

# DIALOGUE

Newsletter of Dementia India Alliance | July 2025



Dementia  
India Alliance

[www.dementia-india.org](http://www.dementia-india.org)

National Dementia Support Line

**+91 8585 990 990**

Free Online Memory Clinic

[www.dementia-india.org](http://www.dementia-india.org)



## *From the Desk of the President & Secretary*

Dementia India Alliance (DIA) was founded with a singular purpose — to bring help and hope to persons living with dementia and their family caregivers. As we reflect on the past six months, we are heartened by the steady and meaningful progress we have made in pursuit of this purpose.

This has been a highly productive period for DIA. Our work has expanded across multiple fronts — from memory screening and raising awareness, to promoting timely diagnosis, risk reduction education, training programs, and advocacy. Each of these pillars is critical in shaping a dementia-friendly India, and we are proud to be steadily advancing on all of them.

One of the most significant developments has been the growing network of Outreach Partners. These are institutions and organisations who have taken ownership of dementia care in their regions and have been instrumental in amplifying our impact at the grassroots. Their work is helping translate awareness into action where it matters most.

We are also building a committed team of professionals who bring expertise and compassion to the cause and will help shape the next phase of DIA's journey. We are deeply grateful for the support of Tata Trusts, which has enabled us to expand our initiatives across five South Indian states — a milestone in our efforts to reach those in need.

All of this would not have been possible without the support of our governing body members, advisors, donors, beneficiaries, collaborators, volunteers, interns, and outreach partners. Each one of you has played an important role in strengthening the movement for better dementia care in India.

Thank you for standing with us. Together, we look forward to doing more — reaching further, and ensuring that every person with dementia and every caregiver finds the support they deserve.



**Dr Radha S Murthy**  
President



**S Premkumar Raja**  
Secretary

## *Remember to Live Healthy, So that you can Remember*

– **Rachita Rao**

Lead – DemClinic & Research  
Dementia India Alliance



Dementia is not a normal part of ageing. At every age, increased forgetfulness is a sign that something's wrong. Let's run a quick check:

- Were you paying attention?
- Are you seeing and hearing clearly enough to engage with others?
- Have you reduced your social interactions with others?
- Do you feel low, tired, uninterested in activities you used to enjoy?

These aren't just passing moods—they're signs. And we're already in the middle of an important conversation: dementia risk reduction.

The Lancet Commission gave us a clear list: 14 modifiable risk factors for dementia. At first glance, they sound like basic health advice—don't smoke, eat less junk, move more, correct your hearing, wear a helmet, socialize. But here's the key insight: These behavioural (tobacco, alcohol, inadequate physical activity), metabolic (hypertension, obesity, diabetes and cholesterol) and environmental (air pollution) risk factors are similar to those for India's most widespread non-communicable diseases (NCDs)— like heart disease, cancer, stroke.

So why isn't dementia already part of India's official NCD policy? India has the highest number of people with diabetes in the world. Along with hypertension, obesity, air pollution—conditions deeply linked to dementia. And yet, dementia still remains outside the official NCD agenda. If dementia were treated like other NCDs, routine mental status examinations, memory screenings, and depression assessments could be seamlessly integrated into general health check-ups. Such an approach would not only support early detection and timely intervention, but also help normalize brain health—reducing stigma and re-framing dementia as a public health issue, not just an individual concern. We could prevent or delay thousands of dementia cases, especially among India's rapidly growing senior population. Most importantly, we would be sending a clear message: brain health is everyday health. Currently, dementia like every other NCD is treated as an individual responsibility.

Your lifestyle choices will ascertain your health. But that also implies the presence of a 'choice'—and that's something many of us miss. It's easy to put off our health. We delay the walk. We cancel the check-up. We say, "I'll sleep more next week." But dementia affects more than memory, it also affects our sense of self. If memories make us who we are, then don't we owe it to ourselves to protect them. Living well isn't just about warding off disease. It's about staying connected, joyful, and active.

You're choosing not just to live longer—but to live better.

**So reducing risk for dementia is remembering to live well—starting now.**





### **Meeting with Union Health Minister, Shri JP Nadda**

Our leadership met Shri JP Nadda, Union Minister of Health and Family Welfare, Government of India, to present a White Paper on Minimum Standards for Dementia Care Facilities. The white paper outlines key recommendations aimed at establishing uniform, person-centered care standards across institutional settings. It emphasizes the urgent need for structured care pathways, staff training, safety protocols, infrastructure guidelines, and dignity-driven service delivery for persons living with dementia in line with Mental Health Care Act 2017. As part of the submission, our leadership also formally requested the formation of an Inter-Ministerial Task Force to spearhead a national response to dementia—one that cuts across health, social justice, education, and rural development sectors.

### **Meeting with Health Minister, Andhra Pradesh**

With dementia prevalence in Andhra Pradesh at 7.7%—significantly higher than the national average—and nearly 8 lakh projected cases by 2036, the need for a targeted response has never been more urgent. In light of this, we met with Hon'ble Health Minister Shri Satya Kumar Yadav to advocate for the development of a State Dementia Action Plan and explore avenues for collaboration on the upcoming DEMCON national conference. The Health Minister responded with keen interest and openness to collaboration. We remain hopeful and committed to working with the Department of Health and Family Welfare, Andhra Pradesh, toward building a comprehensive and impactful dementia care roadmap.



### **Meeting with Puducherry Health Secretary:**

DIA had a meaningful meeting with Shri Jayanta Kumar Ray IAS, Health Secretary of Puducherry to discuss strengthening dementia care in the Union Territory. We deeply appreciate the Secretary's time, thoughtful engagement, and openness to our suggestions.

DIA expressed its commitment to supporting the development of a comprehensive Dementia Action Plan for Puducherry. With the Secretary taking over as Chairman of PONCARE, we see a strong opportunity to integrate dementia screening, awareness, risk reduction, and training into PONCARE's existing health and wellness programs for older adults.

We hope this conversation marks the beginning of a collaborative journey, with the goal of launching a focused dementia care initiative aligned with World Alzheimer's Month in September.





## Key Highlights: Opening Conversations about Brain Health



### Bengaluru | 26th April 2025

Dementia India Alliance (DIA), in collaboration with Ivory and the Centre for

Brain Research (CBR), Nightingales Medical Trust (NMT), NIMHANS, and Vayah Vikas, hosted a dynamic and impactful workshop in Bengaluru.

Bringing together **182 participants** — including caregivers, healthcare professionals, students, and senior citizens — the workshop shone a light on the urgent and evolving realities of dementia care in India.

### Mumbai | 07th June 2025

On June 7th, Dementia India Alliance, in collaboration with Ivory and Synergy, India, hosted an insightful and interactive workshop at Smt Maniben MP Shah Women's College, Matunga, Mumbai. With **45 enthusiastic participants** — including healthcare professionals, caregivers, students, and senior citizens — the session focused on brain health, dementia awareness, and practical caregiving strategies, all led by expert clinicians.



## Key Highlights: Early Detection in Focus

Log on for free and confidential memory screening  
**[www.demclinic.com](http://www.demclinic.com)**



Early memory screening plays a crucial role in identifying cognitive concerns before they progress. Timely detection allows individuals to access medical care, adopt lifestyle changes, and receive psychosocial support—all of which can help slow the rate of decline and improve quality of life. DIA conducted over **64 memory screening camps across urban and rural communities in South India, reaching a wide cross-section of elders. 2,594 individuals screened for early signs of memory loss. 19 Old Age Homes (OAHs) reached** through on-site camps. For those identified with mild symptoms or risk factors, screening is a first step toward prevention. Through brain health education, risk-reduction strategies, and referrals for follow-up care, we aim to empower individuals and families with the tools to take proactive action. We thank our collaborator Vayah Vikas for their support.



## *Key Highlights: Creating Awareness : The Blue Button Movement*

Creating a society that understands dementia is the first step toward building empathy, reducing stigma, and encouraging timely support. During this period, Dementia India Alliance reached out to diverse audiences through targeted awareness programs: **2,247 individuals were sensitized through community sessions, health talks, and workshops. 1,252 students engaged through school and college-based sessions.** Raising awareness helps communities recognise the early signs of dementia, respond with compassion, and support caregivers better. For students, these sessions are more than educational—they are a call to become change-makers. By learning about dementia early, students can help spread accurate information, support older family members, and build intergenerational empathy.



## *Key Highlights: Building Skills for Better Care*



Building awareness is only the first step—equipping people with the right skills is what leads to meaningful, sustained change in dementia care. DIA continues to invest in training key stakeholders across healthcare and elder care settings to ensure people living with dementia receive timely, informed, and compassionate support. Training at the hospital level ensures early identification and appropriate referral for people with memory loss. At the primary health centre (PHC) and community health centre (CHC) levels, empowering frontline workers improves access in rural and underserved areas. In old age homes, trained staff can offer more person-centred care, reduce behavioural distress, and support residents with dignity. For underprivileged youth and family caregivers, training opens up both livelihood opportunities and the capacity to deliver compassionate home-based care.

- **Master Trainers Developed: 75**
- **Healthcare Professionals Trained: 736**
- **PHC/CHC/MRW/VRW trained: 231**
- **Underprivileged Youth Trained in Dementia Care: 145**
- **Old Age Home Staff Trained: 324**
- **Community Members empowered by Master Trainers: 300**

## *Key Highlights: Support Circles that Heal and Help*

Living with dementia or caring for someone with dementia can be an isolating experience. To address this, Dementia India Alliance, in collaboration with NIMHANS and Nightingales Medical Trust, conducts regular online support groups every two weeks. **14 support group sessions were conducted and 562 participants** supported so far. These sessions offer emotional support, practical guidance, and a sense of community for caregivers and people living with dementia. Facilitated by experienced professionals, the groups help participants share experiences, learn coping strategies, and feel heard in a non-judgmental space. As we expand these efforts, we hope to have support groups in vernacular languages.

## ***DIA in Action:** The Urban Dementia Screening Study*



The study screened **716 older adults** (Jan–March) from upper socio-economic backgrounds, offering a glimpse into cognitive health trends within urban, affluent populations. **Among the 591 elders aged 60 and above, 12.2% of individuals identified with cognitive impairment [HMSE(Hindi Mental State Examination) score  $\leq 23$ ]. 29.2% men and 25% women had at least one vascular comorbidity, while 30.6% men and 26.4% women had either hearing or vision impairment.** These findings highlight the need to address vascular risk factors such as diabetes, hypertension, and sensory impairments, all of which were commonly observed among participants.

The study found that **56.9% family members failed to recognise early signs of cognitive decline**, underscoring how stigma continues to delay timely screening — even in educated communities. An additional 72 participants had scored 24–26 in HMSE, 59.7% amongst them male. These individuals are considered a vulnerable population and will be followed up with individual and family education to encourage further assessment.

**Among 79 individuals aged between 50–59 years, 11.4% had cognitive impairment, of which 66.7% individuals had at least one vascular or sensory comorbidity.** This early onset trend further emphasizes the need for preventive strategies and early interventions, even among younger older adults.

The study findings raised urgent questions about preparedness, access to assessment, and culturally appropriate tools for early detection in India's rapidly ageing population. In addition, the study brings to light the need for more nuanced public education and targeted outreach, especially in urban settings where denial and fear of diagnosis often deter participation. We thank Athulya for their support.



## ***DIA in Action:** Round Table on Building India's Dementia Care Workforce*



We were proud to co-host a focused Round Table discussion with United Way Mumbai on one of the most pressing challenges in dementia care today: building a skilled, motivated, and respected dementia care workforce. As India's ageing population grows, so does the urgent need for trained caregivers who can provide person-centred dementia care across homes, institutions, and healthcare systems.

The conversation explored key questions with 30 experienced stakeholders in this field:

- How do we source and train the next generation of dementia caregivers?
- What systems are needed to retain and support them in the long term?
- How can we bring dignity and recognition to the caregiving profession—especially for underprivileged youth and women who form the backbone of elder care?

The discussion highlighted both the challenges and opportunities in building a dementia care workforce that is skilled, compassionate, and valued.



## ***DIA in Action:*** Placing Dementia on the Public Health Agenda



**Top Left:** We were honoured to participate and present on dementia care in the NIAS Leadership Workshop for the Heads and Directors of ICMR headquarters.

**Top Right:** We were part of the expert panel on “Public Health Aspects of Brain Ageing and Dementia”, jointly conducted by NIMHANS and the Global Brain Health Institute (GBHI).

**Bottom Right:** We are proud to be part of an emerging dialogue that seeks to build a shared national agenda for ageing in India—bringing together voices from public health, policy, research, elder care, and civil society. Uniting for Healthy Ageing – Geriatrics, Longevity, and Dementia Care



## ***DIA Cadets:*** Youth Powering the Dementia Movement



From February to May 2025, 121 students from 10 colleges across India stepped up—not just as interns or volunteers, but as DIA Cadets: a dynamic force of empathy, grit, and purpose.

Coming from diverse academic backgrounds — Psychology, Social Work, Nursing, and even Cloud Computing — our Cadets united over one shared cause: dementia awareness and care.

What began as volunteering became a heartfelt journey of connection, compassion, and community. They brought energy, empathy, and commitment — filling critical gaps and becoming the bridge between knowledge and action.





# Partnering for Progress



PSG Medical College and Hospital, Coimbatore



Yenepoya Medical College, Mangalore



Vaak Foundation, Hyderabad



Palmtree Comprehensive Care Centre, Namakkal



SCARF, Chennai



Sree Renga Hospital, Chengulpet



Best Dementia Care Home, Kottayam



KMC, Manipal



వయసు పెరిగే కొద్దీ మతిమరుపు



Age Care Foundation,  
Visakhapatnam



Vayah Vikas,  
Bengaluru



Centre for Brain  
Research, Bengaluru



Aaji Care, Thane



Kshetra Foundation,  
Hyderabad

## Partnering for Progress



SYNERGY,  
Mumbai



Devaraj Urs Medical College and Hospital, Kolar



Nightingales Medical  
Trust, Bengaluru



NIMHANS, Bengaluru



Association of Healthcare  
Providers, India



**BENGALURU, DHNS:** Dementia India Alliance (DIA) is organising a free workshop on brain health in collaboration with Dr. Jyoti Nimmur, NMT Elderly Care Centre for Brain Research, and Vayah Vikas on Saturday at 9.30 am at the Centre for Brain Research, Bengaluru.

Research indicates that up to 45% of dementia cases can be prevented by addressing modifiable risk factors such as physical inactivity, poor diet, social isolation, smoking, and unmanaged chronic conditions like hypertension and diabetes.

This workshop aims to empower elders, families, caregivers, and health professionals with the knowledge and tools for dementia prevention, early detection, and better brain health management.

The session will feature expert talks by clinicians and

**గొడవలపై ఆవిష్కరణ**  
 పార్టీలోని ఏకాగ్రతను గురించి ఆవిష్కరణ చేసిన సీనియర్ నేతలు, కార్యకర్తలు ఆ విషయం గురించి ఆసక్తికరమైన వ్యాఖ్యలు చేశారు. ఆ విషయం గురించి ఆవిష్కరణ చేసిన సీనియర్ నేతలు, కార్యకర్తలు ఆ విషయం గురించి ఆసక్తికరమైన వ్యాఖ్యలు చేశారు.



brain health specialists on topics including dementia risk reduction strategies, the importance of cognitive screening, and maintaining brain health through lifestyle changes.

The event will also offer free memory screening to help identify individuals at risk of cognitive decline. To register for the event, visit [www.skylark.com/brainhealth](http://www.skylark.com/brainhealth).

**SKYLINE**



**The Hindu Bureau**  
BENGALURU



The study conducted by *Genentia India Alliance (GIA)*, an NGO promoting awareness of AIDS in association with *Ashya*, a social service, has found that stigma continues to prevent timely diagnosis and treatment in educated communities.

This initiative comes in the wake of growing evidence that stigma is a major barrier to the prevention of *dementia in India*. The *Longitudinal Aging Study in India - Dementia* (*IASI-D*), a project of *Genentia India Alliance (GIA)* has estimated that over 74% of Indians

are unaware of dementia. An earlier conducted screening study by *Genentia* involving 735 older adults from upper socio-economic background in the city of *Bangalore* had found that 74% of the participants were unaware of *dementia*.

Living with dementia (age 60 and above) may be a life-long condition, with nearly 30% of those diagnosed owing to a lack of awareness, stigma, or access to traditional health professionals.

**Findings of study**

Grading details of the findings of the *Genentia India Alliance* executive director of *Dementia* told *prosperity* e-

Thursday that among 599 elders aged 60-plus, 12.9% of the individuals were identified with cognitive impairment through HME (Hindi Mental State Examination) national score of  $\leq 24$ . While 29.2% men and 25.9% women had at least one vascular risk factor, 10.1% men and 26.4% women had either hearing or vision impairment. These findings highlight the need to address vascular risk factors such as diabetes, hypertension, and senile dementia, which were observed among participants, the said.

The study found that family members of 56.9% of individuals screened failed to recognize early signs of cognitive decline, underscoring how stigma continues to delay timely screening in educated communities.

An additional 72 participants had scored 24-30, re-

Among 79 individuals aged between 50 and 64, 11.4% had cognitive impairment, of which 66.7% in individuals had at least one vascular or sensory comorbidity. This early-onset trend further emphasizes the need for prevention strategies and early interventions, even among younger older adults.

Radia S. Murthy, MD, president, with group identified with cognitive impairment and those belonging to the vulnerable group will be referred and followed up through De Clinic - the free online memory clinic - for further assessment and personalized risk reduction counseling.

DECCAN HERALD  
Friday  
May 30, 2025

**Dementia India Alliance holds community-based screening**

INDIANALUNA DIVISION (DIA), in collaboration with Athens County Senior Care, conducted a cognitive screening across apartment complexes in the city of Athens, a small town of about 1,000 people, about 100 years old.

A total of 716 elderly residents were screened. Although lighting emergency calls and health trends in upper socioeconomic groups are declining, 60 and above, 12.3% were found to have cognitive impairment. The prevalence of a Hindi/Mestizo State Examination (29.4%) score of less than 24 was 12.3%. In addition, 25% of men and 25% of women had at least one cognitive impairment. 30.6% of men and 20.4% of women reported hearing or vision impairment.

Findings point to the urgent need to address risk factors for cognitive impairment, transportation, and sensory loss. Conditions commonly associated with cognitive impairment are:

- 50% of men and 50% of women members failed to recognize early signs of cognitive impairment.
- 50% of men and 50% of women had high stigma and lacked awareness of early timely screening.

A further 72 participants scored between 24 and 26 on the Hindi/Mestizo State Examination in a vulnerable category. Of these, 68.7% were male. They were found with cognitive impairment and were encouraged to encourage further assessment. Among 79 individuals with cognitive impairment, 11.4% had cognitive impairment, 65.7% who had at least one cognitive impairment, and 65.7% who had at least one cognitive impairment.

These findings indicate the need for early assessment and support. And that the vulnerable group will receive further assessment and personalized support. The findings also inform what we see in the community. We need to look at the need for early assessment and support. And that the vulnerable group will receive further assessment and personalized support. The findings also inform what we see in the community. We need to look at the need for early assessment and support. And that the vulnerable group will receive further assessment and personalized support.

**R**ecent findings from the Dementia India Alliance (DIA) dementia screening in Bengaluru in association with Athlyha highlight the need for proactive interventions. Among 716 individuals screened, 12.2% showed signs of cognitive impairment, with vascular comorbidities like hypertension and diabetes commonly observed in nearly 50% of the cohort. Early-onset trends among those aged 50-59 and the lack of awareness in recognising cognitive decline even in educated families are a matter of concern.

Dr Srikala Bhatharaj, former prof of psychiatry, NIMHANS, says, "The prevalence of dementia in India is high due to the high prevalence of risk factors like stress, sedentary lifestyle, cardiovascular factors, smoking, drinking, obesity, and



social isolation. Scientific evidence, including the Lancet Commission on Dementia Prevention, shows that 40-45% of dementia cases could be delayed or prevented by addressing 14 modifiable risk factors across the life course. These include hypertension, diabetes, smoking, physical inactivity, social isolation, stress, depression, hearing loss, low education, depression. Many of these risk factors are shared with cardiovascular disease, making integrated prevention strategies highly effective.

Prevention must begin in early adulthood, throughout life, and involve multiple stakeholders. Initiatives such as community outreach programmes to increase awareness regarding brain health, risk reduction counselling and memory clinics to screen elderly and those with risk factors enable individuals, families and society at large to address this indomitable health challenge.

**Dr S. Old Age Psychiatry & Raman Sundaram** EXECUTIVE DIRECTOR, DEMENTIA INDIA ALLIANCE



## Our Purpose (Why We Exist)

To bring help and hope to persons with dementia  
and their family caregivers

## Our Missions (What We Do)

**SERVICES** to bring help & hope:

We will build, deliver and improve Services, that increase equitable access to early and accurate diagnosis, treatment, risk reduction and quality care, such as –

1. National Support Line & Online Memory Clinic
2. Dementia Screening for early diagnosis
3. Support Groups
4. Risk Reduction intervention
5. Technical support for setting up of dementia care services
6. Database of service providers
7. Capacity Building

## PARTNERSHIPS to expand impact:

We will forge Partnerships with

1. Outreach Partners from different parts of India
2. Central and State Government departments and ministries
3. Certification Agencies
4. Academic Centres of Excellence and Research Institutions
5. Educational Institutions
6. International Agencies
7. Tech Companies
8. Associations

**BLUE BUTTON MOVEMENT** to fight

## Stigma and raise the Standards of Care

We will craft and execute initiatives such as

1. Dementia Awareness events
2. Dementia Friendly Communities
3. Setting of Care Standards
4. Advocacy with Policy Makers and Influencers
5. Facilitation of dementia-friendly hospitals and healthcare facilities,
6. National and International Conferences

## Our Culture (Who We Are)

## BETTER TOGETHER

- Inclusive Collaboration
- Community Involvement
- Shared Learning
- Collective Strength

## YOU FIRST

- Primacy of Stakeholder needs
- Empowerment
- Honour Choices
- Humility

## COMPASSION

- Practical Assistance
- Care for the Uncared
- Authentic Empathy
- Deliver Hope

## PURPOSEFUL INNOVATION

- Human-User Centric
- Future-Ready
- Leverage Technology
- Financial Viability





The New DIA Office



- Brain Health Awareness Workshop in Delhi: July
- Training of Trainers in Bangalore: July
- Training of Trainers in Vizag: August
- Training of Trainers in Mumbai: August
- ElderCon: Geriatric Care Conference in Coimbatore: September
- National Consultative Stakeholder Meeting in Delhi: September
- International Federation of Ageing Conference in Cape Town: September
- World Alzheimer's Month Events: September
- Launch of HSSC Certified Dementia Care Training Programs: November

## DemCon'25

Dementia Conference  
*Visakhapatnam*

**Dementia Care:**  
From Awareness to Action

5th & 6th Dec 2025  
at GITAM Institute of  
Medical Sciences  
and Research



Organized by



Dementia  
India Alliance

Hosted by



Knowledge Partner





# Join Hands in Making a Difference

As a national organization, we need your support to promote the cause of dementia. Your encouragement is crucial in bringing help and hope to persons with dementia and their family caregivers. Here are some ways you can join the journey:

## Family Carers & Individuals:

Join us as an individual affiliate

## Students:

Become a 'DemChamp' - our youth advocates for dementia awareness

## Health Care Professionals:

Access our certified training programs to deepen your expertise

## Academic Institutions:

Collaborate with us to promote awareness and education around dementia

## Hospitals:

Help build a dementia-friendly ecosystem by joining our dementia-friendly hospital network

## Volunteer / Intern:

Your time and skills can make a significant difference.

## Donate:

Support our Initiatives and help us reach more families in need.

## Follow us:

Follow us on social media for updates and more.

## Fundraise:

Rally your network to support vital dementia care services.

## Join as an Outreach Partner of Dementia India Alliance

Organizations working in the field of Age Care are invited to partner with Dementia India Alliance to expand the reach of dementia care and create a meaningful impact in the community.

### What is expected of outreach partners?



Collaborate to establish care services



Participate in conferences & campaigns



Conduct awareness programs & workshops



Promote Training Programs



Support & Facilitate DIA's Initiatives

### What DIA Provides:



Technical Guidance for Services



SoPs for Programs & Services



Training at different levels



Volunteer & Intern Placement



Branding, Collaboration & Support



**Dementia  
India  
Alliance**

## Dementia India Alliance

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[www.dementia-india.org](http://www.dementia-india.org) | Free online memory clinic: [www.demclinic.com](http://www.demclinic.com)



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