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A REVIEW PAPER ON ASSESSING THE EFFICACY OF AGE CARE ADMINISTRATION IN MANGALORE: CHALLENGES AND OPPORTUNITIES IN THE INDIAN CONTEXT

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ABSTRACT
The literature review on the efficiency of age care administration in Mangalore highlights current practices, challenges, and cultural influences. It reveals persistent issues like inadequate funding, lack of trained personnel, and cultural insensitivity despite existing innovative efforts. Integrating modern management techniques with traditional caregiving is crucial for improvement. The review calls for comprehensive policy reforms, enhanced caregiver training, and greater community involvement to enhance age care services in Mangalore. This analysis also identifies significant opportunities across management, education, business, real estate, finance, coaching, and social work sectors to contribute to effective age care strategies.

KEY WORDS : *Age Care Administration, Elderly Care, Cultural Sensitivity, Financial Management in Age Care, Caregiver Training, Policy Impact.*

INTRODUCTION
India is witnessing a significant demographic shift, with the elderly population expected to double from 8% in 2011 to 15% by 2050. In urban areas like Mangalore, there's a growing demand for effective age care administration. This field encompasses diverse services aimed at enhancing the well-being of seniors, integrating social, cultural, and economic dimensions.

Mangalore's rich cultural milieu presents both opportunities and challenges for elderly care. While traditional values and community-centric approaches shape caregiving, there's a need to enhance them with modern management techniques. This literature review examines age care administration in Mangalore, focusing on current practices, challenges such as funding shortages and cultural sensitivity, and the role of community engagement.

By synthesizing academic studies, policy reports, and case studies, the review provides a comprehensive analysis. It identifies innovative practices, persistent challenges, and advocates for integrating modern methods with traditional caregiving approaches. Ultimately, the goal is to develop effective, culturally sensitive age care strategies that can serve as a model for other regions in India and globally.

OBJECTIVES
- Identify the need for reforms in age care administration in Mangalore and India.
- Explore the cultural perceptions and attitudes towards the elderly in India.
- Evaluate the need for comprehensive training programs for age care administrators, caregivers, and management.
- Investigate the role of financial education and accessibility in age care.
- Advocate for the integration of age care education into academic curricula and professional development, while highlightingthe long-term business potential of age care services.

REVIEW OF LITERATURE
AGE CARE IN MANGALORE AND INDIA
Monteiro, J. (2021): Highlights St. Antony's Home's efforts in Mangalore to provide shelter, medical, and psychological support to homeless individuals, aiding their rehabilitation and reintegration..

Bethany Congregation (n.d.): Details the Sisters of the Little Flower of Bethany's mission and activities in social service and elderly care, emphasizing their role in community upliftment.
Roche & Kukkaje (2012): Reports on the challenges at St Ann's Home for the Aged in Mangalore, calling for support to improve housing and living conditions for elderly residents.

Pinto, M. (2020): Examines St. Anthony's Home for the Aged's role in Mangalore, highlighting their comprehensive elder care approach and its impact on residents' quality of life.

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Sequeira, J. (2016): Showcases St Joseph's Prashanth Nivas in Mangaluru, emphasizing its elder care services, nurturing environment, and significant community role.

Arunachalam & Thiruselvam (2018): Investigates the role of family in elderly care in India, highlighting cultural influences and the need for support systems for caregivers.

Rajashree & Singhai (2022): Discusses the need for legal aid reforms to better support the elderly in India, highlighting existing gaps and policy recommendations.

Govil et al. (2024): Explores experiences of working women providing eldercare, highlighting dual burdens and calling for supportive measures..

Vaz et al. (2024): Explores social and cultural factors influencing healthy aging in Bengaluru, suggesting tailored interventions to improve elderly well-being..

Chakraborty & Das (2021): Stresses the importance of awareness in enhancing eldercare quality, calling for educational campaigns and training programs.

Gupta & Kumar (2021): Analyzes challenges in Indian elder care homes, suggesting policy reforms and increased investment to improve care quality.

ADMINISTRATION

Asher, Vora, & Maurya (2015): Analyzes pension and healthcare initiatives for informal sector workers in India, highlighting gaps and calling for policy adjustments.

Denny & Vidya (2023): Investigates administrative efficiency of old age homes in Kottayam, linking effective administration to enhanced resident satisfaction.

Makwana & Elizabeth (2022): Evaluates India's National Program of Health-Care for the Elderly, discussing its impact and calling for scaled-up implementation.

MANAGEMENT/ POLICY

Kolhe (2019) analyzes pension reforms in India, emphasizing challenges in extending coverage to informal sector workers, urging policy reforms for better financial security.

Ram Mohan (2015) uses a governmentality framework to examine elderly care governance in India, advocating for inclusive policy-making to enhance elderly well-being.

Philip et al. (2011) explore small-scale interventions in Kerala's palliative care, highlighting their significant impact on patient and caregiver experiences, underscoring the value of community-based care models.

Vaishnav et al. (2022) review India's National Programme for Health Care of the Elderly, noting achievements in healthcare infrastructure while addressing ongoing challenges in funding and implementation.

Verma and Goel (2021) conduct a case study on age care homes in India, highlighting how strategic planning and staff training can significantly enhance elder care service quality.

Mehrotra (2024) compiles a directory of retirement communities in India, providing essential information on facilities and services for elderly individuals and families choosing suitable options.

Harbishettar, Gowda, and Chandra (2021) examine the regulation of long-term care homes for older adults in India, identifying regulatory gaps and advocating for a robust system to protect elderly rights.

Nayak, Bagchi, and Nayak (2012) explore public-private partnerships in healthcare finance and administration for the poor and elderly in India, highlighting benefits and challenges in expanding healthcare access.

Swamy (2013) explores institutional reforms enhancing financial access for India's poor, emphasizing their role in poverty reduction and economic stability, advocating for strengthened financial institutions and support mechanisms.

FINANCE AND ECONOMICS OF AGE CARE IN INDIA

Shaikh et al. (2018) find women in South India underutilize hospital care despite free services, urging gender-sensitive policies.

Reshmi et al. (2021) outline a systematic review protocol on health insurance awareness in India, stressing the need for enhanced literacy.

Reddy and Ramya (2020) analyze eldercare growth in India, highlighting entrepreneurial opportunities due to an aging population.

Gupta and Singh (2019) review entrepreneurial opportunities in India's eldercare sector, suggesting investment strategies.

Chatterjee and Sheoran (2021) explore socio-economic dynamics of eldercare in urban India, highlighting access challenges.

Maurya et al. (2019) review awareness and accessibility of assistive technologies for the elderly in India.

Brijnath (2011) explores reasons why institutionalized care is unpopular in urban India, proposing legislative and social reforms.

Bali (2014) analyzes the political economy of pension reforms in India, advocating for comprehensive policy changes.

SUGGESTIONS

- Advocate for age care as a crucial personal and national investment in daily conversations.
- Establish training programs for age care, covering skills relevant to business, education, and other sectors.
- Reform banking and financial systems to simplify accessibility for the elderly.
- Develop inclusive insurance policies covering age-related issues like dementia and falls.
- Create dedicated municipal offices to handle age care grievances with knowledgeable staff.

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- Enforce strict hiring protocols in age care homes for trained geriatric care professionals.
- Attract entrepreneurs and investors to the age care sector, highlighting business opportunities and social impact.
- Introduce age care education in schools, universities, and multinational corporations.
- Offer government subsidies and tax benefits for age care facilities and services.
- Foster community support networks for elderly individuals and families, providing emotional and practical assistance.

CONCLUSION

After conducting an in-depth review of age care administration in Mangalore and India, it is clear that urgent reforms are needed to address the significant gaps in current practices. The multifaceted aspects of age care, including the need for improved training programs, financial accessibility, and cultural sensitivity, underscore the necessity for comprehensive and immediate action. By integrating age care education, improving financial systems, and establishing grievance redressal mechanisms, we can create an effective and compassionate age care system that meets both current and future needs.

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