

**GOVERNMENT OF INDIA  
MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT  
LOK SABHA**

**UNSTARRED QUESTION NO.479  
TO BE ANSWERED ON 03.02.2026**

**ATAL VAYO ABHYUDAYA YOJANA**

**479. SHRI KARAN BHUSHAN SINGH:**

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

- (a) whether any standardised criteria has been established to select start-ups by the National Institute of Social Defence to promote Silver economy under the Atal Vayo Abhyudaya Yojana and if so, the details thereof;
- (b) the number of startups benefited under the same in Uttar Pradesh during the last two years, district-wise;
- (c) whether any steps are being taken by the Government to promote establishment of startups within the elderly community; and
- (d) if so, the details thereof?

**ANSWER**

**MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT  
(SHRI B.L.VERMA)**

(a): The Ministry of Social Justice and Empowerment is implementing the Seniorcare Ageing Growth Engine(SAGE), a component under the scheme of Atal Vayo Abhyudaya Yojana(AVYAY) to promote start-ups working on products and services for elderly welfare in areas such as health, housing, care services and technology-enabled solutions.

As per the prescribed criteria, eligible applicants include innovative ideas recognized at national-level innovation challenges such as the Smart India Hackathon as well as start-ups currently operating in the elderly care segment in India and proposing to expand their operations. Such start-ups must be incorporated as a Private or Public Company in India, be registered for less than ten years from the date of incorporation, have an annual turnover not exceeding ₹25 crore in any of the preceding financial years and must not have been formed by splitting up or reconstructing an existing business. The Fund is managed by IFCI Venture Capital Funds Limited and start-up selection is undertaken through a multi-stage appraisal process involving expert and departmental committees, followed by detailed investment assessment, disbursement and monitoring by the Investment Manager.

(b): During the last two years, one start-up namely M/s Primary Health Tech Private Limited, Noida, Gautam Buddh Nagar District, Uttar Pradesh has been benefitted under the scheme.

(c) & (d): Under the SAGE component of AVYAY scheme, the Government promotes establishment of start-ups addressing the needs of the elderly through SAGE Venture Fund in the form of products and services. At present, a total of 9 start-ups have been supported under this scheme component.