

# OVERCOMING TECHNOFOBIA

SEN  
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# Structure of the presentation

- ▣ Presentation in 3 parts
  - The need and the opportunity for the NGO – social impact, revenue model, elderly need.
  - The 70+ program particulars
  - A sample tutorial
- ▣ Register and more...

# Retirement

- ▣ Kya socha tha
  - Enjoy all that lovely free time while you still have marbles in your mind and a spring in your step
- ▣ Hakeeqath
  - Miserable in retirement

# Till retirement

- ▣ You had a job
- ▣ Your life had a purpose, a relaxing montony/  
ritual.
- ▣ Your work serves a purpose and you are  
important to someone, even if you
  - Design rockets
  - Serve coffee

## Now

- ▣ You don't have to get up with the alarm
- ▣ No more unnecessary meetings
  
- ▣ Who is now relying on you?
- ▣ What is your sense of purpose?

# Jeevan daan

- ▣ It found that those over 80 with a sense of purpose in life were 57% less likely to die over any five-year period.
- ▣ Those who ranked in the top 10% of muscle strength were found to be at a 61% lower risk for developing Alzheimer's than those in the lowest 10% of muscle strength.
- ▣ To stay healthy, happy – even alive – you need to keep your mind and your body active.

## Go back to work

- ▣ *"The benefits I receive from working are vast. I get to continue building both personal and professional relationships, challenge my creativity, gain exposure to new growth opportunities... the list is endless. Keep this in mind as you're building wealth and preparing for 'retirement' ". MARK FORD*
- ▣ This is your second life. CHOOSE.

# Examples

- ▣ Play golf
- ▣ Work in shop or clubhouse
- ▣ Guitar-Sitar
- ▣ Inventory control
- ▣ Teller
- ▣ Book store
- ▣ Animal keeper
- ▣ Railway master
- ▣ Football/athletics club
- ▣ **Start your own home business**





# The reality

- ▣ You can realistically expect to have a good 20-30 years post retirement.
  - That is almost as much as your work career.
  - It is longer than your entire childhood and teenage.
- ▣ Economist - there are now more than 55,000 living centenarians in Japan right now
- ▣ Union Ministry of Health and Family Welfare in India - life expectancy in India has gone up by five years between 2001-2005 and 2011-2015



- *"Given the nature of work elderly people do during the early years of life, and the lack of a savings mechanism and pension system, a majority of the elderly in India continues to work beyond the legal retirement age for formal sector workers."*
- *"A large proportion of the elderly households depends on income from salaried or wage work. About 87% of the households receive any income from agricultural/business/wage work. Close to 29% of the elderly lives in households which receive income from pensions, interest income and renting property."*

## □ YOUR KIDS SIMPLY CANNOT BE YOUR BACKUP PLAN...

- *"With the gradual decline of employment in traditional sectors (like agriculture), opening up of new jobs in global settings, and growing individualism, it is often argued that the multigenerational family system is under stress. The IHDS finds some support for these expectations and reports a 5 percentage point decline in the elderly co-residence during the past seven years."*
  - An article in Hindustan Times observed that Indian joint families are breaking down now as seniors are increasingly opting for retirement homes rather than staying with their children.
- **So a lot of parents are having to live away from their kids today because their children are either working in some other country, or in some other town or city in India.**

- **Rising prices burning a hole in the pocket**
  - Take a 500-rupee note out of your pocket today, and within minutes... it's gone. Spent!
  - According to an article in the *Times of India*, food prices in general rose 157% between 2004 and 2013. This means you had to pay two and half times more in 2013 than you did for the same quantity of food in 2004.
  - Education has become expensive. House rents have risen. Traveling costs have risen. Property prices have risen.
- **In short, you spend a lot more today just to keep your house running and meet your basic monthly expenses than your parents ever did in the past. And it will be the same with your children in the future.**
- **This being the case, do you want to get into a situation where you might become an extra burden on your children? Where they have to support you, their aged parents, while also providing for their young family?**

# The size



- United Nations Population Division,
  - India has around 100 million people above the age of 60
  - This is expected to TRIPLE to 300 million by 2050
- **this 300 million will most certainly include YOU and ME as well!**
- *"The government offers regular social security payments only to those below the poverty line -- a minority of India's elderly -- and even then the benefits are difficult to access."*
- With no government assistance, insufficient or no pension, breaking up of joint families, children finding it hard to provide financial help, and the constantly increasing cost of living, majority of Indians are heading towards a tough retirement.

# The solution

- ▣ Obviously, financial investments, retirement plans, et al.
  - Some will say that you need about 37 lakhs per annum to maintain your current standard of living plus medical expenses.
- ▣ But that is not what we are about
  - There is another severe but debilitating handicap.
  - Lack of technology awareness



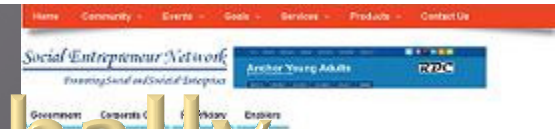
# Why Technology

- ❑ Can help elders access needed services
- ❑ Can help elders access revenue sources
- ❑ No commuting required.
- ❑ Govt and even banking services available on click of a button.
- ❑ Entertainment options
- ❑ New gadgets coming in, creating more confusion



# Identified issue globally

- ▣ 20 million in Australia
  - The GoDigi service
- ▣ Xx million in US
  - The SeniorNET service - OATS
- ▣ Digital literacy in Canada
  - Digital skilling
- ▣ Elderly training in Japan
  - Open University in Japan
- ▣ New Zealand
  - Digital Strategy 2.0
- ▣ UK
  - Digital Britain





# First step

- ▣ Get every elderly person who missed the tech revolution to become comfortable as a user.
- ▣ A 3 and even 2 year old can figure out and use new gadgets, so you can too
- ▣ This will open a whole world that is easier, faster and more extensive than any that you've experienced through life.



# How?

- Through NGOs
  - A social cause.
- An income generating option
  - At a nominal rates, you can potentially generate about INR 1 crore per year from small towns.
- Calculations
  - 10-12% of our population is above 60.
  - A small town, say with 10 lakh population
  - 1 lakh elderly
  - INR 500 per program
  - INR 5 crores total earning
  - Cover all in a period of 5 years



# What do we do

- ▣ We have a program, which we will share with you.
- ▣ We will provide training to your young volunteers who will work with elderly, even after the program.
- ▣ You can learn, earn and doern.
- ▣ As technology updates, so do we update our programs.
- ▣ A subscription model.
  - You pay only Rs 7000 annually.
  - Plus Rs 25 per trainee.
  - About 1%



# Why not do it alone

- ▣ Definitely an option.
- ▣ With us, you have
  - Better legitimacy.
  - Updated curriculum
  - Corporate support
  - Convenient curriculum
  - Train the trainers programs
- ▣ A whole lot of additional support for your NGO.



I'm interested

Tell me more

# The “70+ Using your smart device” program

# What is this program about?

This course is intended to empower the 70+ with tools and technologies to connect across distance. The techno phobia that prevents you from handling the expensive iphones, samsungs, laptops, ipads, nokia devices that your children are loving to send you will now be in the past.

Your grandchildren will be happy that their grandparents are cool and more importantly the cultural heritage and experience can now be passed to your grandchildren living in a foreign country.

# Takeaways

1. Basics of technology used on a user perspective
2. Dos and donts
3. Email ids, facebook accounts, etc will be created and setup on your device. You can bring your smart phone, tablet or laptop.
4. Followup visits once a week after the course to help with any issues.
5. You can avail of 3 free walk-in service for a period upto 6 months after the program.
6. Free invite for our half yearly septuagenarian meet where new technologies, devices will be shared and help provided to adopt.



# Eligibility

1. Should be 60 +
2. Should have smart phone, tab OR laptop
3. Young at heart and willing to come

# Fees

- Rs.550 per head per Module
- Discounts for followup session and Walk-in sessions.
- We encourage you to participate as couples and offer a full discount for your spouse if both are attending the same session.
- We encourage you to gift this to your parent or grand parent.
- Payment is 100% in advance.

# Follow up Sessions

*3 one on one sessions spaced out by a week to be completed in not more than one and a half months.*

1. During the training everything seemed easy but now sitting at home the phone does not seem to work. You accumulate the questions and have them answered during this 3 sessions.
2. Your children, grandchildren are using some jargons which you are not familiar with or which werent covered during the training. Get them clarified.
3. I am still not convinced that I can safely do bank transactions on my mobile. Have your questions answered, it may save you about atleast half the trips to the bank.

# Walk in Support

1. You did something, clicked somewhere and now your mobile doesn't work or is working very slowly. Get this resolved.
2. The apps and parts of software on your device (mobile, tablet or laptop) keep getting upgraded. Learn how to keep your system upgraded and current.
3. You are unable to access a particular application functioning very well till yesterday. Get this resolved.

# Module 1

## Module 1 (half day pre-lunch session)

1. Basic essentials
2. Configuring your device, the Settings option
3. Watching Byomkesh Bakshi or Chithrageet on Youtube
4. **Getting on Whatsapp and connecting with family and friends**
5. Testing this out with skype, viber, telegram and other tools.
6. Video calls with your favourite person

# Takeaway

You will be able to use your smart device (smart phone, Tab, Laptop) as an entertainment cum communication media.

You can actually save on your cable, telephone bills and possibly recoup the cost of this module in the first two months alone.

# Module 2

## Module 2 (half day pre-lunch session)

1. Basic Essentials
2. Configuring your device, the Settings option
- 3. Accessing your bank from mobile**
4. The security angle – how safe is all this really
5. Browsing on the internet.



# Takeaway

You will be able to use your smart device (smart phone, Tab, Laptop) as an personal cum business device and get connected from anywhere and anytime.

You can actually save on your travel and discomfort and do more without needing to step out. Also, possibly recoup the cost of this module in the first two months alone from savings on petrol.



# Module 3

1. Basic Essentials
2. Configuring your device, the Settings option
3. Emailing from your smart device. What, how, and issues you need to know.
4. **Using google's free services for chatting, sharing files, photos, and using your smart device.**
5. News – Configure it to your interests – Sports, Current Affairs, Politics, Movies, Dramas etc.
6. You can see how your smart device can read it out for you, saving strain on eyes.

# Takeaway

You will be able to use your smart device (smart phone, Tab, Laptop) as a replacement for your newspaper and magazine. You will be now “tech-savvy” in using these “new” devices.

You can actually save on your newspaper and magazine bills and get the latest news within minutes rather than waiting for the next day morning. Also, possibly recoup the cost of this module in 2-3 months alone from savings.

# Module 4

1. Basic Essentials
2. Configuring your device, the Settings option
3. How to watch your missed serial
4. Voice Recognition Feature – Train your device to recognise your voice
5. Securing your device
6. **Make your electricity bills, phone bills, mobile bills and other utilities including property tax online.**
7. Calendar feature for reminders.

# Takeaway

You will be able to use your smart device (smart phone, Tab, Laptop) and use it effectively as your virtual assistant. You will be now “tech-savvy” in using these “new” devices.

You can actually save on standing in line and get the benefit of e-Governance. Also, possibly recoup the cost of this module in two months alone from savings.

# Module 5

1. Basic Essentials
2. Configuring your device, the Settings option
3. Browsing the internet.
4. **Online payment gateways - what you should take care.**
5. Online shopping

# Takeaway

Carrying the weekly grocery and the monthly shopping can be a pain. Now have these delivered to your doorstep.

You can save on strain and also save money in discounts and travel to the market. Definitely recoup the cost of this module in the first months alone from savings.



# Register

## Learner

<http://ngo.in3ator.com/events/register-for-70-using-your-smart-device-2015-10-15/>

## Mentor

<http://www.rdcenter.net/education/jobs/student-trainers/>

## NGO

<http://ngo.in3ator.com/ngo-income-generation-form/>

# Enquiries

- ▣ Drop an email to [support@ngo.in3ator.com](mailto:support@ngo.in3ator.com)
- ▣ Call on 833 29 0 4324





# A sample training

Sandeep,  
a volunteer with Palle Srujana and  
an Mtech Computer science student.

Thank You