

**Press Note  
3 June 2019**

## **Chennai: Seminar on Solutions for Empowered Elder Living on World Senior Citizens Day**

**The Unmukt Knowledge Series - 'Solutions for Empowered Elder Living' will be held in Chennai on Wednesday, 21 August, 2019.**

By 2050, 1 in 5 Indians will be above the age of 60. In an initiative to build an *eco-system* of stakeholders in the senior care sector, **Unmukt Festival** presents ***Solutions for Empowered Elder Living***, in Chennai on **World Senior Citizens Day** (21 August 2019). This is a platform for thought leaders in eldercare to deliberate and discuss issues relating to seniors that encompasses technology, lifestyle, health and recreation, independent living and financial management. Participants will include a mix of over 100 key stakeholders across NGOs, healthcare organisations, HR heads, senior citizen associations, builders, media, technology experts, architects & academia.

The full day seminar will bring together like-minded experts and provide a unique opportunity for networking and collaboration with a common goal to improve quality of life for the *growing senior population in India*.

The **Unmukt Knowledge Series** by [Unmukt Festival](#) is curated & designed by KW Conferences Pvt. Ltd. and Shomex Production LLC, USA, to meet the needs of seniors, caregivers and those planning for their retirement years.

### **The Producers**

**KW Conferences** is a pioneer in India's Professional Conference Organising industry. Over the last twenty-five years, KWC has built an enviable reputation, managing end-to-end services at international and national conferences for hundreds of clients. Working on events covering a wide gamut of topics and business verticals gave the KWC team a unique perspective on issues facing the country. Events on healthcare and public health policy repeatedly highlighted the rapidly rising percentage of senior citizens in India and the vast under-representation of this demographic in healthcare, housing and a host of other services that have the potential to make a marked difference in their quality of life.

Founded in 1984, **Shomex Productions LLC** is a US based developer, manager and producer of exhibitions, generally co-branded with leading community and professional organisations, prestigious universities, industry tradeshow and media properties. With Unmukt Festival, Shomex brings to India all the benefits of its close association with Abilities Expo, the leading producer of events for people with different or diminishing abilities including seniors, veterans, and persons with disabilities. Shomex is responsible for all of the marketing and promotion to the senior audience and has built up the senior presence at shows from less than 5 percent in 2008 to more than 25 percent today.

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EVENT PRODUCERS

