

Reclaiming Independence Across 8,000 Miles: Why Indians in America Are Rethinking Care for Aging Parents in India

As India Turns 80, Samarth Elder Care Launches Its 'Freedom at Home' Initiative To Help 4.9 Million Indian-Americans Empower Their Parents In India.

NEW DELHI, DELHI, INDIA, August 9, 2026 /EINPresswire.com/ -- As India prepares to celebrate its 80th Independence Day on August 15, [Samarth Elder Care](#), India's leading senior care management organization, is reframing the concept of freedom for millions of diaspora families worldwide - the freedom for aging parents to live independently, safely, and with dignity in their own homes.



To support the 4.9 million Non-Resident Indians (NRIs) in North America managing care for elderly parents across 8,000 miles, Samarth Eldercare today announced the launch of its "Freedom at Home" Initiative, anchored by the free, open-access [Elder Vulnerability Assessment](#). While previous generations often faced difficult trade-offs such as moving parents into assisted living facilities or relocating them abroad, or moving back home themselves, modern senior citizens overwhelmingly demand "ageing-in-place." Operational data from Samarth Elder Care shows that an overwhelming majority of elders prefer to remain in their own homes, provided they have reliable healthcare and emergency response systems. This aligns with global benchmarks established by AARP Research, which show that up to 90% of aging adults prioritize staying in their own homes over institutional care.

"Independence Day is a celebration of autonomy, self-reliance, and dignity, values that are just as vital inside the home as they are nationally," said Asheesh Gupta. "For families living abroad, freedom from worry and true peace of mind comes from establishing an invisible, highly professional ground support network in India that preserves their personal independence while

guaranteeing immediate emergency safety."

Four Pillars of the "Freedom at Home" Care Model:

Autonomy in Medical Management- Coordinating doctor visits, specialist consultations, and doorstep prescription deliveries without removing the elder's decision-making authority over their own health.
Home Safety & Fall Mitigation- Conducting non-intrusive home audits to eliminate physical hazards, installing grab bars, and optimizing lighting to ensure mobility and safety throughout all rooms.
Rapid Emergency Safety Nets- Integrating 24/7 SOS response systems with local ambulance dispatches, hospital admission authority, and real-time alerts sent directly to family members in the US.

Active Community & Social Mobility- Connecting seniors to local community circles, wellness events, and physical activities to combat social isolation and maintain intellectual engagement.



Founder & CEO, Samarth, Ex-McKinsey / IIM Calcutta & IIT Kanpur Alum

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For adult children living in the US, true peace of mind doesn't come from forcing parents into artificial environments or constantly worrying across time zones.”

Asheesh Gupta, Founder and CEO of Samarth Elder Care

CASE FOCUS: Preserving Dignity Across 8,000 Miles

When 82-year-old retired professor Dr. Sharma experienced a minor fall in his Delhi home, his daughter, a software director in Seattle, faced acute pressure to relocate him to an assisted living facility. Instead, through Samarth Elder Care's "Freedom at Home" framework, Dr. Sharma received non-slip home modifications, daily health monitoring, and a dedicated Care Manager to accompany him on weekly errands. “My father didn't need to give up his home or his freedom,” said his daughter. “He just needed a professional safety net on the ground that I

could trust from the US.”

Evaluating Independent Living Readiness

As part of this initiative, Samarth urges diaspora families to evaluate their parents' independent living score using the Elder [Vulnerability Assessment](#), which is a free online diagnostic

framework.

The 5-minute audit analyzes core independent living indicators, including prescription compliance, digital security, emergency readiness, and social engagement, and generates a personalized report that highlights specific care gaps and actionable steps to resolve them.

Samarth Eldercare will also host a live virtual webinar for US NRI community leaders and alumni networks on August 22, 2026, titled "Preserving Senior Independence: Building Cross-Border Care Systems That Work."

About Samarth Elder Care

Samarth Elder Care is India's leading professional elder care company, helping older adults live with dignity and independence while giving their families, wherever in the world they may be, the assurance of high-quality care. Founded in 2016 by alumni of IIT, IIM, Cambridge, Yale and, with executive leadership backgrounds at McKinsey & Company, Samarth operates across 350+ cities in India, serves families in 33+ countries, and is backed by Social Alpha. Trusted by diaspora families across North America, UAE, Asia & Australia, Samarth services span in-home care with a dedicated Care Manager, community and wellbeing programmes, and specialist clinical care through the Samarth Clinic for Healthy Ageing.

When a family cannot be there, Samarth is.

Reference Links & Data Sources

AARP Home and Community Preferences Survey:

<https://www.aarp.org/research/topics/community/info-2021/2021-home-community-preferences.html>

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