

GOVERNMENT OF INDIA
MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT
RAJYA SABHA
UNSTARRED QUESTION NO -1879
ANSWERED ON - 11/12/2024

PRIVATE SECTOR PARTICIPATION IN ELDERLY CARE

1879. # SHRI NARESH BANSAL

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

- (a) whether Government has any plan to encourage private sector participation in initiatives relating to elder care as mentioned in the findings of the report on corporate efforts;
- (b) if so, the details thereof; and
- (c) whether Government has undertaken any review of its schemes, plans and programmes during the last two years to ascertain their effectiveness, if so, the details and the outcomes thereof?

ANSWER

THE MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SHRI B.L.VERMA)

(a) & (b) The Department of Social Justice and Empowerment is implementing the scheme of **Senior-care Ageing Growth Engine (SAGE)** for promoting out-of-the-box and innovative solutions for the commonly faced problems. Under the scheme, the innovative start-ups are identified and encouraged for developing products, processes and services for the welfare of the elderly. The selection of the start-ups is made through a transparent process and the fund is provided as equity, subject to the Govt investment not exceeding 49% of the total equity of the Firm. This initiative is implemented through IFCI Venture Capital Funds Ltd. (Investment Manager) in consultation with the Department. During the last 03 years, a total of 14 Start ups has been funded by the Department. Further, the Department is also providing Grant-in-aid to Non-Governmental/ Voluntary Organisations for running and maintenance of senior citizen homes (old age homes), continuous care homes, etc in which facilities like shelter, nutrition, medicare and entertainments are provided free of cost to indigent senior citizens

(c) Third-party evaluation study has been carried out for the component of Rashtriya Vayoshri Yojana (RVY) under Atal Vayo Abhuyday Yojana(AVYAY). The study has been completed in June, 2024 and the recommendation of the study is as under:

- i. Employ a multi-channel communication strategy that includes local media, social media, direct community outreach, and collaborations with local NGOs and health workers for reaching all segments of the population.
- ii. Adopt alternative distribution methods. Strategies such as partnering with primary healthcare centres for local distribution.
- iii. Organizing regular assessment camps at the village level and involving local leaders and community organizations in promoting the scheme.
- iv. Need for introducing new items in the scheme like ergonomic furniture, Adaptive clothing designed with Velcro closures and elastic bands, cognitive aids like memory devices, Therapeutic activity kits, home modification supports etc.
