



Happy Valentine's Day



This Valentine's Day let us express our love to the people who mean the most to us our parents. As your parents enter their sunset years, you want to ensure that their lives are as comfortable as possible

Your mom and dad used to take care of you. Now it's your turn. Watching a parent succumb to the ills of old age is painful. When you're responsible for medical and financial decisions, it can be downright overwhelming. There are the nagging worries: *Did Mom take her medicine? Should I get Dad's heart checked? What did the doctor mean by "potentially harmful"?* And the big transitions: *Should we bring him to live with us, or would a nursing home be better? Can he afford the medical care he needs? What if he resists what's best?* This may be one of the toughest things you've faced, but in the end, it's worth it.

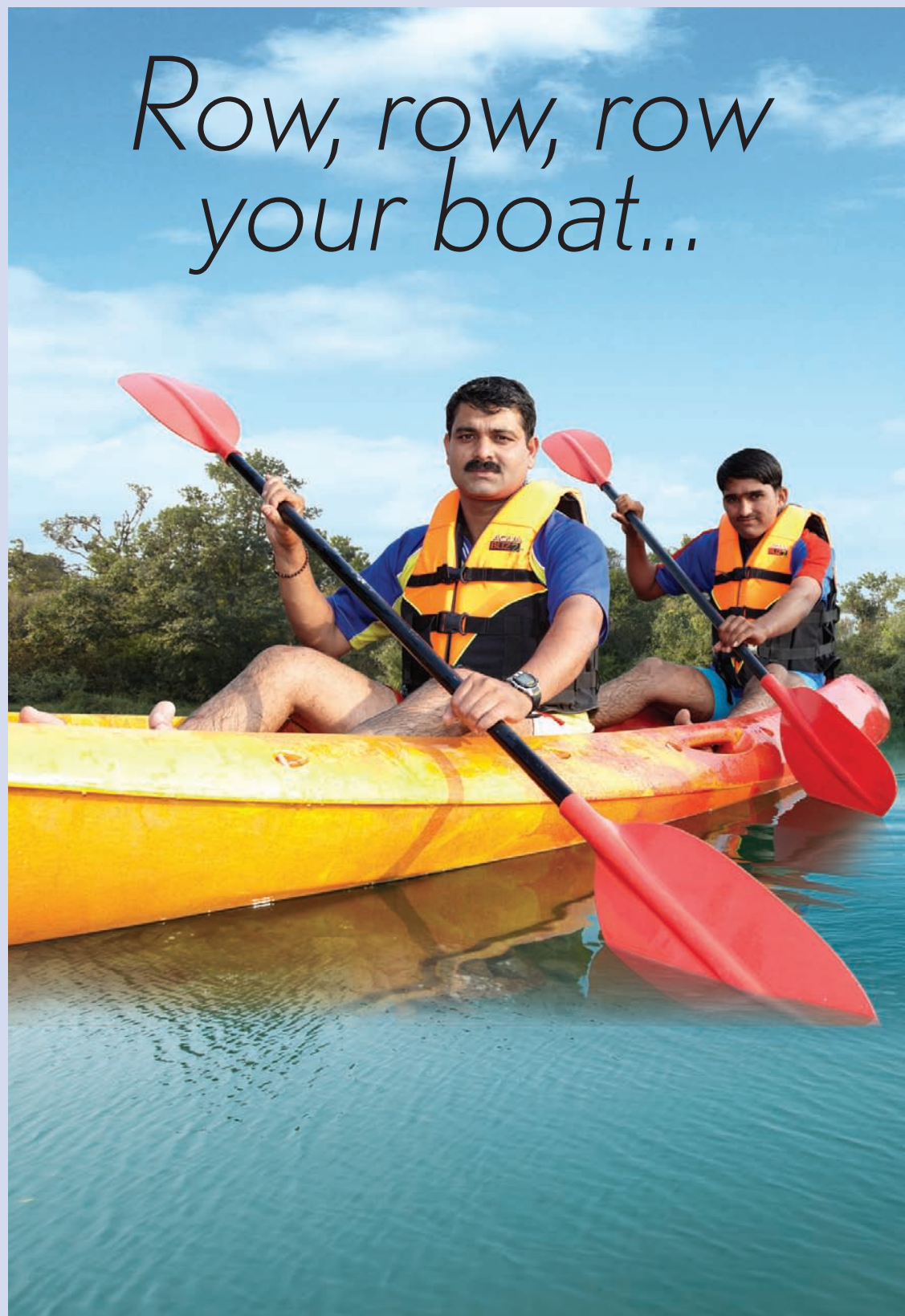
Step 1: Help your parents map out their future if they haven't already considered it. List options for varying levels of care that range from independent living arrangements to assisted living to *ayahs*.

Step 2: Stay on top of the details. Create folders with your parents' pertinent medical, financial and legal information and contacts.

Step 3: Meet with your parents and their financial adviser. If they don't have one, hire one. Do they have adequate insurance and income to cover their future needs?

Step 4: Keep their environment safe. Install safety bars in the bathrooms and ramps and handrails around the house if needed.

(cont. on page 4)



...gently down the stream. The newly launched Marina - the Boat Club at Blue Ridge is indeed a fairy tale come true. This first ever private kayaking facility in Pune by any developer was thrown open to the public amidst much fanfare last month on Republic Day.

To catch an eyeful of the grand celebrations turn to Page 3

Encore!
Encore!

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Gadgets of
the new
decade

Page 4

Hi Friends!



The New Year has begun with a bang and it was a great start last month. First the grand musical 'Ajay-Atul Live' show added a melody to the year. Next was the launch of Boat Club. It was heart-warming to see such a large number of you at the event. Thanks to you all, the celebrations were enjoyable. I do hope we have been able to live up to your expectations. Do let us know your feedback on the same. For all you Blue Ridge residents, the memberships to the Boat Club are absolutely free! So, make the most of it! I request all of you to collect your membership cards from the office.

As we step into February, let us take forward the high tempo. Valentine's day is round the corner and what better time to express our love to the people we hold the dearest, our parents? Love is the most selfless in that of the parent-child relationship. You are what you are because of the unadulterated love showered upon you by your parents. Now as they enter their evening hours, it is our duty to ensure they have uninterrupted comfort and high quality of life. This Valentine's Day, let us all pledge to make the lives of our seniors a little more contented. From our end we have taken a humble step by way of our Athashree project. Here's hoping that we are able to answer all the needs of the older generation in the times to come.

Also coming up is the festival of colours, Holi. I wish you all a Happy Holi and wish that one and all get covered in the wonderful colour of universal love this Holi!

Shashank Paranjape, MD

Encore! Encore!

Continuing in our commitment to quality, we at Paranjape Schemes had a treat lined up for the music loving community of Pune. Marathi film-music industry's undisputed *badshahs*, composer duo Ajay-Atul enthralled the crowds at a vibrant music-packed evening sponsored by Paranjape Schemes

The magical beats of the 'Dhol' set the evening rolling and the atmosphere was charged as the curtains opened to the strains of Jai Shivaji and Moraya, Moraya. As the music crescendo touched a high, the skies too smiled down on the city. Thousands of people swayed to the beats at the SSPMS ground as Ajay-Atul Live, organized by Shivranjani Auvios with Paranjape Schemes and Eiffel Group got underway. Eminent personalities graced the occasion including MNS Chief Raj Thackeray.

A huge stage stood proud in the centre of the grounds, as 200 musicians and the best singers like Shankar Mahadevan, Kunal Ganjawala, Swapnil Bandodkar, Vaishali Samant, Amruta Natu and Yogita Godbole crooned in their lovely voices. It was all so amazing.

Making the evening even more spectacular were Lavani performances by Sonalee Kulkarni on 'Apsara Aali' and Amruta Khanvilkar with 'Vajale ki Bara'. Anand Shinde and Vaishali Samant with 'Kombdi Palali', 'Cham Cham Karta', Kunal Ganjawala with 'Sade Made Teen', 'Chya Maay La' were a few of the foot tapping performances. Shankar Mahadevan with his track from 'Vishwavinayak', the international musical bestseller and 'Man Udhan Varyache' wooed the crowd with his recital.

This event was held in aid of Swapnabhoomi of the



Double Role: Ajay-Atul strike a note

Socio Economic Development Trust [SEDT]. Suryakant Kulkarni, Ashish and Ajinkya Kulkarni accepted the donation on behalf of their trust at the hands of Ajay and Atul and Nitin Vaidya of Shivranjani Auvios. Needless to say, it was a magical evening that Pune-kars and Blue Ridge residents are not going to forget for a long time to come.



Rapt audience: The children of Swapnabhoomi at the show

Letters to the Editor

Accolades and Suggestions

Hi!
We attended the Boatclub launch function on January 26 at Blueridge. We liked the venue, the menu, all the arrangement and activities planned by you. We enjoyed. It was nice to see that your senior officers were personally present to help, guide us and were participating, enjoying themselves. I had the privilege of meeting Mr. Shashank Paranjape and to talk to him for a minute or two. Thanks for the invitation.

We also received donation passes from you for Ajay-Atul programme and attended the same.

I am sure you will continue to do such programmes intermittently to keep our interest / enthusiasm alive in Paranjape schemes / Blueridge, not only till we take possession, but subsequently too.

It is my thought that your plans / architecture / landscaping is combination of western, developed countries' township, adding facilities to suit Indian requirement. I have visited small towns in Germany / U.S.A. and noticed that natural terrain, jungles [vehicles cannot enter, but zigzag, up and down cycle, walking tracks are made] are present in the town.

Though you have planted many trees and planned to have more greenery, this [natural terrain, jungles] is missing. Give a thought and see whether still possible.

Regards

G S Chandakkar
T6 - 601

Another great issue from the house of Paranjape Schemes! Congratulations! The first issue was good too and I did think that probably once again you would not be able to deliver the next on schedule. Yet the second issue was remarkable too. The Sewage Treatment story on page 3 was a great, researched article and following the Water Treatment story in the first issue completed the whole information. I am glad that in Blue Ridge there is such a commitment to environment friendly needs. A big round of applause to the master plan of Blue Ridge! Keep the issues coming in!

Ankita Bhole, Pune

First I want to congratulate the Blue Ridge team for the grand opening of Boat Club and kayaking. I came with my family, My son Shlok had a lot of fun and the sample flat which your team made is really beautiful. I hope Flagship will arrange more such kind of programs in future too. I am eagerly awaiting the same. Once again heartiest congratulations to your team and best wishes for the future.

Vikas Chaudhari

Project Blue Ridge: Status Report

Given below is the progress chart of each individual complex.

• HA 1	Completed upto 17 th Floor
• HA 2	Completed upto 13 th Floor
• HA 3	9 th Floor in Progress
• HA 4	Completed upto 6 th Floor
• HA 5-6	1 st Basement Slab Shuttering in Progress
• HA 7-8	Footing work in Progress
• HA 9	Completed upto Footing
• HA 10	Footing work in Progress
• HA 11	PCC work in Progress
• HA 12	2 nd Floor Slab work in Progress
• HA 13	3 rd Floor Slab work in Progress
• HA 14	Completed upto Stilt Slab

As earlier mentioned in our past issues, I would like to reiterate that this is your paper and you are more than welcome to contribute by way of articles and suggestions. We would love to have contributions from our readers; even poems, stories or essays.

- Editor



Please feel free to email us at: info@blueridge.in and send us what you have to say.

Marina now open for you!

January 26, 2010 will be an unforgettable day for all customers of Blue Ridge-it's the day when the eagerly-awaited Blue Ridge Boat Club was launched. In fact, it is the first and the only private boat club created by any developer in Pune. The customers of Blue Ridge were handed membership cards of the Boat Club on the day. Now you can enjoy your favourite water sports - boating, kayaking, sculling and punting, over the 1.5 km stretch of Marina, amidst the serene and scenic surroundings of the water belt. And as one enjoys the boat ride, you will be greeted with a breathtaking view of the river banks, beautified with spectacular landscapes, local shrubs, flora and fauna, making it truly a place of tranquility and relaxation. What's more - those who do not want to get into a boat in the water, can walk along the Marina, where coming up soon are a fruit orchard, a butterfly garden and even a pet zoo! This spectacular view of nature will literally transport you to a heavenly paradise. That's not all - also on the cards are the barbeque corner and the fishing point, making the Marina complete.



The Blue Ridge Boat Club will also have lifeguards and all safety aspects will be taken care of.

"We are very conscious of not only preserving the beautiful environment, but also tremendously enhancing it, so we have made sure that there are no motorized boats at our Boat Club, since they are polluting. Also, rowing, sculling and kayaking provide good exercise in natural surroundings. We also are going to give a radical makeover to the 1.5 km banks of the water stretch at Marina with amazing landscaping. That's not all - we are planning to plant at least 10,000 trees in the entire Blue Ridge Project, which will have a positive carbon footprint, because when we took over this land, there were hardly any trees," says Shashank Paranjape.

This huge project which will have 90 lakh square feet constructed space will have a zero discharge of water into the river flowing by, because there is a high-tech sewage treatment plant, which will treat the water, and the treated water will be used for cooling, gardening and flushing purposes.

This will be a culturally vibrant project and will have a fusion of Indian and western culture - not only will New Year's eve be celebrated in a grand fashion, but also there will be an equally huge celebration for Ganpati Festival.

Blue Ridge will literally be picture postcard abodes that offer all the conveniences and comforts of a home, amidst luxurious settings, with the Boat Club adding to the fun and leisure of the residents.

Speaking on the occasion of the launch of Marina, Shashank Paranjape said, "This marks the fulfillment of yet another promise made by us to you, our clients who have booked flats at Blue Ridge. We had promised you amenities which are unparalleled and unmatched so far, and we have made sure that they were not empty promises. We are proud to say that we have been able to make this happen only because of the unstinted faith and support extended to us by all our 1,000 plus customers, because of whom we have been able to sail past smoothly during the time of recession".

Cheers to all residents of Blue Ridge!



Water View: The breathtaking aerial view of Marina



Om Gangeya: Shashank Paranjape performing the Jal pooja



Fishing for compliments: the fish corner

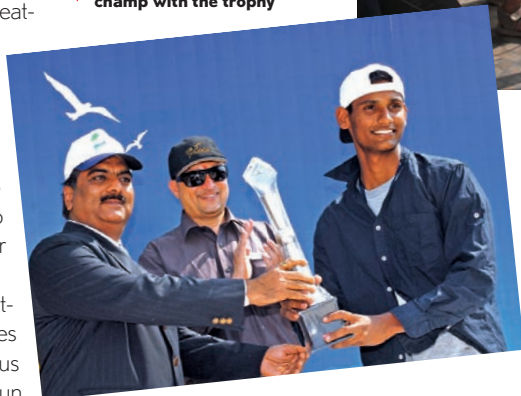


Bingo: Guests playing Tambola

Lease of life: Letting the fish into the river



Cheers: Avinash Surve, VP, Institution of Engineers and SE, Pune Irrigation Circle awarding the kayaking champ with the trophy



Some lucky fish these

Kayaking Membership:

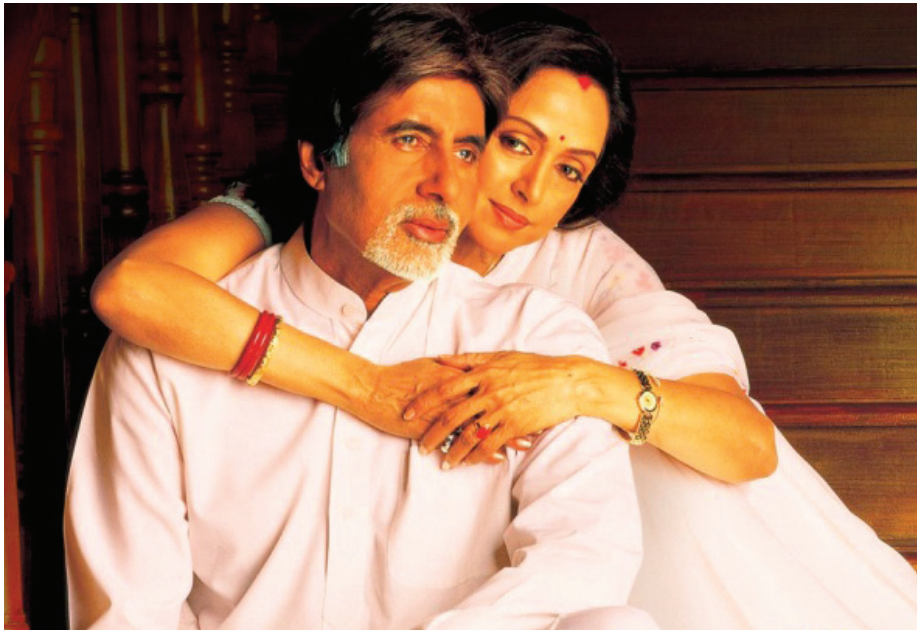
(For weekends, starting February 20, 2010 onwards)

- **Timing** - 7 am to 11 am and 4 pm to 6.30 pm (60 minutes sessions)
- **Course Fees:** Rs. 1000 (For Blue Ridge Customers) Rs. 3000 (Outside Blue Ridge Customers)
- **Regular Kayaking Course:** Rs. 50 per hour for Single Kayaks and Rs. 75 per hour for Double Kayaks.
- **Regular Sculls Course:** Rs. 100 per hour (For experienced scull or after completion of scull training course)
- **Monthly Fees** (Introductory Offer) Rs.1000 (Blue Ridge Customers), Rs.3000 (Outside Blue Ridge customer) 1 hour daily Kayaking /Sculling.
- **One Boat** - 5 Persons - Rs. 50 per person. Row Boat Rs. 25 per person
- For details, contact **Ganesh Kadu on 98603 00073**



Picture perfect: A Blue Ridge family at the do

The Twilight Years



(contd. from page 1)

Step 5: Determine whether your parents need any help with bills or maintaining the house. Make regular checks of their accounts to make sure things are in order.

Step 6: Look into services available for the elderly, ranging from nurses to bus services, even medication reminder services.

When Adult Children Need to be Involved in Aging Parents Decisions

Adult children who care for their parents have a right to want to have a say in the decision-making if they are affected by the outcome of these decisions. These could be decisions about:

- finances
- health care issues
- legal matters
- living arrangements

It is up to the adult child caregiver to negotiate the relationship to make this happen.

Why Aging Parents Do or Don't Consult Adult Children

In general, if the relationship between parents and children involves mutual respect, and if adult children have been good listeners (as opposed to dictators), parents will be more apt to trust them and welcome their input.

However, if the relationship pattern is stuck in the parent-child mode, problems can result. Parents and adult children are each responsible for this relationship pattern, and either party

can change it.

This pattern takes two forms:

- The parents do what they want without consulting the adult children, but expect help and assistance from the adult children.

- The adult children assume that they know better, dismiss the parents' concerns and try to tell the parents what they should do.

Caring for Elderly Parents in this Way can Cause Caregiver Burnout

Adult children caregivers can become burned out because they have no decision-making authority, yet they are constantly being called upon to respond to crises. This may be disruptive to their own health and well-being. They may see no way out. However, there are several options for adult children in this situation.

How to Gain Decision-Making Authority with Elderly Parents

The first option is to come out of the child role and learn how to get on more equal footing with parents. Parents cannot keep adult children in a role that they refuse to stay in. Some ways to accomplish this are:

- Learn and practice communicating more effectively with elderly parents.

- Read books about adult children caring for elderly parents.

- Becoming a confident and helper to the parents is the first choice. This time of life can be a time to reconnect, heal old wounds, and develop a new closeness.

In the end, caregivers also need to be able to draw boundaries. If ongoing attempts to be involved in decision-making fails, adult children need to decide what they will and will not do. They can state this in a loving way.



An ode to seniority

Managed, hassle-free, proactive living for senior citizens in the form of 'Athashri' is a revolutionary concept in the care of the elderly from Paranjape Schemes. Athashri began in 2001 as a housing project with a single-point focus - the senior citizen!

Right from choosing the sites, to designing layouts, to providing amenities, to the easy availability of medical care and attention, to the wide range of choices available for entertainment. Every single aspect of life at Athashri has been designed around the unique requirements of the senior citizen! It houses:

- Special lifts which have plenty of room for wheel chairs and stretchers
- Compact flats requiring minimum maintenance
- Non skid flooring
- Specially designed spacious toilets with grab bars
- Facilities designed to give residents maximum access with minimum physical trauma
- Large doors to accommodate wheel chairs
- A comfy lounge and cozy gardens
- A TV room
- A special canteen
- A yoga-cum-meditation room and a gymnasium specially equipped for the elderly
- Open air auditorium
- Physiotherapist
- Doctors and nurses on call
- Tie-ups with hospitals in the vicinity

Tech Talk

Gadgets of the new decade

The first month of the new decade witnessed two most talked about gadget launches - Google's Nexus One phone and Apple's iPad tablet. Search giant Google unveiled Nexus One running on its own Android OS and promising a never-before web experience on 5th January; while Apple announced over-hyped tablet PC named iPad on 27th January. News & Views tried to put together the tech specs of both these products for you to make a quick decision

Google Nexus One:

Nexus One is the most anticipated Android phone ever. It comes with a very fast processor and with an AMOLED high-resolution display. In a nutshell, Nexus One or N1, as it is popularly known as, is a sleek, streamlined device that can easily go toe-to-toe with the iPhone 3G-S.



- **Built:** HTC
- **Processor:** Qualcomm QSD 8250 1GHz
- **Operating System:** Android Mobile Technology Platform 2.1 (Eclair)
- **Talk time:** Up to 10 hours on 2G, 7 hours on 3G
- **Capacity:** 512MB Flash, 512MB RAM, 4GB Micro SD Card (Expandable to 32 GB)
- **Height:** 4.68 inches • **Width:** 2.35 inches
- **Depth:** 0.45 inch • **Weight:** 0.13 kg
- **Display:** 3.7-inch (diagonal) widescreen WVGA AMO LED touchscreen
- **Camera:** 5 megapixels, 2X digital zoom, Video Recorder
- **Wireless:** Wi-Fi (802.11b/g), Bluetooth 2.1 + EDR
- **Price:** \$529.99 for unlocked phone

Apple iPad:

The best way to experience the web, email, photos and video. Hands down. Apple describes iPad as a device that fills the gap between a phone and a laptop. iPad is essentially a super-sized iPhone with the power of a laptop. You can browse web, send emails, store photos, watch videos, work on a presentation, read newspapers and books on this uber-device. Glossy looking iPad is an ideal device for today's world.



- **Built:** Apple
- **Processor:** 1GHz Apple A4 custom-designed chip
- **Operating System:** iPhone OS
- **Capacity:** 16GB, 32GB, or 64GB flash drive
- **Height:** 9.56 inches • **Width:** 7.47 inches
- **Depth:** 0.5 inch • **Weight:** 0.68 kg - Wi-Fi model; 0.73 kg - Wi-Fi + 3G model
- **Display:** 9.7-inch (diagonal) LED-backlit glossy widescreen Multi-Touch display, 1024-by-768-pixel resolution, Fingerprint-resistant oleophobic coating
- **Wireless:** Wi-Fi (802.11a/b/g/n), Bluetooth 2.1 + EDR technology; UMTS, HSDPA, GSM, EDGE in Wi-Fi+3G Model
- **Power:** Up to 10 hours of surfing the web on Wi-Fi, watching video, or listening to music
- **Price:** \$499 for 16GB, \$599 for 32GB, and \$699 for 64GB. \$130 more for Wi-Fi+3G model.

Recipe Corner

Gujia

Gujia (also called Gujhia) is a cuisine of Uttar Pradesh. The packaging of a gujia is very much like that of a samosa, however the gujia has a very distinct shape. The gujia is filled with a mixture of grated and roasted dry fruits, Khoya (the solid mass remaining after milk has been heated for a very long time and when all the water has evaporated from it, similar to milk powder), coconuts and to add a grainy texture, a little suji (coarse ground rice flour). It is usually made on the occasion of Holi, the Hindu festival of colors.

Ingredients:

- 1 kg Khoya
- 500 gms Sugar
- 500 gms Maida
- 200 gms Almonds, chopped
- 6 tbsp Cooking oil
- 3 tbsp Raisins
- 200 ml Water



How to make Gujia:

- Combine maida with 6 tbsp of oil using your fingers.
- Make soft dough and knead it lightly. Add water if needed.
- Cover with a wet cloth and leave aside.
- In a frying pan, deep-fry the khoya till light brown in color.
- Add chopped almonds, sugar and raisins and mix well.
- Fry again for few minutes. Allow the mixture to cool.
- Prepare a small and thick chapati from the kneaded dough.
- Stuff half of the chapati with the khoya mixture.
- Fold and draw the edges of chapati inwards to close.
- On slow fire, deep-fry the gujia till golden brown.
- On slow fire, deep-fry the gujia till golden brown.
- Take out using a sieve and drain the oil properly.
- Store them in an airtight container.
- Repeat the procedure with remaining dough.