

National Helpline for Senior Citizens Elderline 14567

National Pledge Taken By Over 5.36 lakh Citizens, Strengthen India's Commitment to Dignity, Care and Respect for Senior Citizens

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The Ministry of Social Justice and Empowerment is consistently pursuing its obligation to ensure a life of dignity, security and inclusion for senior citizens through the National Helpline for Senior Citizens titled **Elderline 14567** and also through the nationwide **"Take a Pledge"** initiative under the *Ageing with Dignity* campaign. These initiatives seek to build a compassionate society where every elderly citizen is respected, protected and empowered.

Union Minister of Social Justice & Empowerment Dr Virendra Kumar said that the respect for senior citizens is not merely a social responsibility but a collective national commitment towards building an inclusive and compassionate India. He urged the citizens to visit the Ministry's *Ageing with Dignity portal* to take the pledge and contribute towards a society where every elderly person lives with safety, dignity and respect.

Elderline (14567) is a toll-free, pan-India helpline dedicated to addressing the concerns and grievances of senior citizens across the country.

Dedicated to the nation on 1st October, 2021, the helpline operates all **seven days in a week from 8:00 AM to 8:00 PM** across all States and Union Territories. It serves as a single-window platform for providing information, guidance, emotional support and field interventions to elderly persons in need.

The services offered through Elderline include information on healthcare facilities, old age homes, day-care centres, caregivers and elder-friendly products; guidance on legal issues, pension-related matters, government schemes, maintenance issues and dispute resolution. In addition, the Elderline covers field intervention for cases involving abuse, neglect, rescue, reunion of homeless senior citizens and emotional support to address loneliness, anxiety, family disputes and other psychosocial concerns.



Complementing the helpline is the Ministry's **"Take a Pledge"** campaign, which encourages citizens across the country to actively participate in creating an age-inclusive society by pledging their commitment towards the welfare of senior citizens.

Through the Pledge, the citizens resolve to respect, love, care for senior citizens in their family and community throughout their lives and treat senior citizens with kindness, compassion and empathy. The Pledge also focusses to value their knowledge, wisdom and experience while supporting them and becoming their voice and create awareness about the rights and interests of senior citizens stand against elder abuse and mistreatment and work collectively towards building a supportive and inclusive society where senior citizens live with respect, love and dignity.

The Ministry has witnessed encouraging public participation in the campaign, with **over 5.36 lakh citizens** having already taken the national pledge reaffirming their commitment towards elder care and social responsibility.

As part of the acknowledgement, the participants receive a digital Certificate of Commitment as a symbol of their dedication to the welfare of senior citizens.

The Ministry urges every citizen to become a part of this nationwide movement by taking the pledge and supporting the vision of **"Ageing with Dignity."**

TAR/KV/GA

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