital payments, app usage, and identifying fraudulent messages or links. Participants were also introduced to critical helpline numbers like 1090 and 112, and are encouraged to report abuse through platforms like the "Stop Elder Abuse" website by the Nightingales Medical Trust.

By educating the elderly on cyber safety, the Bengaluru City Police hope to build a stronger, safer digital environment for one of the most vulnerable sections of society, while also promoting a culture of prevention and early reporting in cybercrime cases.



# INTERNATIONAL DAY FOR OLDER PERSONS 2024

Nightingales Medical Trust (NMT) marked the 34th United Nations International Day for Older Persons with the theme "Ageing with Dignity," reaffirming its mission to enhance the lives of the elderly. With India's ageing population rising, the Ministry of Social Justice and Empowerment appointed NMT as the Regional Resource and Training Centre (RRTC) for Karnataka, Kerala, and Lakshadweep. From October to November 2024, NMT promoted caregiving in homes, hospitals, and eldercare centres, while educating seniors on welfare schemes. Youth competitions fostered empathy and intergenerational bonding. On October 1, NMT hosted awareness, sports, and cultural events across centres. At Hiriyara Dinacharane, a stall provided information on elder services, reaching over 1,000 seniors.



In Kerala and Lakshadweep, sensitization programmes engaged 1,000+ students in schools. Simultaneously, health camps and elder engagement activities in cities like Kochi, Belagavi, and Bidar benefited hundreds. These efforts highlighted a growing commitment to inclusive, respectful ageing.



# DEMCN' 24 – INTERNATIONAL CONFERENCE ON DEMENTIA

Nightingales Medical Trust played a pivotal role as a key collaborator in DEMCON'24 – “Reaching the Unreached in Dementia Care”, organised by Dementia India Alliance (DIA). NMT was deeply involved in shaping the conference's vision, content, and outreach strategy. Dr. Radha S. Murthy, President of DIA and Managing Trustee of NMT, addressed the gathering with a powerful message: that advocacy must lead to meaningful action. The two-day international conference drew widespread participation from across India and abroad, bringing together. Mr Dinesh Gundu Rao, Minister of Health and Family Welfare, Government of Karnataka highlighted importance of caring of persons with Dementia at the conference.

- ▶ **Doctors**
- ▶ **Researchers**
- ▶ **Mental Health Professionals**
- ▶ **Nurses**
- ▶ **Counsellors**
- ▶ **Senior Citizens**
- ▶ **Caregivers**
- ▶ **People Living With Dementia**
- ▶ **Students**
- ▶ **Academicians**
- ▶ **Policymakers.**

**DEMCN'24** featured expert-led plenaries, interactive workshops, poster presentations, and competitions. Key themes included early detection and diagnosis, treatment and care strategies, family support systems, capacity building, research and innovation, CSR involvement, dementia risk reduction, student engagement, alternative therapies, and palliative care. The event was jointly organised by DIA in collaboration with the Department of Health and Family Welfare (Government of Karnataka), NIMHANS, Center for Brain Research, Ramaiah Group of Institutions, CommonAge, and Nightingales Medical Trust.



# STAFF RETREAT

As part of its ongoing commitment to organizational development and strategic alignment, Nightingales Medical Trust conducted a two-day staff retreat on 21st and 22nd March 2025 at Visthar Resorts, Bengaluru. The retreat brought together teams from various departments and projects, providing a platform to reflect on the year's progress, revisit Vision 2030, and collaboratively plan for the year ahead. The programme included team-building exercises and interactive sessions with internal and external facilitators. This annual gathering continues to play a vital role in aligning organisational goals with ground-level implementation across all centres and projects.



# MEDIA MENTIONS



## MEDIA MENTIONS

A collage of newspaper clippings from various Indian publications, including Deccan Herald, Times of India, and Metro, focusing on dementia, elderly care, and Alzheimer's awareness. The clippings are arranged in a grid-like structure, with some overlapping. The content includes articles on dementia awareness, elderly care facilities, and the work of organizations like Nightingales Medical Trust. The clippings are in black and white, with some color images of people and documents.

# ALIGNMENT WITH SUSTAINABLE DEVELOPMENT GOALS

1 NO  
POVERTY



## NO POVERTY

Elders Helpline, low-cost care homes, employment and skill-building programs for elders

2 ZERO  
HUNGER



## ZERO HUNGER

Daily meals and nutrition services in residential and day-care facilities

3 GOOD HEALTH  
AND WELL-BEING



## GOOD HEALTH & WELL-BEING

Memory clinics, dementia care centers, health camps, active ageing

4 QUALITY  
EDUCATION



## QUALITY EDUCATION

Caregiver training programs, dementia education, intergenerational awareness campaigns and awareness programs for youth and families.

5 GENDER  
EQUALITY



## GENDER EQUALITY

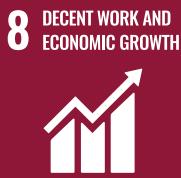
Many of NMT's beneficiaries and caregivers are women. The organization provides safe environments and employment for women. Women caregivers' training and employment, protection for widows and elderly women through homes for marginalised destitute women, residential dementia care centre for women and day care centres

# ALIGNMENT WITH SUSTAINABLE DEVELOPMENT GOALS



## CLEAN WATER & SANITATION

Well- designed, accessible and elder- friendly toilets and clean water for elders across NMT centres and projects



## DECENT WORK & ECONOMIC GROWTH

NMT helps senior citizens find purposeful work through Elder Employment Exchange and trains and certifies young people in geriatric care



## REDUCED INEQUALITIES

NMT addresses age-based discrimination and supports inclusion of vulnerable elders through advocacy for elder rights, social inclusion programs



## SUSTAINABLE CITIES & COMMUNITIES

Through community-based elder care and active ageing centers, NMT contributes to building age-friendly cities.



## PARTNERSHIPS FOR THE GOALS

NMT partners with government, corporates, academic institutions, and international NGOs

# ROAD AHEAD

## SMRITI GRAM - INDIA'S LARGEST DEMENTIA CARE VILLAGE

Smriti Gram is a pioneering 300-bed dementia care village located near Doddaballapur in Bengaluru Rural District. Designed to offer comprehensive support for individuals with dementia, the facility is set to become India's largest of its kind. The first phase, featuring 100 beds dedicated to marginalised elders, is expected to be operational by September 2026.

## TRAINING ACADEMY FOR CAREGIVERS

Within the Smriti Gram campus, a state-of-the-art Training Academy will launch in September 2026, aiming to train over 1,000 caregivers annually. This initiative not only addresses the critical shortage of trained dementia care professionals but also creates meaningful employment opportunities for rural youth.

## RURAL COMMUNITY OUTREACH

A wide-reaching community outreach program will serve elders in rural areas, focusing on health care, active ageing, digital literacy, nutritional support, income generation, and social and cultural inclusion.

## HOMES FOR HOMELESS ELTERS

Additional residential care homes will be established to provide safe and dignified living environments for destitute and homeless elders, ensuring no senior is left behind.

## EXPANDED DEMENTIA CARE INFRASTRUCTURE:

The initiative includes scaling up day care centres and residential homes to meet the growing demand for dementia care across the region.

## ROAD AHEAD

### SUPPORT FOR MARGINALISED URBAN ELDERS

Programs aimed at elders living in urban slums will be further strengthened to offer better access to health care, nutrition, and social support.

### DIGITAL LITERACY & CYBER SAFETY

Efforts to enhance digital literacy among elders will continue, with a strong focus on cyber safety, promoting social connection and protecting them from online fraud

### MITIGATING LONELINESS AND BRIDGING GENERATION GAPS

New programs will engage students and educational institutions to reduce elderly loneliness and foster meaningful intergenerational relationships.

### EMPLOYMENT SUPPORT

The expansion of skills training and job placement services will support both older adults and caregivers in achieving economic stability.

### TECHNOLOGY PLATFORMS FOR ELDER CARE

Digital platforms will be developed to improve care quality and capacity-building in 30 deserving old age homes across Karnataka.

### AWARENESS & ADVOCACY

Strengthened efforts in legal aid, elder rights protection, and public awareness will empower senior citizens and promote dignity in ageing.

# PARTNERS AND SUPPORTERS

## NIGHTINGALES VOLUNTEER AND INTERNSHIP DEVELOPMENT

Our volunteer program thrives on the dedication and passion of



100+ students actively engaged in community service



50+ volunteers contributing their time and skills regularly



107 interns from social work, psychology, human resource, commerce



23+ Corporate Social Responsibility employee engagement programs from United Ways of Bengaluru, Morgan Stanley, CISCO, Royal Challengers Bengaluru (RCB) Fans Club, TATA AIG, Agilon Health, CISCO, First Source, True Caller, Adobe, WAY TO LIFE, Micron offering their compassion and commitment to the well-being of the elderly



*Volunteers powering the Mini Job Fair,  
16 March 2025 at Malleshwaram*

## OUR PARTNERS

Ministry of Social Justice and Empowerment, Government of India

National Institute of Social Defence

Department for Empowerment of Differently Abled and Senior Citizens, Government of Karnataka

Bengaluru City Police

Bruhat Bengaluru Mahanagara Palike (BBMP)

National Institute for Mental Health and Neurosciences (NIMHANS)

BRC of the Methodist Church in India

Ellen Thoburn Cowen Memorial Hospital

Mrs Veronica Mathias

Azim Premji Foundation

Dementia India Alliance

NASDAQ

United Way of Bengaluru

Deutsche Bank Group

Capital One

Jai Shivshakti Health and Educational Foundation

Nordson India

Royal Orchid Hotels

Cinerama Pvt Ltd

Rotary Clubs of Bangalore

Dr Syed Ahmed Memorial Charitable Trust

Rare Family Foundation

Riversand Technologies

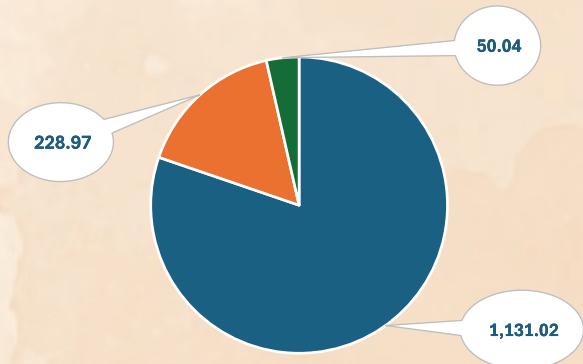
Thinkbridge Software Pvt Ltd

# OUR FINANCIALS

Amount in Lakhs

Expenditure	2024-25
Program Expenses	1,131.02
Administrative Expenses	228.97
Depreciation	50.04
<b>Total Expenses</b>	<b>1,410.03</b>

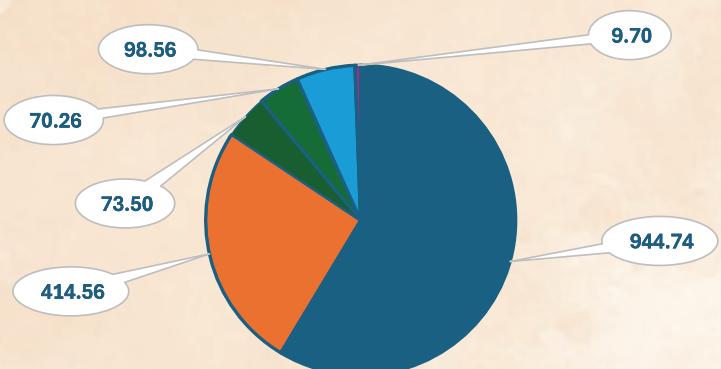
## Expenditure 2024-25



Amount in Lakhs

Revenue	2024-25
Income from Operations	944.74
Grants - Corporate	414.56
Grants - Government	73.50
Donations - Individual	70.26
Interest Income	98.56
Other Income	9.70
<b>Total Income</b>	<b>1,611.31</b>
<b>Surplus</b>	<b>201.28</b>

## Revenue 2024-25



Amount in Lakhs

Utilization	2024-25
Total Expenses	1,410.03
Less: Depreciation	(50.04)
Add : Capital Expenditure	147.81
Utilization	1,507.80
Utilization Percentage	93.58%

Income from Operations	Grants - Corporate
Grants - Government	Donations - Individual
Interest Income	Other Income