

Press Note
25 August 2020

**Unmukt's Digital Kaleidoscope Celebrates Seniors
with Amazon Alexa**

25 August 2020, New Delhi: It was an evening of history, books, film and quizzes that kept seniors engaged in the first ever **digital gala, on Saturday, August 22**, organised by Unmukt - The Senior Hub and Amazon India. The evening '**Unmukt's Digital Kaleidoscope Celebrating Seniors with Amazon Alexa**' was held in celebration of **World Senior Citizens Day** that falls every year on August 21.

"Unmukt - The Senior Hub is a comprehensive platform, which brings together the senior community and also provides an interface for businesses offering products and services for seniors. We aim to create awareness, in addition to deliberating and discussing issues related to seniors, that encompass health, caregiving, assisted and independent living, technology, lifestyle, recreation and financial management," **said Monimita Sarkar, founder, Unmukt - The Senior Hub**, while inaugurating the event. Talking about the significance of **World Senior Citizens Day**, Ms Sarkar said, "The main purpose of World Senior Citizens Day is to support our seniors through their ageing process, and also, recognise their accomplishments."

The event started with '**Decoding the Legend of Suheldev**' where **popular author Amish spoke about his new book** 'Legend of Suheldev'. He discussed how history is taught through different perspectives and should include more local historical figures in our narratives. "Ancient Indians wrote a lot. Three million pieces of writing have survived from ancient times. Sadly, we have not translated those texts," said Amish in a session moderated by Arati Rajan Menon, former executive editor of Harmony – Celebrate Age magazine. Amish highlighted the role of senior citizens in bringing our folklore to the mainstream. "Our senior citizens are a source of people's history and folklores."

The session **#Justask Alexa** with **Dipa Balakrishnan, Senior Manager** for Alexa Experience and Engagement deliberated on how Alexa can assist seniors. Dipa spoke about the importance of voice technology and its ability to simplify the lives of seniors.

The session, '**Beyond Boundaries**' with three seniors, dwelled on the need to break stereotypes to pursue one's passion late in life. An entrepreneur, a fitness freak and a home chef shared their inspiring tales of grit and determination.

The evening culminated with the **premier of the short film “Poonam” a social film starring Meeta Vasisht and Rajit Kapur**. Produced by Shilpi’s Voice & Visuals and Epicreel, ‘Poonam’ is a story of love, sacrifice, abandonment and giving life and love, a second chance. Speaking on the occasion, **producer Shilpi Das Chohan, founder, Shilpi’s Voice & Visuals**, said, “Elderly care and loneliness is a cause that needs to be addressed by our society. So we decided to use the medium of film to tell the story of companionship.” **Anil Kumar P, Executive Producer, and chief marketing officer of Epicreel**, a brand of Precipio Technologies Private Limited said, “Through the medium of this film, we are trying to send a message to the society. We are showing how our elders are suffering from loneliness and we would like to give some solace to them by having a companion to express themselves.”

The evening kept the seniors hooked on to their devices as winners of quiz contests took home **Amazon Echo Dot and Amazon Gift** vouchers.

About Unmukt- The Senior Hub

Established in 2018, Unmukt – The Senior Hub, is a comprehensive platform which brings together, both the B2B, as well as, the B2C audience in senior care. Unmukt aims to create awareness, in addition to, deliberating and discussing issues relating to seniors that encompass health, technology, caregiving, lifestyle & recreation, independent & assisted living and financial management. In the pre-COVID world we held events, exhibitions and seminars in an effort to create an ecosystem of support and empowerment to the senior segment. Currently through our four online formats -- Unmukt Bytes, Unmukt Cares, Unmukt Blogs and Unmukt Knowledge Series – we address a wide range of issues related to different aspects of senior life. We aim to know service providers better through our interviews (Unmukt Bytes), webinars (Unmukt Cares), panel discussions (Unmukt Knowledge Series) and informative articles (UnmuktBlogs). Explore to know more, or follow us on Facebook to be automatically notified of new updates. Visit us at [Unmukt- The Senior Hub](https://www.unmukt.in).

Media Contact: **Shaheen Khokhar**
marcom@unmukt.in
+91 9560696161