Hope
Ek A.S.H.A.
Care of Caregiver
Give care to those who can't care for themselves

25
YEARS
COMPASSIONATE CARE FOR PERSONS WITH DEMENTIA



ANNUAL REPORT

2025–26

Care with Compassion..
Dignity for Life





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HOPE EK A.S.H.A.
REDEFINING DEMENTIA CARE

In a country where dementia is often misunderstood, misdiagnosed, or overlooked, **Hope Ek A.S.H.A.** has spent over two decades advancing dementia awareness, patient care, and caregiver empowerment in India. Based in New Delhi, it is a non-profit organisation established in 2001 under the Societies Registration Act, 1860, with a mission to provide care, support, and dignity to persons living with Alzheimer's disease and other forms of dementia, while supporting their families and caregivers.

Currently, **nearly 88 lakh Indians aged 60 and above are living with dementia**—a number projected to almost double over the next decade. As India's population ages, dementia is emerging as an increasingly important public health challenge, underscoring the need for greater awareness, early intervention, caregiver support, and compassionate care.

For Hope Ek A.S.H.A., this journey began not with a statistic, but with a deeply personal experience.

Founded in 2001 by Dr. Sushma Chawla, a medical practitioner, Hope Ek A.S.H.A. was born out of personal loss. Dr. Chawla's mother, Asha Puri, experienced progressive cognitive decline at a time when awareness about dementia was virtually non-existent in India. The confusion and helplessness her family faced became the driving force behind the organisation's guiding motto:

"To Give care to those who cannot care for themselves."

Today, under Dr. Chawla's leadership, **the organisation has touched over 1,500 families directly, reached more than 77,000 individuals** through its outreach programmes, and developed scalable care models that combine empathy with clinical integrity.



ACTIVITIES OF Hope Ek A.S.H.A

1. Medical Health Camps

We conduct regular health camps at RWAs, Corporates, Schools, Senior Citizens' Forums & Medical Forums and till date have conducted 180 such camps.

2. Mass Awareness about Alzheimer Disease

HEA conducts regular mass awareness programs at RWAs, Corporates, Schools, Senior Citizens' Forums and Medical Forums and has spread awareness among more than 5500 people.

HEA has started this mission on a war front since its inception and has been striving hard for the last 25 years to create awareness about the extremely deadly creeper Alzheimer Disease, its recognition and management.

Alzheimer's disease strikes elderly and its first symptom is recent memory decline which is usually missed and taken as a normal aging process. It is true that memory declines with age but when it interferes with the activities of daily living (ADL), it becomes more serious and should be taken care of.

3. Home Care of Patients and their Caregivers

Once a person is diagnosed with Alzheimer's disease, the long journey of caring begins. The family needs to be counselled and supported so that they accept this change in their life. Volunteers of **HEA** visit families of Persons with Dementia at regular intervals to take care of patients and counsel the family caregivers. Till date, **HEA** has helped more than 595 families suffering from this disease.

4. Memory Assessment

Memory Assessment / Memory Screening of all elders above the age of 55 years is conducted to identify the cases of MCI (Mild Cognitive Impairment). They shall be advised the treatment and brain stimulation activities to considerably slow the process of decline of memory.

It has been well documented that Alzheimer disease sets in about 10 -15 years after the diagnosis of MCI. This project helps our seniors to lead a quality life and reduce the emotional and financial burden on the family.

The tools used for assessment are as under: -

i. Dementia Rating Scale ii. Mini Mental State Examination (MMSE) iii. Different types of modules.

5. Training to Family / Professional Caregivers and

We strive to bridge the gap between demand and supply for professional caregivers. In particular, we are committed to training young individuals, including those from underprivileged backgrounds, in the specialized fields of "ELDER CARE" and "ALZHEIMER CARE." These training programs not only equip them with the skills and knowledge necessary to care for Alzheimer's patients but also open up employment opportunities in a field where skilled professionals are in high demand. This addresses the need for quality caregivers and empowers these young individuals with stable and fulfilling careers.

We also focus on training domestic helpers to become “Alzheimer Carers.” This training empowers them with the necessary skills and knowledge to support Alzheimer’s patients, offering family caregivers much-needed relief while ensuring that the patient’s well-being is still prioritized. Caregivers are also involved in regular caregivers meets, group discussion, social interactions, seminars and Share & Care meets.

6. Online Support to Caregivers

It is extended through a WhatsApp group titled **“Caregiver’s Forum”** at phone No. 98100-30302 consisting of family caregivers, volunteers, panel doctors of **HEA** and willing senior citizens.

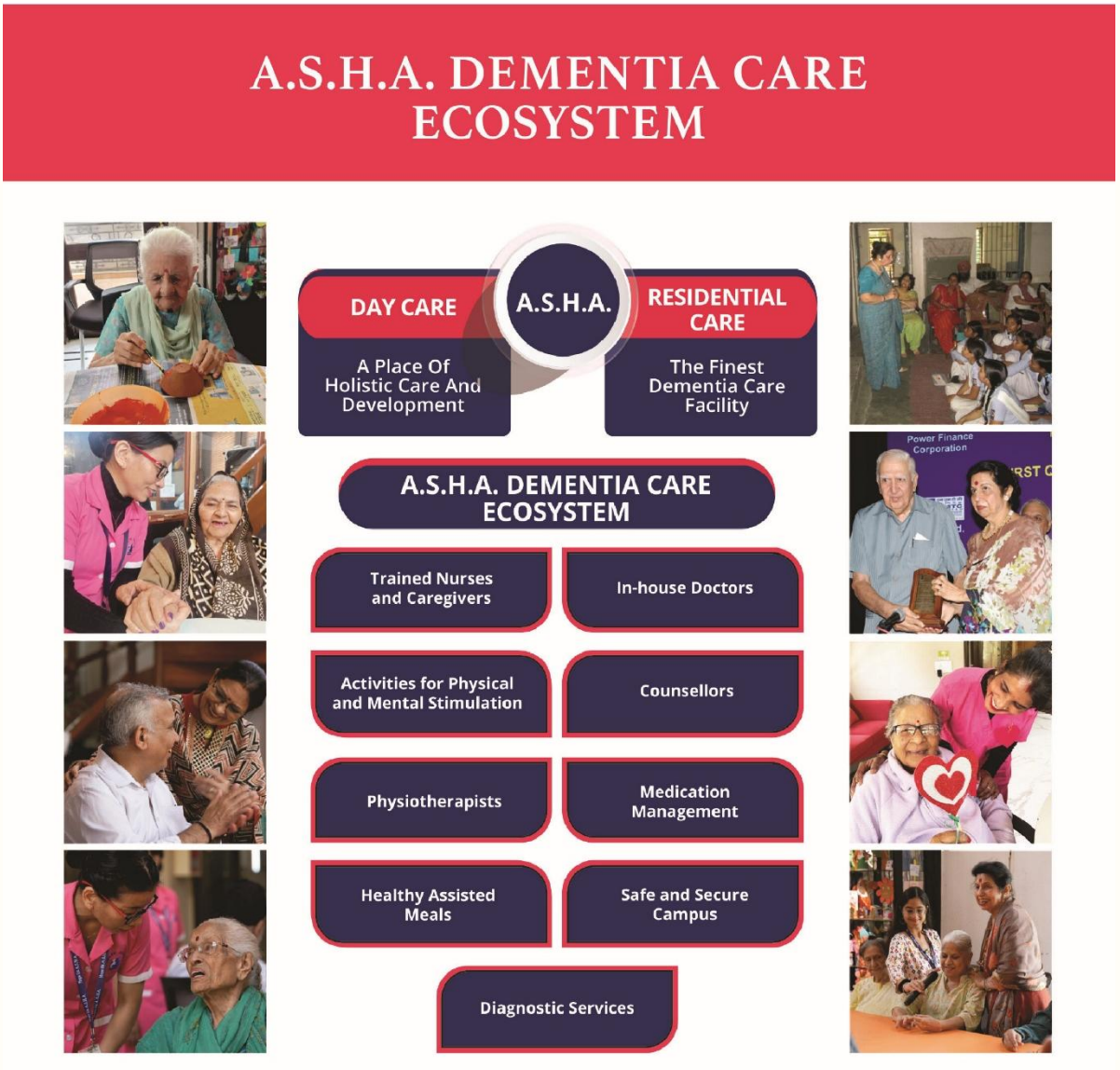
This group helps to connect caregivers of Alzheimer disease patients with volunteers, doctors on panel with HEA for their daily queries about their patients.

Platform: ***Caregiver’s Forum*** **– WhatsApp group (+91 98100 30302)**

Members: 125+ family caregivers, volunteers, doctors & senior citizens

Purpose: Daily support, guidance, and information sharing

Benefit: Enables quick expert responses and peer connection



ONGOING PROJECTS OF Hope Ek A.S.H.A

OUR FLAGSHIP PROJECT: A.S.H.A.

(Affectionate Secured Home for Alzheimer's)

A.S.H.A. is one of India's finest dementia care facilities, providing a safe, comfortable and compassionate home-like environment for persons living with dementia. The facility is supported by a dedicated team of trained caregivers, activity coordinators and medical professionals who work together to provide personalised and holistic care.

A.S.H.A. offers specialised care focused on enhancing the quality of life and emotional well-being of persons with dementia. Its structured, evidence-informed care programme incorporates **brain-stimulating exercises, hysiotherapy, specially designed therapeutic activities and, most importantly, attentive personal care.**

Through a combination of professional expertise, compassionate support and meaningful engagement, A.S.H.A. strives to create an environment where every person living with dementia is treated with **dignity, respect and understanding.**

CARE PHILOSOPHY

Caring for Persons with Dementia with compassion involves treating them with empathy, understanding and kindness. Our philosophy behind compassionate care is rooted in the belief every person with dementia is unique and deserves respect and dignity. Each one has their own set of preferences and strengths.

A.S.HA. provides care that is tailored to meet those specific requirements aiming to make them as comfortable as possible.

Today, A.S.H.A. is a beacon of hope for all Persons with Dementia, where they can be assured the right to compassionate care and a life of dignity.

What is A.S.H.A. Daycare?

A Place of Holistic Care and Development

The **A.S.H.A. Daycare** is a happy gathering of people with early dementia (Mild Cognitive Impairment, Stage 1 and Stage 2) who look forward to a day full of fun activities, socialising and enjoying life to the fullest. A.S.H.A. welcomes Persons with Dementia who are escorted by their family members to the facility to spend the day with fellow members under the supervision of care team. This ritual is a great relief for the family caregivers who get time for themselves to continue with their professional life and other occupations without worrying about the well-being of their elderly loved ones during the day.









What is A.S.H.A. Residential Care?

The Finest Dementia Care Facility For Your Loved Ones

A.S.H.A. Residential Care provides a compassionate and a structured environment where Persons with Dementia can receive the care and assistance they need to maintain their physical, emotional, and mental well-being. Our care construct is designed to cater to their specific requirements. In our residential care, Persons with Dementia live in a specialised care facility which meets their unique needs. Since no two dementia patients are the same in their behavioural patterns, hence the approach to care for them is patient-centred. Thus, a customised care plan is developed and curated for each patient after a complete assessment of their profile. The care team at A.S.H.A. is also equipped to provide assistance to PwDs with activities of daily living, such as bathing, dressing, medication management and feeding nutritious meals.









Memory Assessments

Since 2019, HEA has conducted **over 1,560** memory screenings for people aged 60 and above, **helping identify 167 cases** requiring further assessment and enabling timely intervention and support. The screenings also help detect Mild Cognitive Impairment (MCI), an important early indicator of cognitive decline

As Alzheimer's-related changes in the brain can begin a decade or more before noticeable symptoms emerge, **early identification of cognitive changes can create an opportunity for timely intervention,** appropriate support, and measures that may help slow progression and preserve quality of life..





Caregivers' Forum

A WhatsApp-based support group with **125+ caregivers, doctors, and volunteers provides families with daily guidance and emotional support**, enabling quick access to expert responses while fostering peer connection and shared support among caregivers.







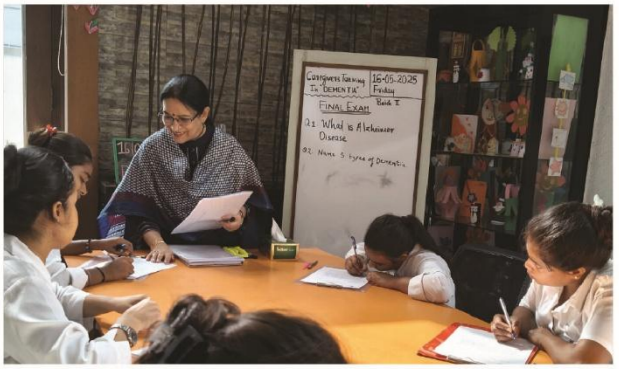
Dementia Caregiver Training Programme

HEA's Dementia Caregiver Training Programme equips young aspirants, GDAs, GCAs, and caregivers with **specialised knowledge and practical skills in dementia and elder care.** A two-month certified programme, including 15 days of hands-on training, it is offered free of cost, with a focus on participants from economically disadvantaged backgrounds.

To date, **over 100 caregivers** have been trained across four batches, with 34 absorbed into caregiving roles within HEA, while others have pursued opportunities in home care and the wider caregiving sector.

Through its partnership with HMCGSSC, **HEA contributes to building a skilled, compassionate, and employable workforce for India's growing dementia and elder-care sector**, while creating meaningful livelihood opportunities, particularly for women and underserved communities..









DRIVING CHANGE THROUGH AWARENESS AND ADVOCACY

HEA's work extends far beyond direct care. The organisation conducts mass awareness campaigns, partners with institutions for early-detection initiatives, and advocates for dementia-sensitive policies and community practices.



Over the years, HEA has earned a reputation for combining clinical care with social impact, **helping bridge the gap between medical need and human dignity.**

A VISION FOR THE FUTURE

HEA aims to take its dementia-care model pan-India by establishing affordable day-care and residential care centres across the country. It also envisions the creation of a **Dementia Village that can accommodate 100 persons with dementia on a single campus.**

This visionary initiative seeks to combine structured care with community living, redefining how India approaches long-term dementia care and creating a model built around **dignity, compassion, and belonging.**

AN APPEAL

We invite **PSUs, corporates, philanthropic institutions and individual donors** to support **Project A.S.H.A.** through financial contributions and other forms of assistance.

Your support will help us establish and strengthen dedicated care facilities for persons living with dementia, enabling them to live with **dignity, security and compassion.**
We look forward to your support in advancing the cause of dementia care and building a dementia-inclusive society.

LIST OF BOARD MEMBERS / EXECUTIVE MEMBERS 2025-26

S. No.	Name of Board Member / Management Personnel	Designation	Qualification	Profession	Expertise / Skill / Experience
1	**Dr. Sushma Chawla**	President	M.B.B.S.	Doctor	Medical professional with 43 years vast experience as family physician and Gynaecologist out of which 24 years' experience in Dementia Management.
2	**Shri Chaman Lal Narula**	Vice President	Graduate	Retired AGM United India Insurance Co.,	Looking after administration part
3	**Shri Harish Chandra Chawla**	Secretary General	B.E., M.E., LL.B. MSW (Pursuing)	Retired Chairman - Consumer Grievance Redressal Forum, New Delhi	Looking after HR, Budget preparations and their approvals, Finalization of reports, Documentation, Correspondence, Procurements etc.
4	**Shri Sunil Pahwa**	Treasurer	Graduate	Business (Opticians)	Volunteering in Funds Collection
5	**Mrs. Sarla Kohli**	Executive Member	M.A. (Economics)	Retired Manager, IDBI Bank	Looking after Accounts and Internal Audit
6	**Mrs. Rita Sehgal**	Joint Secretary General & Editor	B.Ed. and Post Graduate	Social Worker	Chief Counsollor
7	**Shri Suresh Chander Kalra**	Executive Member	Post Graduate	Govt. Officer, Retired	Caregivers Counsellor
8	**Shri Arun Kumar Trehan**	Benefactor	Graduate	Business	Volunteering in Funds Collection
9	**Mrs. Jasmine Sinha**	Chief Operations Officer	MBA from Delhi University	Management Personals	Expert in Administration of facility, its management & marketing, Project planning execution, Monitoring, Evaluation and development. Interventions with new programme to enhance and upgrade quality of services, Human resource management, skill enhancement, Forging partnerships and collaborations with other

					organizations for better outcomes.
10	**Mr. Devashish Sinha**	Chief Financial Officer	B.Com, MBA (Finance) Certified CFO	Financial Consultant	Accounting, Annual ITRs Preparation, UCs, FCRA Return, TDS Return etc. etc.
11	**Shri R. P. Mahipal**	Executive Member	Post Graduate	Chartered Accountant	Volunteering and Laisioning
12	**Prof. Vaidehi Subramani**	Executive Member	B.Com, Masters in Social Work (M.S.W)	Chairperson, Child Welfare Committee, South	Retired member from Juvenile Justice Board, New Delhi. Worked as Academic counselor, IGNOU. Involved in training and development of Caregivers in our project.
13	**Surendra Subhash & Company, New Delhi**	Auditor	Chartered Accountants Company	Chartered Accountant & Auditor	Audit / UC

Our Stakeholders

Institutional Memberships / Government Functionaries



OUR ASSOCIATES

















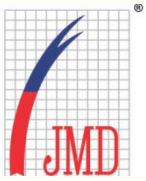
































































EVENTS / ACTIVITIES

OF Hope Ek ASHA from 01.04.2025 – 31.03.2026)

01.04.2025 - Hope Ek A.S.H.A. STRENGTHENS ITS COMMITMENT TO DEMENTIA TRAINING THROUGH COLLABORATION WITH HOLY FAMILY HOSPITAL

Reinforcing its dedication to dementia awareness and caregiver empowerment, Hope Ek A.S.H.A. conducted its first Dementia Training Session in collaboration with Holy Family Hospital, New Delhi, on April 1, 2025. The session was held at the Holy Family College of Nursing (University of Delhi) and marked a significant step in building knowledge and sensitivity among nursing professionals and students.

The session focused on equipping participants with foundational understanding of dementia, effective communication techniques, behavioural management and person-centered caregiving strategies.

The training received an enthusiastic response, with participation from:

- Senior Nurses,
- General Duty Assistants (GDAs),
- B.Sc. (Nursing) students, and
- Faculty members from the College of Nursing.

The presence of Prof. (Dr.) Raminder Kalra, Principal of Holy Family College of Nursing, added further gravitas to the event and reinforced the growing recognition of dementia care education as an essential component of nursing curricula.

This successful collaboration reflects Hope Ek A.S.H.A.'s ongoing mission to raise awareness, build capacity, and empower caregivers across healthcare institutions. The organization looks forward to expanding such impactful training sessions in the months ahead, creating a more informed and compassionate caregiving ecosystem.





28.04.2025 - THERAPEUTIC ENGAGEMENT THROUGH MUSIC : A SPECIAL EVENT AT A.S.H.A.

At A.S.H.A., every initiative is planned with the unique emotional and cognitive needs of persons living with dementia (PwDs) at the forefront. In May, we organized a special musical session *not merely as entertainment, but as a therapeutic experience* carefully designed to bring comfort, connection, and joy to our residents.

The event featured Mr. Sanjeev Sethi, a postgraduate from Delhi University (1979) and real estate consultant, who began learning the violin at the age of 62 during the pandemic. Understanding the deep emotional impact music holds for individuals with dementia, Mr. Sethi curated a performance of nostalgic Hindi songs, devotional melodies, and the national anthem - pieces chosen specifically to spark recognition and emotional engagement.

A.S.H.A. ensured that the environment was calm, familiar, and emotionally safe. Our caregivers and staff were sensitively positioned to support residents' reactions, gently encouraging them to engage and express themselves. As the music played, a beautiful transformation occurred—many residents spontaneously began to sing along, smile, and connect with the melodies. These were not just moments of joy, but of memory and identity resurfacing—however briefly.

This musical event was a powerful reminder of two principles that anchor our work at A.S.H.A.: that learning and connection have no age limit, and that music can serve as a bridge to memory and emotional healing.

By intentionally designing the experience around the lived realities of dementia, we reinforced our commitment to providing care that is not only clinically sound, but deeply human and emotionally restorative.





05.05.2025 - EXPRESSIVE ARTS THERAPY SESSION BY MS. SUSHMITA BASU: A MULTI-MODAL INTERVENTION IN DEMENTIA CARE

As part of our ongoing effort to offer holistic, person-centred care for persons living with dementia (PwDs), A.S.H.A. organized a specialized *Expressive Arts Therapy* session in collaboration with Ms. Sushmita Basu, a renowned Dance Movement Therapist, sociologist, and trained Expressive Arts Practitioner certified by UNESCO-CID.

The session was thoughtfully curated to align with the needs of our residents, many of whom struggle with verbal expression and cognitive decline. Expressive Arts Therapy—by design—relies on movement, sound, visuals, storytelling, and non-verbal cues to create emotional and cognitive engagement. This approach uniquely allows individuals with dementia to express themselves from a place of ability rather than disability.

Sushmita's session integrated:

- Gentle movement and rhythm-based activities to ground residents in the present moment,
- Music and sound work those evoked memories and emotional responses,
- Visual and tactile engagement using simple art forms,
- Group participation and shared reflection - encouraging social bonding and emotional release.

The session created a safe and inclusive space where residents could explore emotions, express themselves non-verbally, and reconnect with a sense of self and identity. Many participants responded with spontaneous gestures, expressions, and movement—indicating emotional stimulation and a momentary sense of clarity and joy.

This intervention demonstrated the therapeutic value of multi-modal engagement in dementia care, validating how non-clinical modalities, when professionally delivered, can be deeply restorative.





05.06.2025 - EDUCATIONAL TOUR BY M. SC (N) STUDENTS FROM ILBS: A DEEP DIVE INTO DEMENTIA CARE AT Hope Ek A.S.H.A.

At Hope Ek A.S.H.A., we had the pleasure of hosting an educational tour for M.Sc. Nursing (1st year) students from the Institute of Liver and Biliary Sciences (ILBS), New Delhi, as part of our commitment to fostering academic partnerships and promoting dementia care education.

The session was led by Dr. Sushma Chawla, Founder and President of Hope Ek A.S.H.A., whose extensive experience in dementia care offered the students an in-depth, empathetic perspective on the complexities of cognitive impairments. Dr. Chawla's session focused on core aspects of dementia care, including :-

- Understanding dementia and its progression,
- Communication strategies,
- Ethical and empathetic caregiving,
- Holistic, person-centered practices, and
- The critical role of multidisciplinary teamwork.

To deepen the learning experience, our Counsellor Psychologist conducted interactive activities designed to help students understand how consistency, familiarity, and timing can significantly influence the emotional and cognitive responses of persons living with dementia. These hands-on exercises encouraged reflection, helping future caregivers view dementia care through the lens of the patient.

The students were then taken on a guided tour of our dementia care facility. They observed how environmental design, caregiver engagement, and therapeutic routines work in tandem to improve the quality of life for our residents. The visit concluded with a live demonstration by our Activity Coordinators, showcasing group activities such as colouring, singing, and movement-based exercises—highlighting how creative engagement can stimulate cognition and foster emotional wellbeing.

This immersive session offered the students valuable exposure to real-world dementia care practices and emphasized the importance of empathy, innovation, and collaboration in caregiving. We hope this experience contributes meaningfully to their academic journey and look forward to continued collaboration with ILBS





01.07.2025 - THE PUPPET SHOW

The puppet show conducted at A.S.H.A proved to be an effective art-based, play-based intervention for persons living with dementia. The use of a simple Hindi story helped participants connect easily, as it felt familiar, culturally relatable, and emotionally safe.

The visual movement of puppets and storytelling kept them engaged and hooked their attention for a longer time, reducing restlessness and increasing participation. Many participants responded with laughter, smiles, and spontaneous sharing of thoughts and memories, which reflected emotional expression and social bonding. The moral elements of the story allowed gentle reflection without cognitive pressure.

Overall, this creative approach introduced a new, enjoyable way to stimulate emotions, communication, and well-being among individuals with dementia.





02.08.2025 TO 04.08.2025 - MEMORY SCREENING AND AWARENESS PROGRAM – INDIA EXPO, GREATER NOIDA

In August, a three-day Free memory Screening and Dementia awareness initiative was conducted by A.S.H.A at the India Expo, Greater Noida. The program aimed to increase public understanding of dementia and promote early identification of cognitive concerns among older adults aged 65 years and above. More than 65 memory screenings were conducted during the event. The screening and awareness activities were led by Ms. Rita Sehgal, Care Director and Ms. Sejal Chopra, Counseling Psychologist.

The initiative played an important role in community outreach and dementia awareness. During the event Dr. Sushma Chawla also had a Q/A session with the audience most of which were senior citizens, which truly helped clear common doubts related to dementia.













15.08.2026 - INDEPENDENCE DAY CELEBRATION AT ASHA FACILITY

Independence Day was celebrated with a flag hoisting ceremony, followed by a special meal and group interaction. The celebration created a sense of national pride and togetherness among residents, caregivers, and staff. The event contributed positively to emotional wellbeing and encouraged social connection within the care environment.

Festival Spirit and Social Engagement – Throughout the month of August, emphasis was placed on maintaining the spirit of festivals through shared meals and informal group interactions. These moments helped create warmth, familiarity, and emotional comfort for older adults, supporting their sense of belonging and routine.









21.09.2026 - WORLD ALZHEIMER'S DAY EVENT AT CSOI AUDITORIAM, DELHI

To mark World Alzheimer's Day, a special awareness and engagement event was organized by A.S.H.A at CSOI, Chanakyapuri on 21st Sepetmber 2025 . The program focused on educating the audience about dementia while also addressing the emotional experiences of caregivers.

A skit performed by staff members of A.S.H.A highlighted the daily challenges faced by individuals with Alzheimer's disease and their caregivers and how can they seek professional help. An awareness talk on dementia was delivered by Dr. Sushma Chawla, emphasizing symptoms, progression and the importance of timely care.

A dedicated session on caregiver burnout and support was conducted by our chief guest, Dr. Rajesh Sagar, Professor in the Department of Psychiatry, AIIMS, New Delhi.

The session addressed emotional exhaustion, stress management, and the need for psychological support for caregivers working with persons living with dementia. The event concluded with a musical evening by Team Surdhara , which was hosted by Mr Arun Puri and Mrs Meena Mathur and two singers Mr Rupesh Chopra and Mr Anand Mathur.

The musical evening helped everyone recall and enjoy the old bollywood clasic songs, it was also done to emphasise and show the role of music, in dementia as, music really helps in calming the mind and even when words fall short, music is retained by the Pwd and helps them be at the present moment.

















06.10.2025 to 10.12.2025 - JAPAN INTERNATIONAL STUDY TOUR ORGANIZED BY ASLI (ASSOCIATION SENIOR LIVING INDIA)

To explore the global best practices in ageing and senior care, focusing on Japan’s innovative models that integrate technology, compassion and community-based elder care. the tour aim was to :-

1. Understand how japan supports independent and assisted living.
2. Observe care technologies and training programs for caregivers.
3. Study organizational structures of senior care institutions.
4. Encourage cross-learning to apply insights in Indian senior care settings.

Our four-day itinerary combines professional learning with guided tours, featuring visits to leading care facilities, corporate offices, design and technology exhibitions, and curated tour experiences that showcase innovation in care, operations, wellness, and rehabilitation across Japan.

What Japan Does Differently

- **Benesse's "Maji-Kami" System :** Expert caregivers certified in dementia care, fall prevention and nursing collaboration.
- **SOMPO's Hygiene Culture** : Strict shoe-free entry, masks, and handwashing for all.
- **Nichii's Small-Group Homes** : 8–9 residents per care cluster for personal connection.
- **Across Japan** : Elders are gently encouraged to do tasks independently eating, dressing or walking.

Unique & LEARNING for Hope Ek A.S.H.A

Create "ASHA Care Expert Badges" – certification for skills like Dementia Handling, Nutrition, Communication and Mobility Support.

Reinforce hand hygiene & infection control culture visibly at entrances and common areas.

Pilot small-cluster care model (per floor or wing) for deeper caregiver–resident relationships.

Promote resident participation — allow elders to help fold laundry, water plants, or plate snacks to maintain self-worth.

Hope Ek A.S.H.A takeaway

Bring Japanese precision with an Indian heart, care that's organized, safe and deeply humane.

Photos

Photos

Photos

13.11.2025 – MONITORING VISIT BY TEAM THE HANS FOUNDATION / RIST USA FUNDING PARTNER OF OUR PROJECT A.S.H.A. (AFFECTIONATE SECURED HOME FOR ALZHEIMER'S) AT B - 534, NEW FRIENDS COLONY, NEW DELHI - 110025

Ms. Laura Reynolds, Director of Programs, **Ms. Chandani Tondon**, Senior Manager - Program and Mr. Arun Kumar from finance team of RIST / The Hans Foundation visited ASHA Facility, a project of Hope Ek ASHA was aimed at gaining an in-depth understanding of ASHA operations, care practices and service delivery model, with particular emphasis on the comprehensive care provided to Persons with Dementia (PwD).

The visit was a full-day engagement, during which the visiting team spent the entire day at the facility, closely observing and interacting with various aspects of Cementia Care ecosystem.

Ms. Jasmine Sinha, Chief Operating Officer (COO), ASHA, along with the core team, conducted a detailed and structured walkthrough of the entire facility. The visiting team was taken through:

- The physical infrastructure and care environment.
- Operational formats and documentation systems.
- Standard operating procedures (SOPs) and protocols.
- Care interventions and therapeutic approaches used for PwD.
- Techniques and evidence-based practices aligned with the latest standards in the Dementia Care.

The walkthrough highlighted how ASHA ensures person-centered, dignified and compassionate care, while maintaining robust systems and processes to support quality and safety.
The RIST team interacted extensively with the staff, including caregivers and supporting personnel.

The visiting team appreciated the high standards of care, professionalism and dedication demonstrated by the team.

The RIST team was presented a comprehensive PPT, which offered a holistic overview of Hope Ek ASHA and ASHA facility.

The presentation covered the journey of Hope Ek Asha including its vision, mission and core values, organizational existence and evolution, key programmes implemented so fat under the HEA umbrella.

The presentation then moved into detailed insights on:

- ASHA Day Care and Residential Care Facility
- The dementia care ecosystem of ASHA
- Team composition and organizational structure
- Processes, procedures and care protocols
- Goals and objectives
- Services offered and facility capacity
- Outcomes achieved and impact created
- Project challenges and learning
- Medical team structure and clinical oversight

A dedicated segment of the presentation focused on the Dementia Care Training Programme, highlighting :-

- Training objectives and curriculum
- Skill development and capacity building initiatives
- Emphasis on both technical and soft skills

In addition, social media analytics and outreach data were shared to provide a measurable and its holistic view of HEA's outreach, visibility, engagement and overall impact in the community.

Interaction with Residents and Caregivers – A special mention is due to Ms. Laura Reynolds' interaction with the residents, caregivers and staff of Hope Ek Asha. Her engagement was warm, empathetic and encouraging, creating a meaningful connection with all present.

This interaction significantly boosted the morale of caregivers and staff, reinforced a sense of pride and purpose in their work, validated the efforts and commitment of the HEA team.

The interaction with the RIST team was extremely fruitful and encouraging.

The HEA team is deeply grateful for the valuable guidance shared, particularly in the areas of work planning, evaluation frameworks, outcome measurement and impact matrices.

The visit proved to be a highly motivating and affirming experience for the entire Hope Ek Asha team. It reinforced confidence in the work being done and provided valuable direction for future growth and impact.

Hope Ek Asha expresses its sincere gratitude to the RIST / THF team, especially Ms. Laura Reynolds, Ms. Chandani and Mr. Arun, for their engagement and guidance.

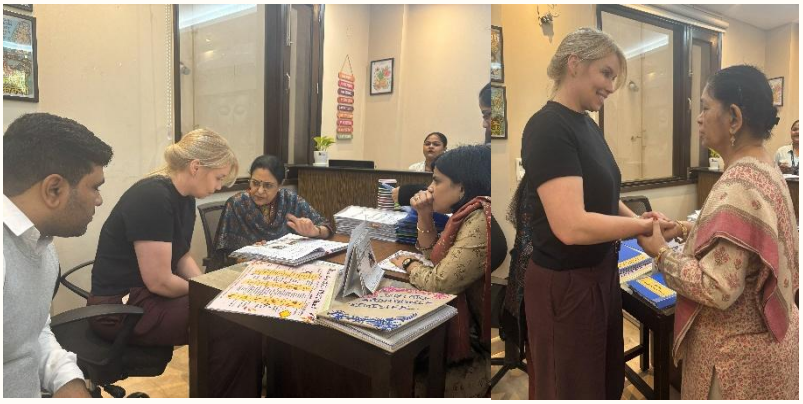
The organization looks forward to continued mentorship, collaboration and support in its ongoing mission to deliver compassionate and high-quality dementia care.












01.12.2026 - EXPRESSIVE ARTS SESSION FOR THE STAFF

An expressive arts-based mental wellbeing session was conducted for the staff with the aim of promoting relaxation, self-connection, and emotional expression. The session included creative art activities, games, and reflective exercises that encouraged participants to express emotions in a non-verbal, safe and supportive space.

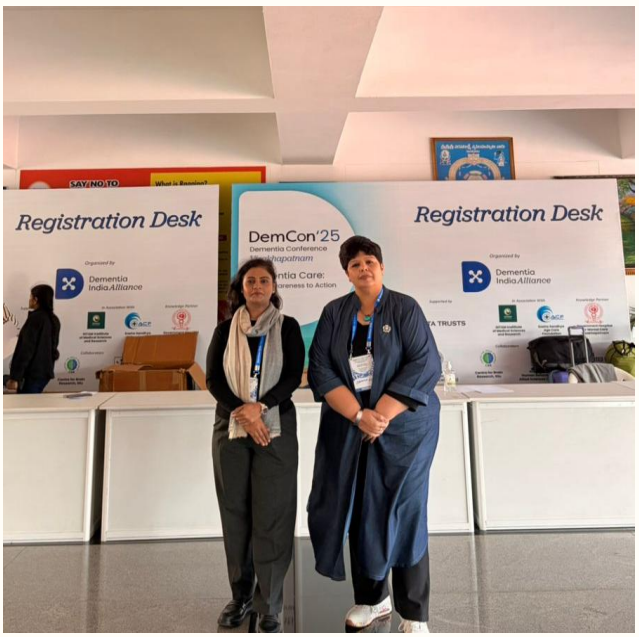
Feedback indicated reduced stress, improved emotional awareness, and a renewed sense of calm among participants.




05.12.2025 – 06.12.2025 : DEMCON CONFERENCE – GITAM, VISAKHAPATNAM (DECEMBER 2025)

In December 2025, they attended the two-day DemCon conference hosted at GITAM, Visakhapatnam, which brought together dementia care professionals, caregivers, and stakeholders to exchange knowledge and best practices. The sessions focused on the mental health system landscape for dementia, community-based approaches to care, and strategies for caregiver empowerment.

The team gained valuable insights, shared experiences from Hope Ek Asha, and contributed to spreading awareness and improving dementia care practices at both organisational and community levels.





11.12.2025 - THERAPEUTIC ENGAGEMENT THROUGH MUSIC : A SPECIAL EVENT AT A.S.H.A.

At A.S.H.A. we hosted a delightful Retro Music Afternoon, brought alive by Mr. Rupesh Chopra -a passionate music enthusiast, singer, and lyricist.

This kind of music stimulation helped the PwD recall and sing old songs, refreshing their memories and evoking positive emotions. Even residents who usually do not interact became engaged and visibly enjoyed the session, as music has a unique ability to connect people and foster togetherness. The activity encouraged emotional expression and meaningful interaction among participants. Overall, the session created a calming, joyful environment that supported cognitive stimulation and emotional well-being.







22.12.2025 - DIWALI AND CHRISTMAS FESTIVAL CELEBRATION AT A.S.H.A

A vibrant festival celebration was organized at ASHA, bringing together residents, caregivers, nurses, and staff members to celebrate Diwali and Christmas in a spirit of joy and inclusivity. The Diwali celebration featured dance performances, music, festive food, and shared moments of happiness, aiming to promote social connection, emotional warmth and a strong sense of togetherness. Similarly, the Christmas celebration (December 2025) was marked by a joyful atmosphere with a fashion show, music, games, group activities, cake cutting and festive meals.

Gifts were distributed to residents as a token of love and care during both festivals, helping them feel valued, emotionally connected, and included. Employees were also given gifts, fostering appreciation and strengthening collective bonding beyond routine caregiving roles.

Overall, these celebrations enhanced emotional well-being, reduced feelings of isolation and strengthened interpersonal bonds within the ASHA care home community.









05.01.2026 - WORKSHOPS AND CONFERENCES

A specialized caregiving training workshop was conducted by Beth A. D. Nolan, Chief Public Officer of Positive Approach to Care (PAC). The training focused on improving caregiving practices through practical strategies, enhanced understanding of dementia care, and effective communication techniques.

The workshop included case demonstrations, role plays, and interactive discussions, enabling staff to reflect on real-life caregiving challenges and learn evidence-based, person-centered approaches to care.



26.01.2026 – REPUBLIC DAY CELEBRATION AT A.S.H.A

Republic Day was marked by flag hoisting, singing patriotic songs, and creative activities such as making and colouring flags, with the centre beautifully decorated in bright tricolour themes. Lohri celebrations included simple craft activities related to the festival, along with sharing traditional prasad like popcorn and other festive treats, and enjoying a warm meal of saag, roti, and halwa together, which created a sense of familiarity and comfort.



05.02.2026 - EDUCATIONAL VISIT OF M.SC. NURSING STUDENTS AT A.S.H.A FACILITY

An educational visit was conducted on 05th February 2026 at Hope E.K. A.S.H.A. for M.Sc. Nursing students from ILBS and Holy Family Hospital with the aim of providing practical, real-world exposure to dementia care practices.

The visit served as an important academic initiative to bridge the gap between theoretical learning and clinical application, allowing students to understand the functioning of a specialized dementia care facility, observe multidisciplinary teamwork, and gain insights into patient-centred and holistic care approaches. Through interactive sessions with experts like Dr. Navdeep Sehgal, Senior Consultant – Neurology at Indo Gulf Hospital and Clinical Advisory at A.S.H.A., along with Ms. Jasmine Sinha (Chief Operating Officer), Ms. Rita Sehgal (Care Director), and Ms. Sejal Chopra (In-house Counselling Psychologist), and direct observation of care practices, the visit significantly enhanced students' knowledge and clinical understanding.

These sessions helped students gain deeper insights into the neurological, operational, and psychosocial aspects of dementia care, while also strengthening their empathy, communication skills, and awareness of caregiver support, ethical considerations, and quality-of-life interventions for persons living with dementia.

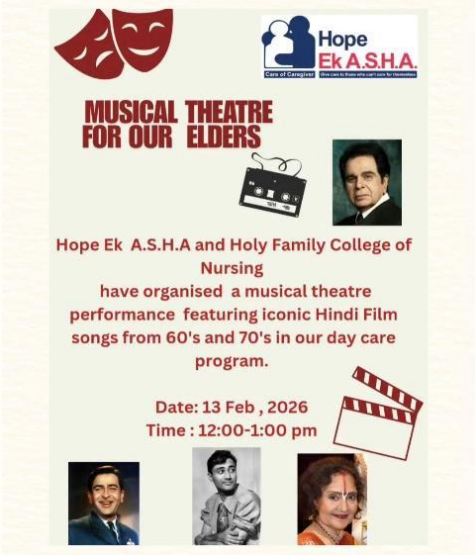




13.02.2026 - MUSICAL THEATRE PERFORMANCE SESSION

The nursing students of holy family hospital organized a vibrant musical theatre performance for the persons with dementia (PwD), featuring iconic Hindi film songs from the 1960s and 1970s. The performers were beautifully dressed as classic Bollywood characters, reminiscent of legendary actors like Dev Anand and other celebrated figures of that era.

The session aimed to evoke reminiscence and stimulate long-term musical and theatrical memories. The familiar songs and lively performances created an engaging and joyful environment. All patients actively witnessed the event, with many showing visible enjoyment through smiles, clapping, and engagement with the music and dance.






04.03.2026 – HOLI FESTIVAL CELEBRATION AT A.S.H.A

Festival Holi was celebrated safely with dry, skin-friendly colors, sponge and paint-based color play, festive music, and light social interactions. Residents also enjoyed home-cooked meals such as chole and rajma, adding to the homely and joyful atmosphere.

Across all celebrations, the A.S.H.A. centre was decorated with vibrant colours, and activities were designed to encourage participation, stimulate memory recall, and promote social connection, creating a warm, supportive, and emotionally enriching environment for all.





13.03.2026 - MOVIE DAY

A movie day was organized at Hope Ek A.S.H.A for individuals living with dementia to promote relaxation, enjoyment, and emotional well-being. The activity provided a calm and familiar environment where residents could watch, laugh and relive their old memories.

Visual and auditory stimulation from the movie Bawarchi helped evoke memories, improve mood, and reduce feelings of anxiety or restlessness. They enjoyed watching movie with Pakoras and Tea.







28.03.2026 - STAFF TRAININGS AND EMOTIONAL SUPPORT

Staff members undergo regular trainings and employee wellbeing sessions to equip them both emotionally and practically for delivering high-quality dementia care. These sessions focus on stress reduction, coping strategies, and effective communication with patients, ensuring that caregivers feel supported and confident in their roles. Various creative and interactive methods such as role plays, group discussions, team-building games, and art-based activities are used to enhance learning and engagement.

Activities like Chinese Whisper were conducted to strengthen communication skills and highlight the importance of clarity and active listening, while art-based exercises encouraged expression and understanding among team members.

In addition, dedicated team meetings were held to openly address challenges faced by staff and to collaboratively identify solutions, fostering a sense of teamwork, leadership, empathy, and mutual support. This comprehensive approach not only enhances staff wellbeing but also contributes to a calm, coordinated, and compassionate care environment for patients.



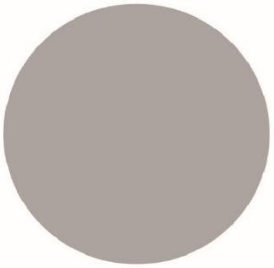


Dedicated Team of Hope Ek A.S.H.A.



Dr. Sushma Chawla

Doctor
Founder-President



Shri Chaman Lal Narula

Retired General Manager
United India
Insurance Company
(Vice President)



Sh. Arun Kumar Trehan

Director
Harish C Khosla & Co. Pvt. Ltd.
(Benefactor)



Er. Harish C. Chawla

Retired Chairman
Consumer Grievances
Redressal Foru
(Secretary General)



Shri Sunil Pahwa

Business
(Treasurer)



Mrs. Sarla Kohli

Retired Manager, IDBI Limited
(Executive Member)



Mrs. Rita Sehgal

Retired Teacher and
Social Worker
(Joint General Secretary,
Care Head - A.S.H.A.)



Shri S.C. Kalra

Executive Member



Shri Budhi Singh

Executive Member



Ms. Jasmine Sinha

Chief Operating Officer
A.S.H.A.



Dr. Priya Jha

Chief Phycologist
A.S.H.A.



Mr. Devashish Sinha

Chief Financial Officer

What People say about us



Mahender Sarna
Mrs. Kiran Sarna Husband

HOPE EK ASHA - is in its true sense is great HOPE for Dementia Sufferers. It is an activity centre with activities thoughtfully planned and executed for Dementia sufferers. Myself a care giver to my Dementia Suffering wife **(Mrs. Kiran Sarna)**. I was desperately looking for a centre in New Delhi / NCR which could provide quality Day Care Programme for my wife. In May 2025, I came in contact with HOPE EK ASHA. After visiting the centre and interacting with the team particularly **Mrs. Rita Sehgal - The Programme Director**, I didn't waste time to decide for inducting my wife for **Day Care at HOPE EK ASHA**. Ever since, I take my wife on regular basis to the Centre. What I find and like about the Centre is their team (Programme Coordinators) holistic approach in activities. While imparting training to the seniors every effort is made to maintain simplicity in activities to help seniors to spend quality time with dignity at the centre. **The activities are very useful for the quality of life for the Dementia sufferers.** In my wife's case her general awareness has improved leading to better and systematic routine of life within the limits of a Dementia sufferer.

I sincerely wish there are more centres like ASHA in Delhi / NCR to cater to the needs of Dementia sufferers for a quality life.

AFROZ
Mrs. Nishat Ahmed Son

My mother, an Alzheimer's patient, has been a resident at ASHA for over 3 years.

Based on my experience, simple words cannot describe the compassion, empathy, patience, and care that the caregivers and management have displayed towards not only her but also all the other residents in their care. They have been very proactive and professional in their communications with me regarding her condition, medical prescriptions, suggested changes in the care regime, and general well-being. That level of professionalism and effort extends to making sure that the facility is well kept, very clean, is secure, and has a cheerful atmosphere. The caregivers and their supervisors are very well trained, and every effort is made to provide patients with all that is needed to make them feel comfortable and safe. It is truly heartening for me to see the genuine patience, effort and caring the people at ASHA display towards those in their care. **The good people of ASHA are truly angels on Earth, and we need more of them!**

SAPNA SUD
Mrs. Meena Sud Daughter

Three years ago, my mother was admitted to Hope Ek A.S.H.A., and we honestly didn't know what to expect. From day one, the team made us feel like my mother was part of their own family. Their care, patience,
and genuine warmth have meant the world to us.

Watching my mother smile, feel comfortable, and enjoy each day has been such a blessing. The staff not only look after her needs but also treat her with love, respect, and dignity - something that has brought immense peace and happiness to our entire family.

We are so grateful to Hope Ek A.S.H.A. for giving my mother a safe, happy, and caring environment. The work they do goes far beyond caregiving; they bring comfort, joy, and hope to families like ours every single day.

Simardeep Uppal
Dr. S.S. Uppal Son

Thank you, team ASHA, for the amazing work you do every day. Our father has been attending the **A.S.H.A daycare at Hope Ek ASHA** for nearly seven years, and it's been an absolute blessing for our family. The staff creates such engaging, entertaining activities that keep the dementia patients mentally active for as long as possible—everything
from meticulously planned colouring and crafts to festival celebrations, storytelling sessions, dance and singing performances (sometimes involving the elders too!), riddle-solving, and sharing life experiences, all designed creatively to spark different parts of their memory. **Their entire team is deeply committed and genuinely cares for each elder, offering personalized attention** like singing their favourite songs, talking about their families, tailoring meals and medication plans, and making every birthday special. Every day, they share adorable photos and videos of the elders enjoying themselves, which gives us the comfort of knowing our loved ones are in safe, loving hands.
The journey of handling dementia is not an easy one for the patient, and the caregivers, but this team at **ASHA does everything possible to provide a loving, positive and engaging environment** for the elders as well as provides a well-connected community of the supporting caregivers, who can share and help each other. We truly couldn't have asked for anything more from Team ASHA.

Thank you team ASHA for the amazing work you do every day.



Project Partner's Appreciations

"We are really happy to have partnered with Hope Ek A.S.H.A in supporting the cause of Dementia care in India. Hope Ek ASHA is doing some incredible work in the field of Alzheimer's with an aim to build a dementia-friendly society. The Hans Foundation remains committed to bringing positive change in the lives of people through its far-reaching community-centric activities."

Lt. Gen. S. M. Mehta (Retd.), AVSM, SM, VSM**
Former Chief Executive Officer**, The Hans Foundation.**

"Myself along with IFCI Social Foundation team are humbly associated in Dr Chawla's great initiative of setting up ASHA by providing a brief support in the medical equipment and other physical infrastructure. This state-of-the art medical facility is well utilized to treat patients with care. The facility acts as Skill Development centre to train the medical and caregiving staff in managing the patients

Dr. Emandi Sankara Rao
Former MD & CEO, IFCI Limited
and **Chairman IFCI Social Foundation**

Case Study

PATIENT NAME: **MRS. SANTOSH DEVI** DATE : **10.08.2025**

DEMOGRAPHIC DETAILS

Name of Patient: Mrs. Santosh Devi.

Age: 85 years.

Region of Domicile: Meerut (U.P).

Primary Caregiver: Anil Kumar (Son).

MENTAL STATUS EXAMINATION

General appearance and behaviour: Good personality. Average built. She has mood swings. One day she is polite and happy, the next day she might hit someone.

Alertness: Not very alert and follows instructions according to her moods, suspicious nature.

Orientation: Disoriented many a times unpredictable mood swings.

Memory: Short term memory is affected to a great extent. Restless most of the time.

Judgement: Confused most of the time. Is dominating till today.

Insight: Doesn't recognise anyone. Mood changes observed, can be rude at times.

Speech: clear as yet.

MEDICAL HISTORY

History of Dementia:

- Functioning of the Frontal, Temporal & Parietal lobe is severely impaired.

Co morbid conditions:

- Knee replacement surgery in 2018 (one leg).

DIAGNOSIS

- Fronto Temporal Dementia (anxiety and Confusion).
- Overall health is good. Eats well.

CHIEF COMPLAINTS

- Fronto Temporal Dementia causing anxiety.
- Is aggressive many a times due to her disease and dominating nature.
- Impairment in attention and concentration.
- Gastrointestinal symptoms towards higher range.

MEDICATION

- Tab. Pantocid DSR.
- Tab. Quitipin 25mg.
- Tab. Clonezepam.
- Tab. Calcium.
- Tab. A to Z.
- Tab. Telma 20mg.
- Tab. Oleanz 1.25mg.
- Tab. Admenta 10mg.
- Tab. Ecosprin 75mg.
- Syp. Pixit 10ml.

COGNITIVE RETRAINING ACTIVITIES

1. Sittercises daily for physical health.
2. Colouring, art and craft, puzzles, blocks.
3. Baby therapy is her favourite.
4. Loves Reminiscence therapy (sorting of coriander, shelling, peas, separating leafy vegetables, making pairs of socks etc).
5. Music therapy. Loves dancing with music.
6. Spiritual sessions (Remembers 2 religious songs and loves to sing).
7. Physiotherapy.
8. Chatting with people around.

PROGRESS AT A.S.H.A.

1. She has started liking colouring and craftwork which she didn't like initially. Does good colouring with practice.
2. Likes to do physical activities and a good change observed in eye and hand co-ordination.
3. She has become friendly with caregivers and likes to interact with people around.
4. Speech is clear so can clearly explain her feelings.
5. Lot of improvement observed in her gastro intestinal issue. Constipation issue is still there but is well sorted by the team of doctors at A.S.H.A.
6. She loves singing Bhajans that she remembers. Sings with action happily.
7. Eats well and is not fussy while eating.
8. Mood swings are still observed at times but overall, she is happy and smiling.
9. Initially kept repeating "this is not my house" but now she has accepted the place happily and forgotten her home environment.
10. Confusion is less now and she is more settled.
11. Hygiene is taken care off.
12. Likes to do activities she did as a housewife for long. Reminiscence activities help lifting her mood and boosting her self-esteem.

***

Case Study

PATIENT NAME: Mr. Ajit Jaju DATE: 30-12 -2025

DEMOGRAPHIC DETAILS

Name of Patient: Mr. Ajit Jaju

Age: 68 years

Region of Domicile: **Hindu (Assam)**

Primary Caregiver: Family Caregiver (His wife) Madhu Jaju

MENTAL STATUS EXAMINATION

General appearance and behavior: Mr. Jaju has an average height and body structure. His gate and motor coordination is good. He is active, energetic and well-dressed.
He is usually restless and moody. He sometimes shows anger in expression. Mr. Jaju follows instructions but is non-cooperative many a times, especially when it comes to following instructions related to food.

Alertness: He is alert and responsive, but demonstrates impatience and low tolerance for

delay during activities.

Orientation: He is mostly Disoriented. He keeps repeating few past incidents. He thinks he still has to go to office and is the president of real estate forum.
Memory: Short term memory is affected.

Judgement: Judgement is poor

Insight: Insight remains poor, as he shows limited understanding of his condition. Ongoing supervision and structured intervention are required.

Speech: Speech is clear sometimes very fast.

MEDICAL HISTORY

- He has hypertension and takes medicine for the same, otherwise he is generally heathy.

DIAGNOSIS

- He has been diagnosed with Fronto temporal Dementia since 2019. (FTD)

CHIEF COMPLAINTS

- Aimless wandering
- Sudden mood changes
- Repetitive speech and questioning.

MEDICATION

- Tab. Quitipin 25mg - Twice a Day
- Tab. Admenta 10mg
- Tab. Oleanz 2.5mg – Bedtime
- Tab. Telma 20mg – After Breakfast

COGNITIVE RETRAINING ACTIVITIES

- The client demonstrates good intellectual functioning and is able to independently perform physical, social, and cognitive activities at A.S.H.A. He actively engages in puzzles, memory games, coding sheets, Sudoku, and reading–writing exercises with ease.
- He participates in structured therapeutic tasks such as bilateral activities, motor–eye coordination exercises, and visual communication tasks, good task completion.
- He has strong verbal and musical abilities, with a clear voice and intact long-term memory, as evidenced by accurate recall of lyrics from multiple Hindi film songs.

PROGRESSATA.S.H.A.

At A.S.H.A , Mr. Jaju appears happier, more confident, and emotionally settled. The introduction of a structured daily cognitive and activity-based routine—previously absent—has led to noticeable improvements in his discipline, attention, and retention. He actively enjoys singing and regular social interaction, and the consistent attention and engagement provided have reduced his anxiousness. He feels comfortable in the environment, willingly interacts with others, and participates in almost all activities. Improvements are also noted in his appetite and overall routine, while the structured care at A.S.H.A offers meaningful respite and reassurance to family caregivers.

Before	After
• Before enrollment at A.S.H.A, Mr Jaju was not engaged in any form of structured cognitive stimulation or brain-based therapeutic activities.	• His cognitive functioning and IQ levels are well retained, and he is able to complete most of the worksheets independently. Compared to earlier, the regular cognitive interventions has helped him to be engaged and confident.

Case Study

PATIENT NAME: **Dr. Arun Arora** DATE: **26-03-2026**

DEMOGRAPHIC DETAILS

Name of Patient: Dr. Arun Arora

Age: 77 years

Region of Domicile: **Hindu (Indian)**

Primary Caregiver: Professional caregiver (Pitambar)

MENTAL STATUS EXAMINATION

General appearance and behavior: He is short built, not aggressive and never shows anger in expression. He is very co-operative and calm. He is very docile.

Alertness: Dr Arun is very alert and expressive.

Orientation: Sometimes he is disoriented and keeps repeating 'Dal chawal' Kari chawal.

Memory: Short term memory is affected.

Judgement: Fair

Insight: Not very clear

Speech: Is clear. Can express his feelings clearly through his speech.

MEDICAL HISTORY

- Dr. Arun was diagnosed with Dementia 5 years back in 2022

DIAGNOSIS

- Fronto temporal Dementia. Short term memory affected.

CHIEF COMPLAINTS

- He is very healthy. Apart from Dementia no other health issues noticed.

MEDICATION

- Few medicines related to dementia.

COGNITIVE RETRAINING ACTIVITIES

- To slow down the rate of cognitive decline many activities are done with the dementia elders at A.S.H.A.
- Dr. Arun plays bingo, card games, categorizing objects, board games like carrom, ludo and memory games, ball games, coloring, craftwork, reading.
- The day starts with physical activities.

PROGRESSATA.S.H.A.

- Dr. Arun loves to come to A.S.H.A. daycare program. Many good changes observed.
- He is more expressive than before. Does very good coloring now.
- Enjoys all brain stimulating activities and is an expert in games related to names of different countriesssss, word games, maths work sheets, simple coding work sheets.
- He likes to do English worksheets more than hindi ones.
- Every day before leaving the daycare center, he confirms “we have to come tomorrow also”. He doesn't like to stay at home on saturdays and sundays. Eats well now and is more active.

Before	After
Dr Arun used to sleep for hours at home Didn't do any activities and was only interested in eating all the time	• Now he is more disciplined. • Eats only the required meals. He does a good number of Brain stimulating activities Participates in Singing activities too. • He is always cheerful. He goes for a walk twice a day and wishes all his neighbours when he meets them on his way.





Hope
Ek A.S.H.A.
Care of Caregiver
Give care to those who can't care for themselves

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WEBSITE : www.hopeekasha.org

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