



UNIVERSITÄT  
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Heidelberg Centre for  
Transcultural Studies



**Indo-German DAAD Exchange Programme:**

## **New Directions in “Active Ageing” and “Age-Friendly Culture” in India and Germany**



Alongside rapid urbanization and climate change, many consider the issue of ageing to be one of the most fundamental questions of this century. This demographic shift in the development of a “greying world” creates great challenges for societies and is associated with many risks and problems. To explore new possibilities and opportunities, it is necessary to develop new directions in active ageing and age-friendly culture.

With this purpose, the DAAD exchange programme “New Directions in ‘Active Ageing’ and ‘Age-friendly Culture’ in India and Germany” has been established as a joint project of Heidelberg University and Jawaharlal Nehru University, Delhi. The initiative is funded within the framework of Indo-German Partnership in Higher Education (IGP) by the German Academic Exchange Service (DAAD).

The programme aims at connecting faculty, M.A. students, doctoral candidates and post-doctoral fellows. During the funding period (2016-2020), the programme not only develops research profiles on themes related to “active ageing” and “age-friendly culture” through pilot projects and PhD research, but also implements an innovative teaching profile through a series of prominent lectures, spring and summer schools, and the incorporation of the “Film Festival of Generations”. The interdisciplinary approach is represented by researchers from the fields of anthropology, gerontology, psychology, sociology and medical science.

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