



GIW 2025 Report



MGIMS, Sevagram
Official Country Lead - INDIA



Table of Content

Acknowledgement	03
Event Background	04
GIW 25 Day Wise Theme	05
Community Activities	06
Webinar	12
Social Media	13
Print Media	17
Quotes from Field	18
Follow our Intergenerational Journey	19

#GIW25

1 Acknowledgement

We extend our heartfelt gratitude to **Generations Working Together** for giving us the opportunity to be a part of the Global Intergenerational Week 2025 and for selecting us as the official Country Lead for India. This recognition has been both an honor and a motivation to deepen our commitment to building stronger intergenerational connections in rural India.

We sincerely thank **BAYER** for sponsoring the GIW 2025 and supporting this global celebration of togetherness across ages.

We are grateful to all the **faculty members, social workers, and project staff** of the **Department of Community Medicine, MGIMS** for their guidance and support throughout the week.

A warm thank you to **Gaurav Pethe** for his technical support for the webinar.

A special thank you to **Muskaan Somani, Vidhi Somani and Rutuja Ubhale**, interns at MGIMS, Sevagram, helping us with social media.

Our deepest appreciation to the **Anant Muskaan team** for their involvement and support during our field activities across villages.

We are immensely grateful to all the **ASHAs**, whose tireless efforts, meticulous arrangements, were critical in organizing village-level events.

We thank our **Master Trainers and Sahjeevan Group members** for their unwavering dedication and leadership. Your ownership at the grassroots level truly brought the spirit of GIW 2025 alive.

A heartfelt thank you to our entire **ELITE team** for your passion, hard work, and unwavering commitment in planning, coordinating, and executing every detail to make this celebration a grand success.

Lastly, we are grateful to all the **volunteers, children, adolescents, adults, and elders** from every village who participated with such enthusiasm and joy. Without your active involvement, none of this would have been possible.



2 Event Background

Global Intergenerational Week (GIW) is an annual international campaign that celebrates and promotes connections between people of different generations. Held every year in the last week of April, GIW brings together individuals, families, communities, and organizations to recognize the power of intergenerational relationships in creating healthier, more inclusive societies.

In 2025, GIW was celebrated from **April 24 to April 30** with the theme of strengthening bonds across generations through dialogue, shared experiences, and collaborative action. This global movement highlights the value of learning across age groups and the unique contributions each generation brings to building resilient communities.

The week featured a series of day-wise themes encouraging interaction between the young and old through storytelling, games, skill-sharing, collaborative learning, and mutual care.

By connecting elders with children, adolescents, and adults in meaningful ways, GIW 2025 provided platform for celebrating wisdom, fostering relationships, and co-creating spaces where aging is seen as a celebration, not a challenge.

3 GIW 25 Day Wise Themes



Day 1:
Let's raise
intergenerational
awareness

#GIW25



Day 2:
Let's
challenge
ageism

#GIW25



Day 3:
Let's challenge
social isolation
and loneliness

#GIW25



Day 4:
Let's create
intergenerational
spaces and
communities

#GIW25



Day 5:
Let's Save
the Planet...
Together!

#GIW25



Day 6:
Let's develop
intergenerational
workplaces

Sponsored by 

#GIW25



Day 7:
Let's improve
intergenerational
quality and
sustainability

#GIW25



4

COMMUNITY ACTIVITIES



Awareness Rally

A rally was organized in various villages to challenge ageism and promote intergenerational awareness. Elders, youth, and ASHAs participated with slogans and placards, spreading messages of respect, inclusion, and unity across generations.



Elders School Sessions

Elders visited schools to share stories and life lessons, helping children understand the value of intergenerational bonds and the need to challenge ageism. The session fostered respect and connection between young and old.



Cultural Evening

A lively musical evening was held in the villages, where people of all ages came together to sing, dance, and perform. The event showcased true intergenerational spirit, with joyful participation across generations in a vibrant, inclusive atmosphere. Traditional songs, folk dances, and spontaneous performances made it a truly memorable celebration.



2 GenZ Sports Day

2 Generations Sports Day (2GenZ) was organized where elderly and children participated in pairs, engaging in fun, coordinated games that promote teamwork, respect, and bonding. The event brought sense of connection, proving that age is no barrier when hearts play together.



Art & Craft Activity

An engaging Art & Craft Activity was organized where elders and children came together to create beautiful handmade items using locally available materials. The shared experience helped bridge the age gap and celebrate the talents of both young and old participants.

Story Telling

Special storytelling sessions were organized where elders shared inspiring stories from their lives—about their childhood, struggles, and values they lived by. In return, children and adolescents expressed their love, respect, and thoughts about their grandparents, creating a warm, emotional exchange. These sessions helped bridge the generation gap, reinforced the importance of family bonds.



Walk in my Shoes

"Walk in My Shoes" activity encouraged participants to reverse roles, where younger individuals took on the responsibilities of elders and vice versa. This role-reversal exercise allowed both generations to understand each other's challenges and aspirations.



Elderly Children Meet Up

Elderly-Children Meet-Up was organized to combat the social isolation of elders living alone in the village. The event provided an opportunity for elders to connect with children. Through interactive activities, storytelling, and games, the meet-up helped reduce loneliness.

Old Age Home Visit

We organized a visit to a local Old Age Home, where elders participated in engaging activities. A variety of games were played to foster bonding and laughter across generations, promoting physical activity and mental stimulation.

A health check-up camp was set up for the elderly residents, where basic health assessments were conducted to ensure their well-being.

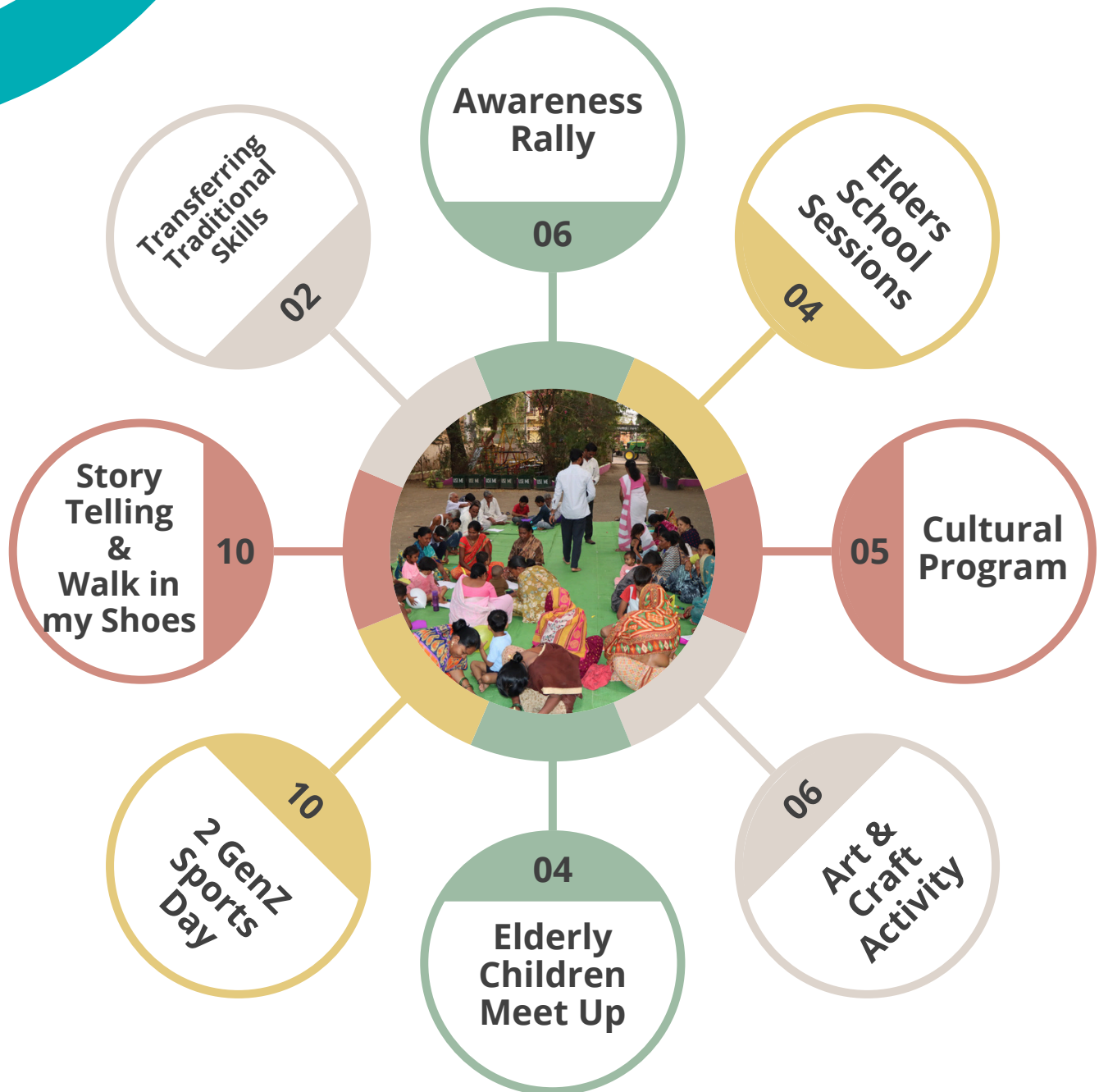


Transferring Traditional Skills

Transferring Traditional Skills and Knowledge was conducted, where elders shared valuable insights into traditional practices and crafts. This session highlighted the importance of preserving these customs, not only for cultural heritage but also for their environmental benefits. The younger generation learned how these time-honoured practices contribute to sustainability and environmental protection.



We conducted total 47 activities in GI week in nearly 40 villages

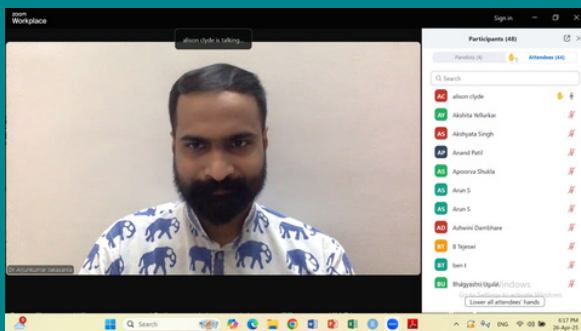


10 K people were directly involved in a community of 100 K through various activities



WEBINAR on Ageism and Intergenerational Programming

We hosted an insightful Zoom webinar on ageism and intergenerational programming, led by Dr. Arjunkumar Jakasania, who emphasized breaking age-related stereotypes and introduced the ELITE project focused on elderly health in India. The session opened with Malini and Padma from Bayer, sponsors of GIW 2025, who shared Bayer's MERGE concept, reflecting their commitment to intergenerational connections.



Webinar Recording

<https://drive.google.com/drive/folders/1MLoHiT00aGQYmD6sjErm2A-MepoKKYg6?usp=sharing>



5

SOCIAL MEDIA CAMPAIGNS



During Global Intergenerational Week 2025, we ran a social media campaign to engage a wider audience.

Activities included:

- Inviting people to share photos with their grandparents.
- Collecting poems on the theme of intergenerational bonding.
- Posting an interactive flyer asking followers to comment on what they admire about elders or what they wish to learn from them.

The campaign encouraged meaningful online participation and highlighted the value of intergenerational connections.



SNAPSHOTS OF LOVE

Share a photo with your grandparents
Old or new : with a caption from the heart.

Let's celebrate their love and legacy.



**A picture
with your
grandparents**



Generations in Rhyme

Got words that bridge generations?
We invite original POEMS or SHAYARIS



**A poem or
Shayari
around
ageism
or
intergeneration**

Older, Wiser, BUT WHAT ELSE?



To me 'ELDER' means ?

**Comment
down first
word strikes
when you hear
word Elder**

One Lesson, A Lifetime of Wisdom



What's one thing you've learned (or wish you could) from
your grandparents?

COMMENT DOWN!

**Comment
down the
thing you
learned or
wish to learn
from elders**

Generations in Rhyme

Snapshots of Love

GLOBAL INTERGENERATIONAL WEEK 2025

#3: The Heart of Our Family Tree



Some moments don't need words — just love, warmth, and the presence of those who shaped us. Sitting beside the roots of our family tree, I have learned that the simplest moments often become the most treasured memories.

Shared by: Vidhi Somani
From: Latur

#GIW25
#ELITE

VOICES IN POETRY

#3 INTERGENERATIONAL SYMPHONY

They both look so different...	To me, they are reflections of
One with flawless, blooming skin,	each other,
The other, gently wrinkled with time.	One who raised me,
But their eyes ,	And one whom I now raise.
Kind and full of life ,	In my little one,
Look so beautifully alike.	I see my father...
They both look so different...	And wonder, amazed,
One with tiny feet, stumbling to stand,	How beautifully he carries his
The other, now struggling to sit down.	legacy.
Yet the courage ,	His gestures, his values,
Witty, determined,	Echo in this new life ,
Shines just the same.	An intergenerational symphony,
They both look so different...	Running quietly through blood
One, like the rising sun,	and time.
The other, like the setting one.	
But the light of love they spread,	
That warmth, that glow,	
Feels just the same.	



रचना: डॉ. अश्विनी केळोदे
सेवाग्राम, वर्धा



We received total 32
photos with captions

We received total
10 poems

elite_mgims and 2 others
MGIMS, Sewagram

dr_rahul1412 2 d
Discipline Life 🤖
1 like Reply

eternalechoesministry 1 d
Love this so much!! Our grandparents and elders are full of so much wisdom! 🌟
1 like Reply

harshawardhan_shrottri 2 d
How to give altruistic love.
2 likes Reply

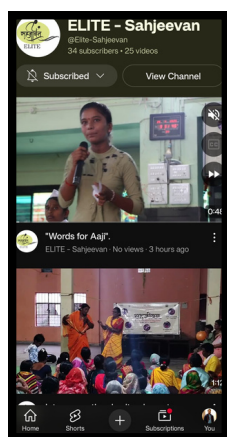
sarita.logade 2 d
Selfless love
1 like Reply

View Insights

Activate Windows
Go to Settings to activate Windows

19 likes

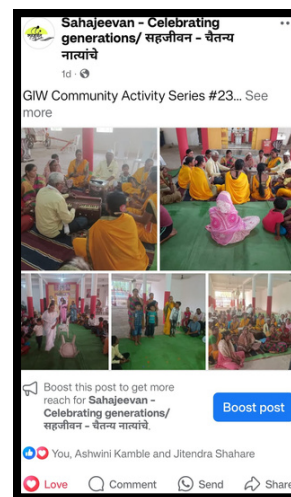
We regularly shared updates about the activities conducted throughout the week on various social media platforms. These posts included photos, short videos, and highlights from village events, allowing a wider audience to witness the spirit of intergenerational bonding in action. The consistent posting helped spread awareness, encouraged participation from beyond the field sites, and showcased the collective celebration of Global Intergenerational Week 2025.



Youtube



LinkedIn



Facebook



Twitter (X)



Instagram

Over 5 K people were reached through social media platforms and targeted campaign activities.

PRINT MEDIA

In addition to social media, we also utilized print media to reach a broader audience. An advertisement about the community events conducted during Global Intergenerational Week 2025 was published in the local newspaper. This helped inform and engage community members, stakeholders, and local leaders about the celebrations taking place across various villages, further increasing visibility and support for the initiative.

नवराष्ट्र

www.navarashtra.com

सालोड येथे रॅलीद्वारे जनजागृती

सालोड, (वा). महात्मा गांधी आयुर्विज्ञान संस्था, सेवग्राम यांच्या 'सहजीवन' उपक्रमाअंतर्गत जागतिक आंतरपैकी सप्ताह 2025 चे आँचिप्य साधून सालोड गावात बुधवारी (दि. 23) एक विशेष जनजागृती रॅलीचे आवेजन करण्यात आले. हिंदुधर्मोपमेल काढण्यात दुराग्र्याच्या पारवर्भुमीवर ज्येष्ठ नागरिक व नातवंड यांच्यातील नातेसंबंध, मान-सम्मान, आदर यांची जाणीव समजावत निर्माण करण्यासाठी ही रॅली आयोजित करण्यात आली.

या उपक्रमात सालोड नेहरू विद्यालय येथील विद्यार्थी, शिक्षकवर्ग तसेच गावातील ज्येष्ठ नागरिकांनी सहभाग



घेतला. रॅलीदरम्यान आंतरपैकी संस्थांविषयी जनजागृती करणारे पोस्टर्स, नारे व फलक घेऊन संपूर्ण गावात सैदीश गेला. यानंतर विद्यार्थ्यांनी 'आभारवड' संस्थेचे सदस्य पांडुरंग भाळशंकर यांचे मेळावे मार्गदर्शन लाभले. कार्यक्रमाला यशस्वीतेसाठी नेहरू विद्यालयाचे प्राचार्य चरडे, शिक्षकज्युंद प्राण 'सहजीवन' उपक्रमाच्या टीमचे विशेष योगदान राहिले.

[illegible]

दशोन्नती

‘जागतिक आंतरपिढी सप्ताह’ उत्साहात साजरा

सहजीवन प्रकल्पांतर्गत ‘आर्ट आणि क्राफ्ट’ व खेळ स्पर्धांना उत्कृष्ट प्रतिसाद

वर्धा : शाहीद भगतसिंग सभागृह केंद्रकरवाडी वर्धा येथे जागतिक आंतरपिढी सप्ताह साजरा करण्यात आला. यावेळी आर्ट आणि क्राफ्ट तसेच खेळ स्पर्धांना प्रतिसाद मिळाला. जनरेशन वर्कींग दुगेदर संस्थेच्या पुढाकाराने हा उपक्रम राबविण्यात आला.

जनरेशन वर्कींग दुगेदर संस्थेच्या पुढाकाराने साजऱ्या होणाऱ्या जागतिक आंतरपिढी सप्ताह निमित्ताने महात्मा गांधी आधुनिकीकरण संस्था, सेवाग्राम अंतर्गत राबविण्यात येणाऱ्या सहजीवन प्रकल्पा अंतर्गत

केलकरवाडी येथे विविध कार्यक्रमांचे आयोजन करण्यात आले. यावेळी ज्येष्ठ नागरिकांनी कागदाच्या वस्तू व विविध चित्रकलेची बनविण्यापासून सुरूवात करून सुद्धा सहभाग घेतला. ज्यात लहान मुलांनी आजी-आजोबांककन कला कार्यशाळा शिकण्याचा प्रयत्न केला. आजी-आजोबा व नातवंडांच्या जोडीतच येथील खेळ मजेशीर स्पर्धा घेण्यात

आल्या. शेवटी सामूहिक खेळाने कार्यक्रमाची सांगता झाली. यशस्वितेसाठी सहजीवन उपक्रम सेवाग्रामची टीम, डॉ. सुबोध गुप्ता, डॉ. अर्जुन जाकासानिया, डॉ. अनुज मुंद्रा, आणि आधारदंड संस्थेचे अध्यक्ष डॉ. हासमि शेख उपस्थित होते.



Quotes from the Field & Social Media

57 Year young woman from Zadgaon

Watching today's program conducted by the truly brought me great joy — it's wonderful that such a project is being implemented in our village. Today's event brought a lot of fun to all the elderly men and women, as well as the children. I currently stay in Wardha most of the time and visit the village occasionally, but whenever there is a program like I will definitely attend.

CEO | Generations Working Together on (LinkedIn)

I'm loving all your pictures they send such a powerful message.

73 Year young Grandma from the Old Age Home

You came here today and spent time with us it felt really nice. Playing the games made us feel like we were playing with our grandchildren.

We used to play a lot in our childhood, but now in our daily lives, work itself feels like a kind of play.

59 Year young Woman from Ashta

As part of this event, grandparents and grandchildren played various games together. It gave the elderly an opportunity to express their feelings and also enjoy playful moments with their grandchildren. The joy they experienced through this activity helped reduce their sense of loneliness.



Follow Our Intergenerational Journey

Website

<https://intergenerational-sahjeevan.com/>



https://www.instagram.com/elite_mgims/



<https://www.youtube.com/@Elite-Sahjeevan>



<http://linkedin.com/company/elite-enhancing-living-experiences-of-the-elderly>



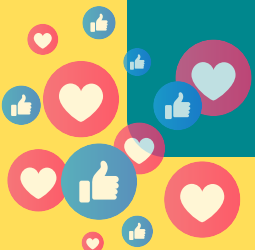
<http://facebook.com/sahjeevan.mgims>



http://x.com/ELITE_Sahjeevan



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Designed by: Dr Rahul Pethe