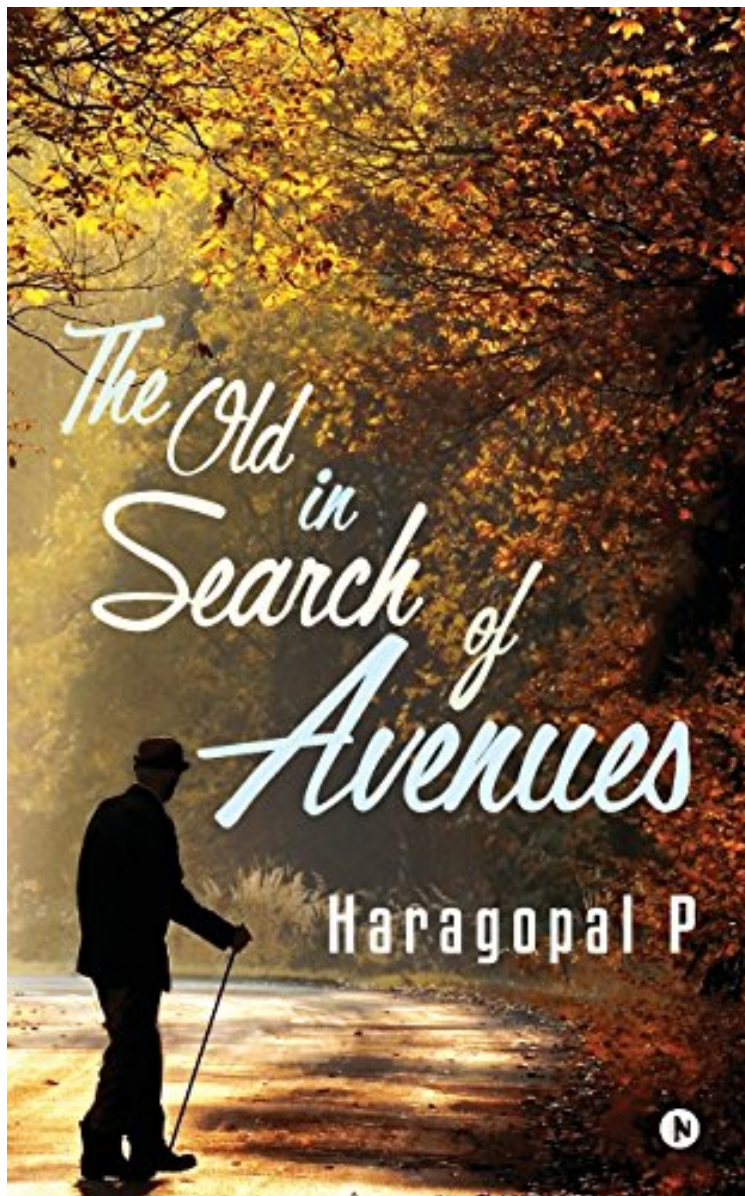


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## The Old in Search of Avenues

*Haragopal P*

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**Haragopal P : The Old in Search of Avenues** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Old in Search of Avenues:

The Old in Search of Avenues is a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of senior citizens in societies. With years, their numbers are growing in all countries. The senior citizens are an influential lot They should not be considered as a burden on society. Instead, they have to be respected, their talents utilized effectively and have a pleasant environment created for their comfort. Based on actual observation and records, this book shows that some of the senior citizens pursue activities which are not in line with their true nature and end up with problems. This is a result of the existing model where people retire at a definite age and suddenly face idleness when they are not actually prepared for it. This book covers the success stories where senior citizens are an active part of great social initiatives such as the Liberalization process in China and also covers the failures when they are not an active part of anything. The last chapter offers a possible framework to create a win-win situation for both senior citizens and the society.

About the Author Haragopal has worked as a professional manager in various organizations in India and is currently working as a consultant to some companies. He has authored many reports on social initiatives to tackle job creation and skill development by the State. He also teaches Strategy in Business schools.