



## Empowering India's Senior Citizens

**For Prelims:** [SAGE Portal](#), [SACRED Portal](#), [Atal Vayo Abhyuday Yojana](#) , Silver economy

**For Mains:** Significance of empowering senior citizens, Role of the government in facilitating silver economy

**Source:** [PIB](#)

### Why in News?

Recently, the **Minister of State for the Ministry of Social Justice and Empowerment** provided valuable insights into the accomplishments of the [Seniorcare Ageing Growth Engine\(SAGE\) Portal](#) and [Senior Able Citizens for Re-Employment in Dignity \(SACRED\)](#) Portal the significant contributions made under the [Atal Vayo Abhyuday Yojana \(AVYAY\)](#).

- These initiatives have been instrumental in addressing the needs and concerns of India's senior citizens, fostering innovation, providing employment opportunities, and ensuring the overall well-being of the elderly population.

### What is SAGE Portal?

- The SAGE Portal serves as a catalyst to **attract entrepreneurs and start-ups** to invest in the "[silver economy](#)" segment, fostering innovation in elderly care solutions.
- SAGE provides convenient "**one-stop access**" for stakeholders, including **senior citizens and their families**, to discover and access a wide range of products and services catering to their needs.
- The government plays a crucial role as a facilitator, enabling the elderly to access the products and services offered by identified start-ups through the SAGE Portal.
  - Selected start-ups or start-up ideas **receive equity support of up to Rs. 1 crore per project** through the **Industrial Finance Corporation of India (IFCI)**.
  - The government ensures that the **total government equity in the start-up does not exceed 49%**.

### Silver Economy

- The silver economy is the system of **production**, distribution and consumption of **goods and services aimed at using the purchasing potential of older and ageing people** and satisfying their consumption, living and health needs.
- The silver economy is **analyzed in the field of social gerontology (study of aging) not as an existing economic system but as an instrument of ageing policy** and the political idea of forming a potential, needs-oriented economic system for an aging population.
- Its **main element is gerontechnology** (Technology pertaining to aged people) as a new scientific, research and implementation paradigm.

## What is SACRED Portal?

- SACRED Portal **empower senior citizens and provide them with opportunities for re-employment.**
- This portal specifically targets citizens aged **60 years and above, focusing on the needs and requirements of this age group.**
- The portal provides opportunities for senior citizens to **find suitable jobs and work options that match their preferences and skills.**
- The SACRED Portal employs a **virtual matching system** that aligns the **preferences of senior citizens with private enterprises** seeking experienced individuals.
- Through job opportunities, the SACRED Portal helps senior citizens attain **financial security and reduces their dependence on external support.**

## What is Atal Vayo Abhyuday Yojana (AVYAY)?

- **About:**
  - The AVYAY aims to provide holistic support for senior citizens.
- **Components:**
  - **Integrated Programme for Senior Citizens (IPSRc):**
    - This component grants aid to implementing agencies to run and maintain Senior Citizens Homes, offering shelter, food, medical care, and entertainment opportunities for indigent senior citizens.
  - **State Action Plan for Senior Citizens (SAPSRc):**
    - States and Union Territories receive grant-in-aid to create a pool of trained geriatric caregivers, conduct special cataract drives, and implement other state-specific welfare activities for indigent senior citizens.
  - **[Rashtriya Vayoshri Yojana \(RVY\):](#)**
    - This component provides eligible senior citizens suffering from age-related disabilities with **assisted living devices, enhancing their bodily functions and overcoming their disabilities.**
  - **Elderline - National Helpline for Senior Citizens (NHSC):**
    - The **Elderline offers a toll-free helpline (14567)** to provide free information, guidance, emotional support, and field intervention in cases of abuse, ensuring an improved quality of life for senior citizens.
  - **Senior-care Ageing Growth Engine (SAGE):** This component aims to encourage youth to think about the problems of the elderly and come up with innovative ideas for elderly care and **promote them into start-ups by providing equity support.**
- **Outcomes:**
  - Nearly **1.5 lakh beneficiaries** are staying in the Senior Citizen homes.
  - During the last 3 financial years a total of Rs. 288.08 crore grants in aid released and **number of beneficiaries is 3,63,570.**
  - Improved **quality of life and social integration for indigent elderly individuals.**
  - Promotion of an inclusive society that values and respects senior citizens.
  - Economic growth through the development of the "silver economy" and employment generation.

## What are the Other Initiatives Related to Elderly in India?

- **[National Policy on Older Persons \(NPOP\)](#)**
- **[National Social Assistance Programme](#)**
- **[Pradhan Mantri Vaya Vandana Yojana \(PMVVY\)](#)**
- **[SAMPANN Project](#)**

