

## SENIOR CITIZEN CARE – EQUIPMENT AND SYSTEMS

According to the Ministry of Health and family Welfare, an estimated 54 million Indians are senior citizens (aged 65 plus) as of 2006, which is expected to increase to 57 million by 2009. The senior citizens require special equipment and systems to lead independent and active life. Equipment that helps mobility, convenience, exercise / physiotherapy, monitoring and communication are some of the products that are needed in large numbers.

Several international firms are already present in India selling their physiotherapy and rehabilitation equipment. Indian firms also manufacture a range of P&R equipment for both domestic and export markets.

### **Proposal:**

India still imports many equipment needed for Physiotherapy and senior citizen care. There is good scope for taking up manufacture of some of these products.

### **Product mix :**

Mobility equipment (Walkers, wheelchairs)	50,000 Nos. per year
Physiotherapy equipment (Stimulator, vibrator, exercise equipment, hot and cold packs etc)	100,000 Nos. per year
Monitoring and communication Equipment	100,000 Nos. per year
Convenience equipment (Toilets, beds, patient lifting Equipment)	200,000 Nos per year

### **Market :**

The Indian population of one billion is growing at a rate of 2.5 percent per year. Of that total, about 10-15 % have the demand for, and the discretionary income to purchase, private health care services. Another 25% have capacity to pay for common facilities if priced economically. Remaining 60 % need some form of subsidization

On this basis senior care products market can be divided into three segments

Upper income house holds	Take care of seniors at home and can buy equipment for home use
Middle income	Take care of seniors at home or seniors join senior citizen homes. They can buy some equipment. More expensive, they share or pay rent for use.
Low income	Depend on philanthropic institutions / government Hospitals.

A rough estimate for senior care equipment can be put at Rs. 2000 crore per year. About 70 % of this will be for Institutional use and the remaining for home use.

### **Manufacturing process:**

The equipment and systems can be divided in to mechanical / electro mechanical / electronic groups. The mechanical parts can be manufactured and other parts sourced from outside. Assembly testing and providing after sales service will be main activity.

### **Technology:**

The manufacturing technology involved is simple.

### **Plant and Machinery:**

Plant and machinery required will be similar to that of a general engineering work-shop and an electronic products / instruments assembly plant.

### **Raw materials**

### **Utilities:**

Power is the main utility.

### **Project cost:**

Rs. 2 crore

### **Turnover and profitability:**

Annual sales of Rs. 10 crores can be realized. Net profit margin of 5 to 6 % can be obtained.

**Suggested location:**

Any major city in A.P.

**Entrepreneur profile:**

This project is marketing intensive with after sales service component. Entrepreneurs already in the medical / surgical equipment supply / servicing line can take up this project.

**Apitco's consultancy:**

1. Market survey
2. Product mix selection
3. Technology tie – up
4. Project planning