



Dementia
IndiaAlliance

The Year in Review

Annual Report 2024-25

A Year's Overview

Introduction



The past year has been a turning point for dementia awareness and care in India. What began as a desire to ensure that no person with dementia or caregiver is left unsupported has grown into a nationwide movement—connecting stakeholders, shaping policies, and delivering critical services.

From the historic DemCon 2024 held at IISc Bangalore to the expansion of our National Dementia Support Line and DemClinic, to receiving a 3-year grant from Tata Trusts to expand our work in 5 south Indian states, Dementia India Alliance has strengthened partnerships across governments, academia, civil society, and the private sector.

What sets this year apart is not just the volume of activity, but the meaningful progress toward access to care, public awareness, and systems change. Whether through helping create dementia-friendly hospitals, influencing policy in Karnataka, or empowering a cadre of frontline dementia trainers, our focus has remained consistent: to build a dementia-inclusive India.





We also strengthened youth engagement through the DemChamps program, forged new coalitions across sectors, and solidified strategic support with institutions like Tata Trusts, AHPI, MoSJE, and NIMHANS.

The road ahead is long, but we are encouraged by the surge of commitment from caregivers, volunteers, researchers, and state authorities alike. With DemCon 2025 in Vizag on the horizon, we look forward to regional deep-dives and national impact.

This report is a celebration of what is possible — when community meets clarity of purpose.

With gratitude,
Team DIA

Message from the Leadership

Dr Radha S Murthy, President



Dear Friends,

It gives us immense pride and gratitude to present the second Annual Report of the Dementia India Alliance (DIA). This document is not just a summary of our activities, but a reflection of our shared journey — one driven by compassion, urgency, and the belief that every person living with dementia deserves dignity, support, and care.

India is on the cusp of a demographic shift, with its ageing population growing rapidly. Yet, nearly 90% of people with dementia in our country remain undiagnosed. Awareness is still scarce, stigma continues to silence families, and formal support systems are far from accessible to all. In this context, our work is not only relevant — it is essential.

Over the past year, DIA has deepened its commitment to transforming dementia care at every level. We have expanded our national support line, scaled up community memory screening, and trained hundreds of youth and caregivers through DemChamps and skilling programs. Our DemClinics are now functional in more regions, offering assessments and pathways to care that were once unavailable.

DemCon 2024 was a turning point — an unprecedented gathering of over 850 stakeholders from across the country and sectors, sparking critical conversations and coalitions for the future. We are also proud to share that our work was recognized through a catalytic grant from Tata Trusts — a validation of our approach and an investment into our continued impact.



At DIA, each initiative is anchored in a deep desire: to bridge the gap between dementia-related needs and the fragmented ecosystem of care in India. We recognize the scale of the challenge, but we are equally aware of the power of collective action — and that is where our strength lies.

Thank you for walking with us, supporting us, and believing in this cause. As we look ahead to DemCon 2025 in Vizag and new partnerships across the country, we renew our promise to serve, advocate, and lead with purpose.

Key Initiatives and Impact

May 2024 – May 2025



1. DemCon 2024 – Reaching the Unreached in Dementia Care

Held on 29–30 November 2024 at the JN Tata Auditorium, Indian Institute of Science (IISc), Bengaluru, DemCon 2024 marked India's first International Dementia Conference—a landmark gathering organized by Dementia India Alliance (DIA) in collaboration with NIMHANS, the Department of Health and Family Welfare, Government of Karnataka, Centre for Brain Research, CommonAge, and Ramaiah Hospitals.

Bringing together over 875 participants from across India and abroad, the conference provided a dynamic forum for clinicians, caregivers, researchers, students, non-profit leaders, government officials, and corporate partners. Themed "Reaching the Unreached", the focus was on bridging critical gaps in dementia awareness, care, and policy across underserved regions of India.



Key Highlights:

- 875+ participants from 21 Indian states and 5 countries
- 150+ expert speakers, including international faculty from the UK, Australia, and Sri Lanka
- 3 Plenary sessions, 6 technical panels, and 20+ scientific posters
- 20 exhibition stalls featuring innovations and programs in dementia care
- 2 pre-conference workshops on cognitive stimulation therapies and caregiver engagement

DemCon 2024 was not just a conference—it became a convergence point for cross-sector partnerships and action-oriented planning. It emphasized caregiver perspectives, and the inclusion of youth and elder citizens in dialogue. The event also saw significant media coverage and academic engagement, setting a strong precedent for national-level dementia action.

DIA is now working closely with partners to implement the conference resolutions, particularly in areas of workforce training, early diagnosis, and community-led support systems.

Looking ahead, the next edition—DemCon 2025—will be held in Vizag, expanding focus to Eastern India and scaling up the commitment to reach the unreachable.





2. National Dementia Support Line

Our toll-free helpline (8585 990 990) continues to be a cornerstone of DIA's support ecosystem. In 2024–25:

- 2,158 calls were handled
- 40% of the calls were related to early symptoms and diagnosis; 35% on caregiving strategies; 15% involved mental health or crisis support
- The service is now active in four languages: English, Hindi, Kannada, and Telugu
- A dedicated team of trained professionals provide dementia-sensitive support, with a structured referral system to clinics, NGOs, and helplines
- We also introduced post-call follow-up for continuum of care

3. DemClinic – Reimagining Access to Dementia Diagnosis



DemClinic, Dementia India Alliance's flagship online dementia assessment and consultation platform, is undergoing a major transformation this year to make it more robust, inclusive, and accessible across geographies and populations.

Since its inception, DemClinic has supported 1,543 assessments connecting individuals and families to specialists in psychiatry, neurology, and geriatric care. The platform has proven especially valuable in regions with limited access to in-person memory clinics or trained professionals.

In 2024–25, the program has focused on:

- Strengthening digital pathways for follow-up care
- Integrating a broader network of neurologists, psychiatrists, and dementia care professionals
- Linking DemClinic with helpline and screening services to ensure continuity of care

As DemClinic is rebuilt, it represents a scalable, tech-enabled solution for widened dementia care access, with the potential to bridge diagnosis gaps in both urban and rural India.



4. Outreach and Memory Screening

DIA scaled up its outreach efforts through 45+ dementia awareness and screening events across urban and rural pockets, in collaboration with local government bodies, old-age homes, and universities.

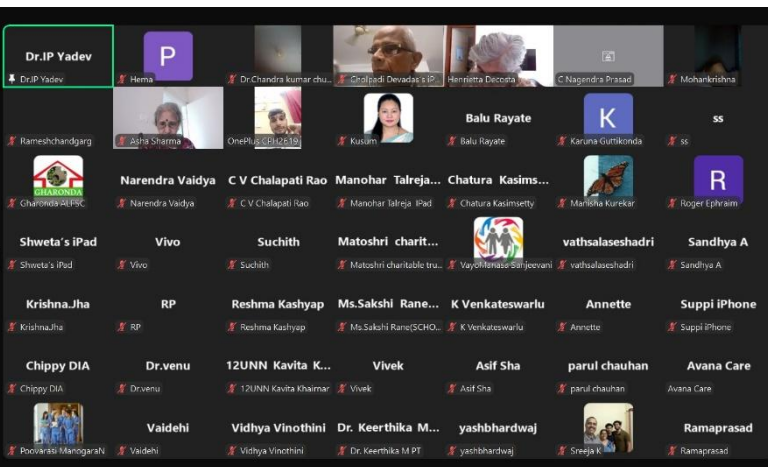
In total:

- 3,820 individuals were screened using validated cognitive tools
- 17% were flagged for mild cognitive impairment or further clinical referral

Campaigns in slum areas and primary health centres (PHCs) connected at-risk individuals to DemClinics and the Support Line

The screening camps served as vital entry points to broader support systems.





5. Caregiver Support & Engagement

Understanding the challenges caregivers face, DIA has grown its support group programs significantly:

- 1,235 caregivers attended virtual and in-person support circles
- 18 structured sessions were held, covering topics like burnout prevention, legal planning, behavioural symptoms, and grief
- Collaborations with NIMHANS, Nightingales Medical Trust, and mental health NGOs ensured clinical input
- Peer support continues to emerge as one of the most empowering forms of care.



6. Capacity Building & Skilling

To strengthen the dementia care workforce, DIA focused on capacity building through:

- 357 individuals trained, including nurses, PHC / CHC workers, NGO staff, and palliative care volunteers
- 2 new certification modules developed for care assistants and community health workers
- Training conducted in collaboration with 5 nursing colleges, 2 palliative care centres, and local government training cells. Participants reported 80–90% skill gain in dementia identification and communication techniques, as per post-training evaluations.



Dementia India Alliance conducted three **Train-the-Trainer (TTT) programs**—in September 2024, March and May 2025—in Bangalore. This certified 3-day training is tailored for healthcare professionals, including doctors, psychologists, nurses, social workers, and allied staff involved in geriatric and dementia care..

On World Mental Health Day (October 10th), DIA, in partnership with Renaissance e-Services Private Limited, launched a **self-paced, online Dementia Orientation Certificate Course for Healthcare Professionals**. The course, accredited by ODLQC (UK), addresses critical gaps in dementia care training in India, with a special focus on the mental health of caregivers and healthcare professionals. Designed to be accessible, Indianized, and culturally sensitive, the course equips nurses, nursing assistants, physiotherapists, and allied healthcare workers with essential skills for compassionate and effective dementia care. Its flexible, online format makes it ideal for working professionals and students.





7.DemChamps – Youth for Dementia

The DemChamps program continued to grow as a youth-led, community-embedded awareness and action model.

In 2024–25:

- 816 students were trained and certified as Dementia Champions
- Programs were conducted in 30 institutions across Bangalore, Hyderabad, and Bhubaneswar
- Champions engaged in over 100 awareness sessions, intergenerational activities, and support drives

The model encourages empathy, early detection awareness, and volunteerism, forming a crucial part of community participation.

On 13th July 2024, Dementia India Alliance hosted a pivotal workshop in Bengaluru on “The Role of Educational Institutions in Creating Dementia-Friendly Communities.” The event brought together over 35 academic leaders from 18 prominent institutions, including principals and department heads. The session highlighted how schools and colleges can play a transformative role in building dementia awareness, incorporating dementia education into curricula, and fostering compassionate, informed communities.

This initiative is part of DIA’s broader mission to empower the younger generation and promote dementia-friendly ecosystems through dialogue, advocacy, and student engagement.





8. Urban Dementia Screening – A Critical Insight from Bengaluru

Between January and March 2025, Dementia India Alliance, in collaboration with Athulya Senior Care, conducted memory screening camps across Bengaluru for older adults aged 60 and above. A total of 716 individuals—primarily from upper socio-economic backgrounds—were assessed using tools such as the AD8, HMSE, and PHQ-9, alongside demographic and health data. Key findings included:

- 23.5% reported dementia-like symptoms, and 12.2% showed cognitive impairment on HMSE.
- 14.7% had signs of depression.
- High rates of comorbidities were observed: 47% with hypertension, 43% with diabetes, and many with sensory impairments.
- A major insight was the disconnect between symptom perception and actual impairment—57% of those with poor HMSE scores had not reported symptoms, highlighting low awareness even among educated participants.

These results reinforce the need for routine cognitive screening, even in seemingly low-risk populations, and support the development of city-specific outreach and risk-reduction strategies. DIA will continue expanding such initiatives while offering guidance and referrals to those identified at risk.



9. Making Hospitals Dementia-Friendly

In a significant step towards improving dementia care in clinical settings, DIA partnered with the National Accreditation Board for Hospitals and Healthcare Providers (NABH) to develop a Dementia-Friendly Hospital Checklist. This checklist was officially released as an annexure to the 6th Edition of NABH Accreditation Guidelines at the Patient Safety Conference held on 17th September in Delhi.

The annexure equips hospitals with practical guidance to provide safe, compassionate, and dementia-sensitive care. As dementia cases rise across India, such tools are critical in transforming hospital environments to better support patients and reduce caregiver stress.





10. World Alzheimer's Month Activities

Throughout World Alzheimer's Month (September 2024), DIA collaborated with multiple institutions to promote dementia awareness and challenge stigma across the country. Highlights include:

- Awareness and Training sessions for over 200 nursing students at BGS College of Nursing and 150 interns at Bhagwan Buddha Medical College.
- Memory screenings and workshops in partnership with Kshetra Assisted Living, HelpAge India, and Sneha Sandhya Agecare, reaching over 60 seniors and several eldercare staff.
- Online orientation for over 60 social work students of Rajagiri College and dementia awareness webinars with MAHE.
- Public sessions and awareness activities at Sree Renga Hospital, PSG Hospital (which launched a Memory and Dementia Clinic), and Antara's Memory Clinic Day.
- Community engagement through a street play hosted by SCARF, DEMCARES, and Chengalpattu Medical College, and a panel discussion on "Dealing Dementia with Dignity" by Hope Ek Asha.
- Poster competitions, CME sessions, and urban slum screenings with partners like Rahul's Eldercare, Bangalore Medical College, NIMHANS, and Nightingales Medical Trust.

In total, these efforts engaged diverse audiences—from students and healthcare professionals to caregivers and older adults—spreading awareness and encouraging early detection and compassionate support.



Catalyzing Change Through the Tata Trusts Grant

In February 2025, Dementia India Alliance (DIA) was awarded a grant by Tata Trusts to scale up its dementia care interventions across South India. This catalytic funding has enabled DIA to initiate high-impact programs focused on dementia awareness, early screening, skilling, and support services across underserved regions.

With the backing of Tata Trusts, we have been able to:

- Expand dementia screening and awareness efforts to reach underserved communities.
- Develop culturally relevant training programs for healthcare workers and caregivers.
- Enhance digital tools and platforms for improved access to diagnosis and support services.
- Strengthen advocacy and research to shape dementia care policies regionally.

This grant marks a significant milestone in our journey to improve the quality of life for people living with dementia and their families in South India. We are deeply grateful to Tata Trusts for their trust and commitment and look forward to continued collaboration over the next three years.



Membership Summary

Associate Founder Membership	2023 - 2024	2024 - 2025	Total
	3	0	3
Individual Founder Membership	2023 - 2024	2024 - 2025	Total
	11	1	12
Permanent Founder membership	2023 - 2024	2024 - 2025	Total
	3	0	3
Individual Membership	2023 - 2024	2024 - 2025	Total
	383	36	419
Corporate Affiliates	2023 - 2024	2024 - 2025	Total
	5	4	9
Institutional Membership	2023 - 2024	2024 - 2025	Total
	10	0	10



Dementia
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National Dementia Support Line

+91 8585 990 990

Free Online Memory Clinic

www.demclinic.com

www.dementia-india.org