

## **Rohini Nilekani Philanthropies, Dalberg Advisors and Ashoka Changemakers launch landscape study on Ageing and Longevity in India**

*The report takes stock of the latest data, programs and narratives on aging in India, and hopes to catalyze action in the longevity space, through recommendations made for civil society organizations, policy makers, and philanthropy.*

**Bengaluru, India, May 27th, 2025:** Rohini Nilekani Philanthropies launches an all-inclusive report on aging and longevity in India. Produced in collaboration with Dalberg Advisors and Ashoka Changemakers, the report “Longevity: A New Way of Understanding Ageing”, seeks to reshape the narrative around aging through a comprehensive, multi-faceted approach - not just longer lives, but better ones.

The report has been built off of interactions with leading expert organisations over ten months, allowing the capturing of diverse perspectives on longevity, its ideal approach, gaps in the ecosystem, and opportunities for intervention. The learnings from these organisations which include, Carers Worldwide, WisdomCircle, Vayah Vikas, Silver Talkies, HelpAge India, Nightingale Medical Trust, AARP, GreyShades, Happy2Age, St. John's Hospital, Tata Trusts, Khyaal, Agewell Foundation, and One Billion Literates Foundation, have been further supplemented with interviews with over 15 other experts in the field.

Secondary data analysis has strengthened the report with key trends, models the socio-economic impact of inaction, and projects the benefits of enabling older adults to lead empowered lives.

In 2023-24, older adults contributed USD 68 billion in labor income, accounting for more than 3% of India's GDP. Annually, they dedicate approximately 14 billion hours to caregiving within their families and an estimated 2.6 billion hours to community-building activities. Findings indicate that if older adults in India who wish to remain in the workforce were to re-enter the labor market, the country's GDP could potentially increase by 1.5%.

Four dimensions shape the report's exploration of longevity, based on the needs of older adults: economic security, health and well-being, freedom to participate, and social connectedness.

The report highlights three pivotal priorities for Samaaj Innovators and philanthropies to advance the longevity agenda. These include embedding longevity into societal consciousness as a shared mission, fostering groundbreaking ideas to improve older adults' quality of life, and addressing systemic gaps in data, capacity, and collaboration to enable deeper, scalable change.

Rohini Nilekani, Chairperson, Rohini Nilekani Philanthropies comments, “By 2047, India will have 300 million older adults, and we will need much better structures for providing care and support to millions of people. Yet, older adults are not a homogenous, frail group. The elderly are also a seat of value. Can India take the lead in redefining what it means to be an older adult? Can we do it in time for the seismic shift in our demographics? Private philanthropy is critical to kickstart the multi-sectoral innovation we need to squarely and fairly address the issues that will arise with an ageing population. It's my hope that this report will spur deeper public discourse on an issue that concerns us all.”

Swetha Totapally, Regional Director, Asia Pacific at Dalberg, says, “One of our most important findings is that there is already a whole ecosystem of Samaaj innovators who are rewriting the script of what it means to be an older adult in India. These organizations are creating a deeper understanding of older adults' – and their families' – lived realities, advancing important policies, developing new models for care,

and supporting older adults to live life on their own terms. Given the rapid shift in our demographics, this is an opportune moment to learn from, support and help accelerate their efforts. By shifting our understanding of aging, we hope this report also helps spark a shift in how we build toward Viksit Bharat.”

Maria Clara Pinheiro, Ashoka’s New Longevity Co-Leader, shares, “This study has been invaluable in helping us learn from the ecosystem about the vast opportunities in longevity in India. One of the most powerful insights has been the chance to shift the narrative around lifelong contribution — recognizing that everyone, at any age, can remain active, engaged, and make a meaningful impact in society. As our demographics shift, it’s crucial for philanthropists, corporations, and governments to invest in the development of this growing field, ensuring that people of all ages can thrive and contribute.”

**Access the full report here:** <https://samaaj.io/4iiGkmc>

### **About Rohini Nilekani Philanthropies**

Rohini Nilekani Philanthropies is a grant-making organisation dedicated to creating and strengthening communities for their betterment. Founded by philanthropist Rohini Nilekani, the foundation supports transformative initiatives focused on civic engagement, access to justice, gender equity, mental health, and environmental sustainability. Rohini and her husband, Nandan Nilekani, are signatories to the Giving Pledge, committing to donate half of their wealth to philanthropic causes.

*For more information, visit - [www.rohininilekaniphilanthropies.org](http://www.rohininilekaniphilanthropies.org)*

### **About Dalberg Advisors**

Dalberg Advisors is a strategic advisory firm that combines the best of private sector strategy skills and rigorous analytical capabilities with deep knowledge and networks across emerging and frontier markets. We work collaboratively across the public, private and philanthropic sectors to fuel inclusive growth and help clients achieve their goals. Our global perspectives are firmly rooted in local realities. We have 28 offices across the world and have served clients in more than 135 countries. By combining local knowledge and international experience, our strategies blend the best global ideas and innovations with the local practicalities and partnerships needed for effective implementation. Dalberg Advisors is part of the Dalberg Group which comprises six businesses — Dalberg Advisors, Dalberg Data Insights, Dalberg Design, Dalberg Implement, Dalberg Media, and Dalberg Research — and a not-for-profit, Dalberg Catalyst.

*For more information, visit - <https://dalberg.com/>*

### **About Ashoka Changemakers**

Ashoka is the world’s largest network of social entrepreneurs. For over 40 years, it has been at the forefront of transformative impact - identifying systems, changing social innovators and accelerating their ideas to build more equitable and just communities worldwide. Ashoka envisions a world where everyone is a changemaker—where individuals embrace their power, develop the skills to solve problems, and activate others to lead and thrive. Together, changemakers are shaping a society that enables everyone to create positive change for the greater good.

*For more information, visit - <https://www.ashoka.org/en-us/program/ashoka-changemakers>*

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