

GOVERNMENT OF INDIA
MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT
RAJYA SABHA
UNSTARRED QUESTION NO -702
ANSWERED ON - 26/07/2023

OUTCOME OF SAGE PORTAL AND SACRED PORTAL

702. SHRI KARTIKEYA SHARMA

Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:-

- (a) the expected outcomes of the SAGE portal and elaborate the process of inviting entrepreneurs to propose solutions for the problems faced by the elderly and financial assistance provided under this scheme;
- (b) the details of SACRED portal and its purpose in connecting senior citizens with private enterprises for certain positions;
- (c) how does the virtual matching of preferences work on this platform;
- (d) whether Government has conducted any study on the increasing elderly population;
- (e) details of the projected percentage increase in the elderly population by 2026 and 2050; and
- (f) measures undertaken by Government to address the challenges associated with this demographic shift?

ANSWER

THE MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SUSHRI PRATIMA BHOUMIK)

(a) The SAGE portal would encourage entrepreneurs and start-ups to enter the "silver economy" and thereby promote business innovation as well as provide a "one-stop access" of elderly care products and services by credible start-ups. The SAGE scheme identifies, evaluate, verify, aggregate, and deliver products, solutions and services directly to the stakeholders. The Government acts as a facilitator, enabling the elderly to access the products through these identified start-ups. The selected Start Ups / Start-up ideas is provided equity support of upto Rs. 1 crore per project through IFCI while ensuring that the total Govt. equity in the start-up should not exceed 49%.

(b) and (c) In accordance with the recommendations of the Standing Finance Committee(SFC), for the Financial Year 2021-22, the Senior Able Citizens for Re-Employment in Dignity (SACRED) Portal was launched allowing citizens above 60 years of age to register on the designated portal and to find jobs and work opportunities, thus bringing people together by virtual matching of preferences by providing the senior citizens a platform to connect with the private enterprises for certain positions.

(d) and (e) As per Census Report-2011, population of senior citizens is 10.38 crore, amounting to 8.6% of the total population of the country. Government of India's National Commission on Population's Report of the Technical Group on Population Projections (2011-2036) for India and States, released in July 2020, states that population of senior citizens in 2036 will be 22.7 Crore i.e., 15% of the total population of India.

(f) The Umbrella Scheme of Atal Vayo Abhyuday Yojana(AVYAY), being run by Department of Social Justice and Empowerment, includes schemes to provide financial security, healthcare, nutrition, shelter, welfare etc. for senior citizens. The brief on various components of the scheme is as under;

(i) **Integrated Programme for Senior Citizens(IPSrC):** Under this component, Grant-in-Aid is given to Implementing Agencies for running and maintenance of Senior Citizens Homes where basic amenities like shelter, food, medical care, entertainment opportunities etc. are provided free of cost to indigent senior citizens.

(ii) **State Action Plan for Senior Citizens(SAPSrC):** Under this component, Grant-in-aid is provided to States/UTs for creation of pool of trained geriatric caregivers, for special cataract drives for senior citizens and other any other State specific activities for welfare of senior citizens, especially those who are indigent.

(iii) **Rashtriya Vayoshri Yojana(RVY):** This component is to provide eligible senior citizens suffering from any of the age related disability/ infirmity, with assisted living devices which can restore near normalcy in their bodily functions, overcoming the disability/ infirmity manifested.

(iv) **Elderline: National Helpline for Senior Citizens(NHSC) – Toll-free No.14567:** The objective of this component is to provide free information, Guidance, Emotional Support and field intervention in cases of abuse and rescues in order to improve the quality of life of senior citizens.

(v) **Senior-care Ageing Growth Engine (SAGE):** This component aims to encourage youth to think about the problems of the elderly and come out with innovative ideas for the elderly care and promoting them into start-ups by providing equity support.
