

The Bifocal Vision of Dementia India Alliance



**Dementia
India
*Alliance***

This VISION Booklet, consists of DIA's

- > PURPOSE (Why We Exist)
- > MISSIONs (What We Do)
- > CULTURE (Who We are)

MISSION

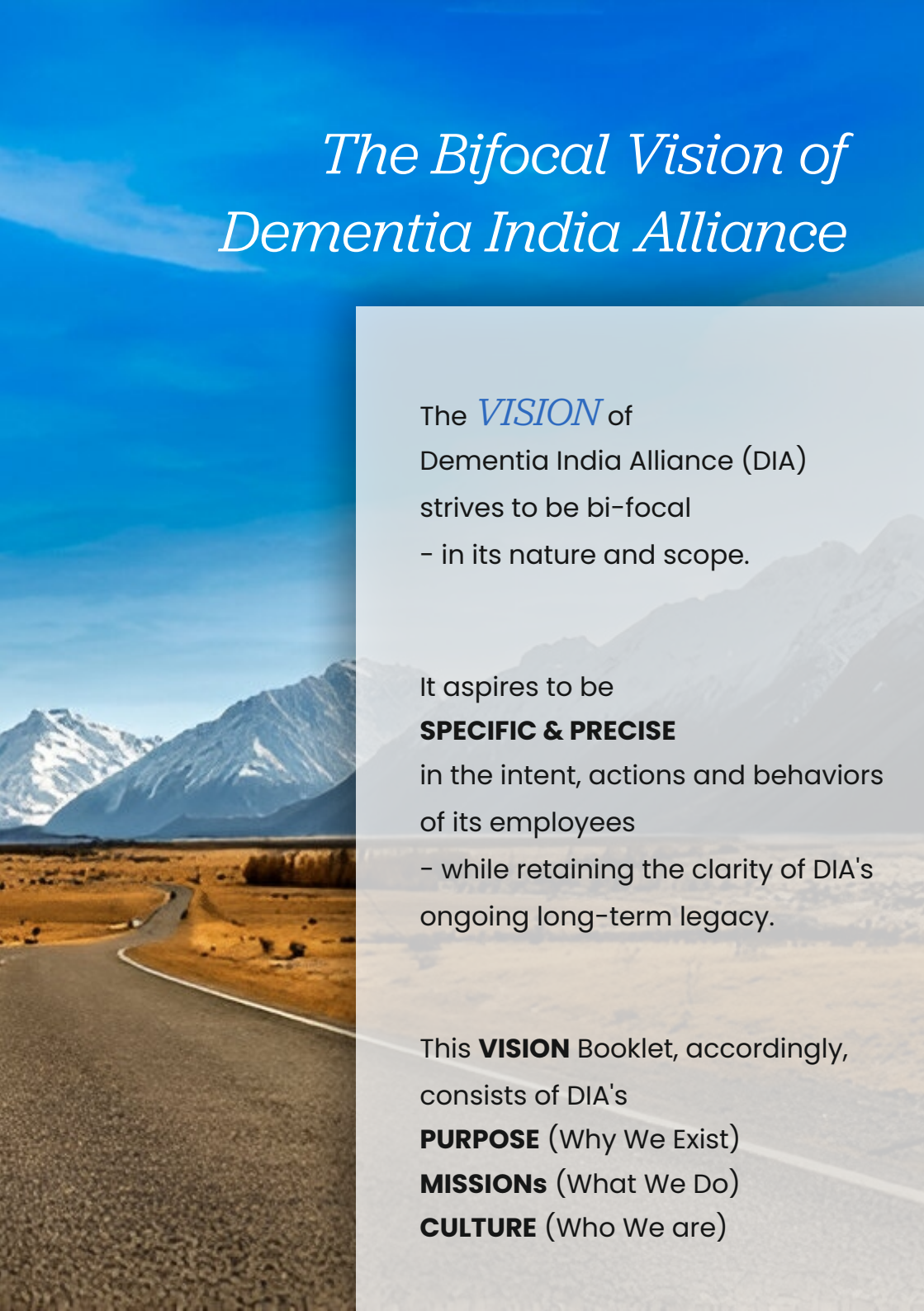
VISION

VALUES



Dementia
India *Alliance*





The Bifocal Vision of Dementia India Alliance

The *VISION* of
Dementia India Alliance (DIA)
strives to be bi-focal
- in its nature and scope.

It aspires to be
SPECIFIC & PRECISE
in the intent, actions and behaviors
of its employees
- while retaining the clarity of DIA's
ongoing long-term legacy.

This **VISION** Booklet, accordingly,
consists of DIA's
PURPOSE (Why We Exist)
MISSIONs (What We Do)
CULTURE (Who We are)

Our PURPOSE (Why We Exist)

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



All our initiatives will lead to practical help, respite and a sense of hope for persons with dementia – and, even more, for their immediate family members

We intend to be, and remain, the apex national facilitator for enhanced dementia-care

SERVICES to bring Help and Hope

We will build, deliver and improve Services such as

- i. National Support Line and Online Clinic (Demclinic)
- ii. Dementia Screening for early diagnosis
- iii. Support Groups for Persons with Dementia, Healthcare Professionals and Family Caregivers
- iv. Skilling of Healthcare Professionals, Healthcare students, Family Caregivers and those seeking a vocation as Dementia Caregivers



PARTNERSHIPS to expand the Scale of our Impact

We will forge Partnerships with

- i. Outreach Partners from different parts of India
- ii. Indian Central and State Government departments and ministries
- iii. Certification Agencies such as NSDC and HSSC – to enhance Caregiver capacity and workforce
- iv. Academic Centers of Excellence and Research Institutions
- v. Faculty and Students of educational institutions
- vi. International agencies

BLUE BUTTON MOVEMENT to fight Stigma and raise the Standards of Dementia Care

We will craft and execute initiatives such as

- i. Dementia Awareness events
- ii. Advocacy with Policy-Makers and influencers
- iii. Facilitation of dementia-friendly hospitals and healthcare facilities
- iv. National and International Conferences

Our CULTURE (Who We Are)

In interactions with key stakeholders such as DIA beneficiaries (persons with dementia, family caregivers, Demchamps, trainers, healthcare workers), colleagues, Outreach Partners, donors and Governing Body / Advisory Board members a DIA employee will strive to demonstrate behaviours consistent with our VALUES (Culture Pillars):

Better Together

Inclusive Collaboration,
Community
Involvement,
Shared Learning,
Collective Strength

01

You First

Primacy of
Stakeholder needs,
Empowerment,
Honor Choices,
Humility

02

04

Compassion

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

03

Purposeful Innovation

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



VALUES lived as BEHAVIORs is CULTURE

DIA employees will strive to adhere by the 'behavior guidelines' specified in this booklet.

We will consistently measure, and benchmark, our performance – against these norms – by seeking regular feedback from our key stakeholders

While dealing with Beneficiaries

WILL DO	WILL NOT DO
Be receptive to their ideas and encourage experimentation	Make false promises or provide inaccurate information
Be approachable and make every effort to offer practical assistance	Try to dominate or act with insecurity
Listen deeply to understand their situation, challenges and needs	Try to thrust our point of view or recommendations
Respect their choices	Hold their decisions against them or withdraw from engagement
Demonstrate genuine empathy for their situation and context	Forget that DIA primarily exists for the beneficiary
Be a dependable and accessible provider of help, referrals and resources	Offer half-baked or unethical solutions or services
Match our suggestions and solutions to the knowledge, skills and technology-readiness of the beneficiary	Communicate rudely or ambiguously
Offer suggestions and solutions that blend easily into the life of the beneficiary	Lay down impractical expectations of technical or other compliance by the beneficiary
	Propose solutions that are financially unviable for beneficiary or DIA

While dealing with Colleagues

WILL DO	WILL NOT DO
Seek, accept, learn and act on feedback - with humility	Withhold information or indulge in one-upmanship
Acknowledge their contributions in meetings and other forums	Take them for granted
Understand and account for the pressures and needs of their role in DIA	Use seniority or 'proximity to power' to intimidate or dominate
Be generous with constructive suggestions and proactive assistance to help them succeed	Disrespect or make light of their emotions, feelings and personal space
Acknowledge that everyone has their own unique challenges, and be accommodating	Indulge in idea shaming
Offer hope and practical support during difficult situations	
Be generous in sharing knowledge and skills	
Be quick to celebrate their successes	

While dealing with Outreach Partners

WILL DO	WILL NOT DO
Try to collaborate, in a spirit of true and equal partnership	Jump to assumptions and conclusions with inadequate evidence
Be proactively supportive and inclusive	Try to dominate or dictate plans and activities
Remember that the Outreach Partner's first priority will always be their own core activities and deliverables	Function with 'DIA First' agendas
Be generous in recognizing their contribution to the partnership	Demonstrate resistance to their ideas or to new experiments suggested by them
Offer meaningful help, with respect and dignity	Insist on them dedicating resources to 'try out' unproven ideas
Enthusiastically co-create solutions and initiatives	
Respond promptly and offer committed support to new ideas and initiatives	

While dealing with Governing / Advisory Body members and Donors

WILL DO	WILL NOT DO
Be proactively transparent about plans and activities	Try to compete or engage with a sense of rivalry
Recognize their contributions and create frequent opportunities to engage	Prioritize DIA goals over their objectives
Demonstrate gratitude for their assistance and time	Limit our engagement with them to only those occasions when DIA needs their assistance
Accommodate to suit their time and convenience	Over-promise and under-deliver
Demonstrate a genuine interest in their challenges and offer any assistance that DIA (and its other stakeholders) can possibly provide	Blame or shame
Welcome feedback and suggestions	Exert unreasonable time pressure by making sudden and urgent requests for help or inputs
Tap into their expertise to build and try out new ideas	Be dismissive of ideas and suggestions
Listen very carefully to learn from the domain expertise that they may possess	Innovate for applause

For Internal Circulation Only



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