

Forever Vital: Redefining Age, Well-being, and Quality of Life

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Pakistan is entering a demographic transition with one of the fastest-growing ageing populations in South Asia. Despite this shift, ageing in Pakistan is predominantly framed through a medical and welfare lens, emphasizing dependency, decline, and family-based care. Existing paradigms successful, active, and healthy ageing prioritize physical independence and social participation but overlook the creative, collaborative, and intergenerational capacities of older adults. This study introduces Co-Creative Ageing, a conceptual framework that reimagines later life as a period of creativity, contribution, and co-production of value alongside younger generations.

Aim

The **objective** of this research is to conceptualize a culturally grounded, socially responsive model of positive ageing in Pakistan, highlighting how collaborative engagement, storytelling, and purposeful micro-contributions can foster well-being, meaning, and legacy. Addressing a significant research gap, this work challenges deficit-based narratives of ageing by positioning elders as active agents of social innovation.

Methodology

Using a qualitative exploratory methodology, the study synthesizes international gerontology literature and integrates insights from semi-structured interviews conducted with older adults, social workers, and community organizations in Lahore and Karachi.

Results and conclusion

The findings indicate that Pakistan's collectivist culture, strong family values, and emerging digital access create fertile ground for intergenerational innovation, digital legacy projects, and creative ageing programs. The proposed framework offers meaningful implications for policy, universities, NGOs, and social enterprises, encouraging the development of co-creative ageing ecosystems that enhance well-being, strengthen social cohesion, and leverage elders as national assets rather than dependents.