

## **A Qualitative and Quantitative Approach to Identify Factors for Productive Ageing and Elderly's Contribution to Society: Indian Cases**

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**Abstract:** A major demographic shift is occurring in India as it is known that the percentage of older people in the country is increasing over time. This paper looks at the crucial factors that affect productive ageing and how the ageing population contributes to society through their productive engagement using a holistic conceptual framework. Data were collected through a semi-structured interview schedule of 370 elderly people from five stratified (urban) districts of Varanasi with a 92 per cent response rate. The Modified Kuppuswamy Scale (KMS) was used to assess the socioeconomic status of people over the age of 60. An appropriate number of case studies were analysed to evaluate the real-life events of the elderly that affect their ageing and thereby their contribution to society. From the analysis of cases, personal, social, economic, and psychological factors have been observed to affect ageing and further, the productive engagement of the elderly is the crucial factor for the contribution of the elderly to social development. The findings of the study both, quantitative and qualitative suggest that policymakers should pay special attention to the elderly so that they have the potential to contribute more to society and global economic development.

**Keywords:** Productive Ageing, Socio-Economic Status, Society, Random Sampling, Case Studies

**JEL Classification Number:** J14, I31

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