

Volume.98: 2022
(New Series)
ISSN : 0972 - 0766



**JOURNAL
OF THE
ASIATIC SOCIETY OF MUMBAI**
(A UGC - CARE Listed Journal)

Editors
Parineeta Deshpande
Ambarish Khare

Published by
The Asiatic Society of Mumbai
Town Hall, Mumbai - 400 001.
Maharashtra State (India)
2022

29	Consumer Perception Towards Digital Payment System	K.Ramya, Dr.T.Jeyanthi Vijayarani	171
30	Efficiency Improvement through Lean Office Implementation	A. Maragathamuthu	175
31	A Study on Value Added Services Among Customers Towards Selected Private Banks in Rajapalayam	T.Malainambirajan Dr. E.L.Ramar	181
32	Sustainable Development of Dairy Farming Through Technology: A Study with Reference To AMUL and AAVIN	K.Nageswari Dr.M.Ponnien Selvi	187
33	A Study on Global Transformation in The Marketing of Manufactured Sand (M-Sand) In Digitalized Era	S. Nandhini Dr. A.I.Auxilia Felicitas	195
34	A Study On Customer Intelligence Among Select Enterprises In Madurai City	V.Suganya	201
35	Elderly People As Valuable Transformers in Sustainable Development	V.Sofia Adaikala Mary Dr.RM.Muthu	205
36	An Overview Of Global Digital Transformation in Market Research	K. Shajitha Dr. T. Jeyanthi Vijayarani	209
37	A Study On The Working Conditions Of Tea Plantation Industry Workers In MUNNAR-IDUKKI District (Kerala)	Dr.S.P.Savitha	215

ELDERLY PEOPLE AS VALUABLE TRANSFORMERS IN SUSTAINABLE DEVELOPMENT

V.SOFIA ADAIKALA MARY

Research Scholar, Department of Sociology, Periyar University, Salem

DR.RM.MUTHU

Assistant Professor,

Department of Sociology, Madurai Kamaraj University, Madurai

ABSTRACT:

In the modern contemporary society, progress happens in every walk of life. At the same time, it comes with big threats. To safeguard the society Sustainable Development Goals are introduced to tackle the challenges. To execute the sustainable development strategies in an effective way, the elderly people are the major resources. Age is not just chronological order, whereas it includes the other aspects of ageing too. It counts on experience, maturity and compassion along with capacity to foresee. The Elderly are the treasure houses of knowledge and valuable human resource of the society. The tradition, culture, religion along with history gets passed through the elderly persons to younger generations. But often society views the elderly people negatively as troublesome, burden, weakened, dependent, and so on. If one considers the elderly people as a valuable resource by means of knowledge providers, instructors, guides, protectors, predictors, planners and executors and seriously take their opinion and suggestions constructively and at the same time easily attain social wellbeing and to achieve the sustainable development goals.

Keywords: Elderly, Sustainable Development, dependent, active ageing, healthy ageing etc.

Introduction:

A commitment to Sustainable Development goals means a commitment to Healthy-Ageing; and commitment to taking concerted actions to formulate evidence-based policies are formulated for all sectors which strengthens the abilities of the elderly.

In the present day society, the traditional culture, norms, values and indigenous practices are observed to be destructing. To avoid such erosion and to uphold the listed values and practices, the aged role is significant where they can act as catalyst to maintain sustainability.

Disabilities associated to wear and tear of ageing-arthritis and the onset of chronic diseases; victimize the elderly towards their evening of their lives. Chances are there for these disabilities to be prevented or cured with proper prior medical and emotional bonding. Ageing should be made a fairly positive experience and so longer life must be made to go hand in hand with ongoing opportunities for health, participation and social security. The world Health organization has coined the term 'Active Ageing' to enhance a long-term positive vision.

Active Ageing will aim at extending healthy life expectancy and the total virtuous quality of life for all people as they age, enveloping those who are frail, disabled and need of care. Action in the domains of – Education, employment, labour, finance, social security, housing, transportation, justice, rural and urban development enhance the goal of active ageing. The World Health organization has recognized the need to develop a global strategy for the prevention of the abuse of the senior citizens. The directives of the United Nation's World Assembly of Ageing (Vienna-1982) formulated an Action Plan. It recommends that International exchange and research co-operation as well as collection of data must be promoted in every field to have a bearing on ageing and to provide a basis at rational level for future framing of social policies and putting into action. Exclusive importance should be placed on both comparative and cross cultural studies about ageing.

Proportion of Aged across Globe:

Ageing is a process which can be viewed in a multidimensional perception consists of chronological ageing, biological ageing anchored in the ability of human body, psychological ageing rooted in psycho-emotional functioning and social ageing make mention to social roles played by the aged in the family and community.

These different dimensions made the United Nations define as 60 years or above as elderly people while identifying the variety of older persons in terms of their wants, capability, lifestyles, experiences and preferences that are formed due to their age, gender, health, income, education, ethnicity and other factors.

Every country in the world is experiencing growing size and percentage of elder persons in their population. The global population of aged 60 years and over is numbered 962 million in 2017 (UN Department of Economic and Social Affairs Population Division, 2017). By 2050 the size of elderly persons are projected to more than double to 2.1 billion across the globe. Two thirds of the globe's older persons live in the rising countries where their numbers are growing faster than in the developed countries. The rapid increasing population of the elderly will bring opportunities to the sustainability development of social economy. Society should recognize older persons as the change agents of societal development to achieve transformation both inclusively and with the outcomes of sustainable development. The aged are related with virtues, knowledge and wisdom. They are considered as an asset and have high capacity in decision making. Apart from that they are able to provide guidance, advice and also share their enriching experiences.

Capacity of the Aged in Promoting Sustainable Development:

The Elderly are the treasure houses of knowledge and valuable human resource of the society. They provide resources with high quality and low cost for Sustainable Development. Human assets of the elderly especially talent resources, have high value and advantages. Advantages of talent potentials of the elderly are mainly reflected in two aspects. On one hand, they have incomparable experiences, skills and accumulated cultural tradition. To realize sustainable development, a society has to inherit the excellent achievements of its traditional culture and carry forward. The elderly is focused to be the bond and bridge that serves as a connection between the past and the future and as a connecting factor between the preceding and the succeeding. Healthy old people with knowledge and skills are precious wealth of the whole society. The earlier a society is able to realize this, the more possible it is for them to acquire advantages brought about by the aging of population.

"The Elderly make substantial contributions to the economy through participation in the formal and informal workforce (often beyond retirement age), taxes and consumption and transfers of assets and resources to their families and communities. And their broader retention in the workforce (among those who wish to need to continue working) has the potential to enhance labour productivity. Today, older persons are contributing to an entrepreneurial ecosystem (Lee, 2017)". The mere absence of the breadwinners, migration, disease outbreaks and conflicts, the work of the elderly are measured to be the only source of financial source of income to run the families.

"As older persons continue to constitute an ever-greater proportion of the total population, they have the potential to be more influential in society. This can have important implications in social, economic and political outcomes of any country (progressive but also regressive), as older persons tend to vote in greater numbers than young people (Goerres, 2009)". Some older persons may choose to be full of life in the political realm. And they are increasingly forming their own relations such as seek to influence an issue, political parties and grassroots organizations to register their views and interest in the political sphere.

In the present day society, many old people tend to keep themselves engaged in community and social life through volunteering, dominance of public institutions, and involving in community-oriented activities.

will help in contributing to strengthen the social capital in terms of promoting collaboration and developing interactions inside and outside groups based on shared values, trust and solidarity. The older people are the significant sources of past memory and wisdom, guardians of culture, and repositories of social values.

Elders are the pillars of society. The tradition and culture along with religion and history get passed through the elderly persons to younger generations. In the modern industrialized society, parents could not spare much time to spare with their children. But children may get chance to spend time with their grandparents who always spare their time to reveal their life experiences and impart norms and values which books cannot teach. Elders play a major role in character building of the future generation. Today's children are tomorrow's elders. So this character building part is crucial in one's life. In this respect elders play a crucial role in shaping the individual.

Elders are the shock absorbers of social stability since they have undergone a lot of experiences in the course of life, their state of mind and feelings become more moderate. Similarly, the way they look and deal with an issue also becomes more objective and rational. They are less impulsive and rebellious when compared with young people. They tend to influence and educate the younger generation to enable the whole society to become harmonious, coordinated and stable by all means.

Elders are often decision makers and accepted not only in the family but also in community and society as they have enormous real life experiences and knowledge gained from the past generation. And hence, elders easily make decisions for the functioning of the family, community and society. They are often the best planner in executing activities meticulously. They also guide the younger ones to take decisions. Likewise, the elderly are very responsible leaders in carrying out the activities. They plan ahead systematically, analyse the merits and demerits of each and every aspect in different dimensions and capable to provide solution to the problems in an effective manner. They are given the responsibility of nurturing and supporting the younger ones.

Older persons are the best caretakers than any other members in the basic fundamental unit of the society. In the traditional joint family systems the aged take care of the members of the family especially the younger ones. During the non-availability of the parents, the aged play a major role in the family by looking after the little ones, attending to their basic needs and natural calls. Compared to other family members, elders are mostly available in taking care of the family with much concern. And hence the little ones at home used to be very much attached with the elderly and obey them. The aged have enriching experiences in moulding and character building formation of young generation.

The elderly people offers remedies for any kind of health issues. They not only suggest but also provide proper remedy to the issue suffered by the members of the family. They follow the traditional method and prepare home medicine with the ingredients available at home. Added to this, supplement will be followed in the food which they cook especially for the sick at home.

Old age should be treated as a time for creativity, social engagement and productivity, rather than a period of decay and dependency. The elderly can offer a significant role in sustainable development. Their contributions in providing wisdom and advice to younger generations and the society as a whole should be recognized and acknowledged.

To achieve this goal, elderly persons should be positively valued for the contributions they make. Ageing should be considered as an opportunity, and negative stereotypes should be addressed more systematically.

Rather than portraying older persons as a drain on the economy in terms of escalating health care and pension costs, the positive contribution of an active, healthy and productive older population should be highlighted. From caregiving to starting entrepreneurial activities or becoming volunteers in their communities, older persons are important repositories of the society's history and values. Ultimately, the view of older persons will depend on their own actions. The way they are seen by others will also depend on how they see themselves. Ageing stereotypes very often are also self-stereotypes. Therefore, older persons themselves should be empowered to be self-confident and positive about their role, thus inspiring the related discourse.

Conclusion:

To sum up one should consider the opinions and suggestions of elderly constructively and, make use of their wisdom and experience not only for the social wellbeing of the people but also to achieve the goal of sustainable development. A healthy life style across the life course must be promoted. Life-style changes (Active-ageing) must start early in life and include participation in family and community life, eating a balanced healthy diet, maintaining adequate physical activity, avoiding smoking and excessive alcohol consumption. Age-friendly environments and policies to engage older men and women should be encouraged. Access to Health-care and Rehabilitation Services should be ensured. Social, family and community activities may involve the optimum participation of the elderly to make them free physically and socially active. This will enable them to delay the decline process. Our human society should be considered as a family-based rather than individual-based, that would assign an important role to social relationships.

Organizations such as "Love for the Elderly" may be organized to combat age-related prejudice, educating the public about the importance of appreciating growing older, at the same time providing services of kindness to elders.

To drive away the loneliness in their physical-surroundings and their inner hearts, they must be made free to inspired to come out into the open air and enjoy a sense of togetherness. Variety entertainments or age-based events to bring out their hidden-potentials must be designed and they should be engineered, encouraged and recognized with rewards.

Media can focus their spot light on the elderly through various forms of educative, entertaining and informative updates. Short films, serials, events focusing on joint-family, elderly-care themes and bio-graphical based events may be launched to create awareness among the younger generation and at the same time motivate the old to be pro-active and dynamic. Social-media can play an important and active role in changing attitude and behaviour among the ageing population since the number of seniors active on Social-media is growing rapidly.

Wisdom lies in identifying the innovative ways and means to regard the elderly as a resource both from a theoretical and a practical perspective and not a burden.

References:

1. Aboderin I. and Beard, J. (2015). "Older people's health in sub-Saharan Africa." *Lancet*, 385(9968): 9.
2. Data are from *World Population Prospects: The 2012 Revision*, CD-ROM Edition-Extended Dataset (United Nations Publications, Sales No.13.XIII.10)
3. Lee, J. (2017). "Beyond Millennials: Valuing Older Adults' Participation in Innovation" *Brookings Institution*, Washington, DC: Brookings Institution.
4. UN, Department of Economic and Social Affairs Population Division; 2017 revision World Population Prospects, key findings & advance tables;