

# The Department of Social Justice & Empowerment celebrates of International Day of Older Persons 2025

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The International Day of Older Persons 2025 was celebrated as a national convergence of policy, service delivery, and community participation. The programme featured MoU signings with M/o Telecommunications and Birla Open Minds Education Pvt. Ltd. School, conducting of mega distribution camps under Rashtriya Vayoshri Yojana in 8 districts, the virtual inauguration of senior citizen homes, the inauguration of NAITIK PATAM- a game to promote the inter-generational bonding as well as to capture the Annual Grand Parents Teachers Meeting in schools. A large number of stakeholders, including senior citizens, NGOs, students, and government representatives, participated in the event.

The International Day of Older Persons, celebrated globally on 1st October every year, recognizes the invaluable contributions of older people and reaffirms society's responsibility to ensure their well-being.

This year the celebrations of The International Day of Older Persons, 2025, are more focused on National convergence of policy, service delivery, and community participation.

Two Memoranda of Understanding (MoUs) were signed between the Ministries/ Departments and the Non-Government Organizations with objective to promote the welfare of the senior citizens.

**MoA with M/s Telecommunications Consultants India Ltd. (TCIL), M/o Telecom – Elderline** is a flagship nationwide helpline with toll free number 14567 being run across the country. The Department aims to collaborate with M/s TCIL under the aegis of M/o Telecom for revamping Elderline, strengthening and capacity building through new technological innovations, strength of the Indian IT Sector as well to introduce the field interventions in a phased manner.

**MoU with Birla Open Minds Education Pvt. Ltd. –** The Department aims to foster the intergenerational bonding within family. The Department aims to collaborate with Birla Open Mind School for taking this activity further. Every quarter Grand Parent, Parent and Teacher Meet (GPTM) can be held. This day can be "No activity No bag day" in Schools. The family can come together and play games, have activities together to strengthen their bonds.

- **Mega Distribution Camps under Rashtriya Vayoshri Yojana (RVY)** Large Scale distribution camps provided free-of-cost assistive devices to 15,356 senior citizens from BPL categories and EWS categories. The camps will be held at Ramgarh, Jharkhand, Jalgaon, Maharashtra, Jaipur, Rajasthan, Nandyal, Andhra Pradesh, Yanam, Puducherry, Mansa, Punjab, Peren, Nagaland and Raigarh, Chattisgarh. The camps are the testimony to the Government's commitment to enable the senior citizens to live a dignified life with enabling support system
- **'Virtual Inauguration of Five Senior Citizen Homes:** Newly GIA supported Senior Citizen Homes have been virtually inaugurated in the states of Tamil Nadu, Maharashtra, Assam, Uttar Pradesh, and Jharkhand.
- **Launch of NAITIK PATAM** The game developed by the Department for promoting inter-generational bonding. The game defines the moral values and ethics for the children and its importance in the family bonding through love care and respect for elders. The game so designed is

to be played by the family together.

- **Launch of GPTM QR Code** To capture the events being held across various schools during Grand Parents Teachers Meeting (GPTM), the QR Code has been developed. This will help in the knowledge creation, sharing and development of School specific activities/ models for promoting the inter-generational bonding which will serve as the base and pillars for the Ageing in Place.
- **Launch of 2 Songs created by Brahma Kumaris** Two songs highlighting the importance of elderlies in our society were also launched.

On the occasion, Shri Amit Yadav, Secretary, SJE said the Government is continuously working towards the welfare of our senior citizens. Continuing the efforts, Elderline is being revamped in collaboration with M/s Telecommunication Consultants of India Ltd.(TCIL). He also highlighted the importance of the other non-governmental organizations, voluntary organizations towards the elderly welfare and called for overall community participation in this field.

Rajyogini BK Asha Didi, Brhama Kumaris, highlighted the importance of respect, care and dignity of the senior citizens through “Ek Chup Sau Sukh”. She explained the necessity of patience while talking to senior citizens and to spend time with them.

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