

15-40(5)/2020-21/Sr.C.II
Government of India
Ministry of Social Justice and Empowerment
Department of Social Justice and Empowerment
(Senior Citizens' Welfare Division)

Shastri Bhawan,
New Delhi -110001.
The 2nd April, 2024

To

The Principal Secretary/Secretary of
Social Welfare Department,
All State Governments/Union Territory Administrations.

SUBJECT: Change in funding pattern of the scheme of Implementation of Elderline: National Helpline for Senior Citizens (NHSC) – reg.

Sir,

I am directed to say that the Department of Social Justice and Empowerment (DoSJ&E) has been implementing a scheme component, namely, "Elderline: National Helpline for Senior Citizens - 14567" under Atal Vayo Abhyuday Yojana, in States/Union Territories since 2021 on the basis of a tripartite agreement with the National Institute of Social Defence (NISD), the concerned Department of State Governments/Union Territory Administrations and the Implementing Agencies (IAs).

2. The Tripartite Agreement was initially approved till 31st March, 2022 and was subsequently extended by the DoSJ&E with minimal cost of operations and human resource till 31st March, 2024. In the meantime, the process of selection of Implementing agencies was in place through Central Request for Proposal (RFP) and in response to this, the details of the selected implementing agencies (either nominated by the State Government/UTs or selected through central RFP), is attached herewith (**Annexure-I**).

3. Further, from FY 2024-25 onwards, for better implementation of the Elderline in States/UTs, it has been decided by the Department that the State Governments/UTs, who have either nominated their own agencies or for whom the implementing agencies were selected through central RFP by NISD, will manage Elderline themselves and raise their demand for recurring/non-recurring grant through their State Action Plan for Senior Citizens (SAPSrC). In this regard, the

details of approved State-wise Human Resource of Elderline and further descriptions of the salaries of the Human Resource and other miscellaneous expenditure, is attached herewith, as **Annexure-II** and **Annexure-III**, respectively. This Ministry will continue to bear the cost for implementation of Elderline.

4. In view of the above, the state authorities are requested to raise the demand for release of funds under Elderline with the proposal of the State Action Plan for Senior Citizens (SAPSrC) from FY 2024-25 onwards.

Enclosure: As above.

Yours faithfully,
Signed by Ravindra Singh
Negi
Date: 02-04-2024 12:58:41
Reason: Approved

(Ravindra Singh Negi)
Under Secretary to the Government of India
Email: rs.negi66@gov.in

Copy for necessary action to: -

- i. Chief Secretaries (all States/UTs).
- ii. The Director, National Institute of Social Defence (NISD) for taking up the matter with the concerned State Authorities and the Implementing Agencies. NISD will continue to provide technical support to Elderline, like maintenance/updation of Elderline portal, maintenance of CRM, call records/data analysis, inspection of call centres in States/UTs, etc.
- iii. Senior Technical Director, NIC, MSJE, for uploading this letter with enclosures on the Department's website.

M/o Social Justice & Empowerment**Annexure-I****List of Implementing Agencies Recommended by State Govts. /UT Administrations**

Sl.	State / UT	Implementing Agencies Recommended by State Govts./UTs Administration
1	Arunachal Pradesh	Pace Computer Services
2	Chandigarh	Chandigarh Child & Women Development Corporation
3	Chhattisgarh	Pace Computer Services
4	DNHDD	HelpAge India
5	Gujarat	HelpAge India
6	Kerala	Social Welfare Dept., kerala
7	Ladakh	HelpAge India
8	Madhya Pradesh	HelpAge India
9	Maharashtra	Jana Seva Foundation
10	Manipur	Alankit Assignment Ltd.
11	Meghalaya	Pace Computer Services
12	Mizoram	Metric Consultation Pvt.Ltd.
13	Nagaland	Good Samaritan Women Society.
14	Puducherry	HelpAge India
15	Punjab	HelpAge India
16	Tamil Nadu	Amtex Software Solutions Pvt Ltd.
17	Telangana	Dept for Women, Children, Disabled & Sr. Citizens, Telangana
18	Uttarakhand	Arteva Consulting Pvt Ltd.,

List of Implementing Agencies Selected through RFP

Sl. No.	State/UT	Bidders recommended by FEC
1.	Andhra Pradesh	GTI Infotel Pvt. Ltd
2.	Assam	Alankit Assignments Lmt.
3.	Bihar	UP Industrial Consultants Ltd.
4.	Goa	Alankit Assignments Ltd.
5.	Haryana	Arteva Consulting Private Ltd.
6.	Jharkhand	Mica Educational Company Pvt. Ltd
7.	Rajasthan	Alankit Assignments Ltd.
8.	Sikkim	GTI Infotel Pvt. Ltd.
9.	Tripura	GTI Infotel Pvt. Ltd.
10.	West Bengal	Alankit Assignments Ltd.
11.	Andaman and Nicobar	Alankit Assignments Ltd.
12.	Delhi	We win Ltd.
13.	Himachal Pradesh	Arteva Consulting Private Ltd.
14.	Jammu & Kashmir	Arteva Consulting Private Ltd.
15.	Karnataka	Nightingales Medical Trust
16.	Lakshadweep	Alankit Assignments Ltd.
17.	Odisha	Alankit Assignments Ltd.
18.	Uttar Pradesh	Digitech Call System Pvt. Ltd.

Annexure-II

S. No	State/UT	No. Districts	Program Manager	Team leader	FRL	IT leader	Call Operator	Accountant/ Clerk	House keeping/MTS	Total Manpower
1	Andhra Pradesh	26	1	1	1	1	10	1	1	16
2	Arunchal Pradesh	25	1	1	1	1	5	1	1	11
3	Assam	35	1	1	2	1	6	1	1	13
4	Bihar	38	1	1	2	1	15	1	1	22
5	Chandigarh	1	1	0	0	1	0	0	1	3
6	Chhattisgarh	33	1	1	1	1	6	1	1	12
7	Delhi	11	1	1	1	1	8	1	1	14
8	DNHDD	3	1	0	0	1	0	0	1	3
9	Goa	2	1	0	0	1	0	0	1	3
10	Gujarat	33	1	1	1	1	10	1	1	16
11	Himachal Pradesh	12	1	1	1	1	5	1	1	11
12	Jammu Kashmir	20	1	1	1	1	5	1	1	11
13	Jharkhand	24	1	1	1	1	6	1	1	12
14	Karnataka	31	1	1	1	1	10	1	1	16
15	Kerala	14	1	1	1	1	10	1	1	16
16	Leh Ladakh	2	1	0	0	1	0	0	1	3
17	Madhya Pradesh	52	1	1	2	1	12	1	1	19
18	Maharashtra	36	1	2	2	1	18	1	1	26
19	Manipur	16	1	1	1	1	5	1	1	11
20	Meghalaya	12	1	1	1	1	5	1	1	11
21	Mizoram	11	1	1	1	1	5	1	1	11
22	Nagaland	15	1	1	1	1	5	1	1	11
23	Odisha	30	1	1	1	1	10	1	1	16
24	Pondicherry	4	1	0	0	1	0	0	1	3
25	Punjab	23	1	1	1	1	8	1	1	14
26	Rajasthan	33	1	1	1	1	10	1	1	16
27	Tamil Nadu	38	1	1	1	1	15	1	1	21
28	Telangana	33	1	1	2	1	12	1	1	19
29	Tripura	8	1	1	1	1	5	1	1	11

30	Uttar Pradesh	75	1	2	3	1	20	1	1	29
31	Uttarakhand	13	1	1	1	1	5	1	1	11
32	West Bengal	23	1	1		1	15	1	1	20
33	Sikkim	6	1	1		1	0	1	1	5
34	Haryana	22	1	1		1	5	1	1	10
35	Andman Nicobar	3	1	1		1	0	1	1	5
36	Lakshadweep	1	1	1		1	0	1	1	5
	Total	764	36	33	33	36	251	31	36	456

Note:- FRL – Field Response Leader

Annexure-III

Elderline Budget (per Month) as per RFP

Sl. No.	Item Description	Unit Cost (Rs.) (per month)
	Program Budget-Human Resources Budget	
1.	Program Manager	75000
2.	Field Response Leader	40000
3.	Team Leader /Centre Leader	40000
4.	IT/Quality leader	30000
5.	Call Operator	25000
6.	Accountant /Clerk	30000
7.	Housekeeping /MTS	17000
	Total	2,57,000

	Program Budget – Heads of expenditure	(In Rs.)
1.	Miscellaneous office expenditure including security, stationery, printing, tea, coffee etc.	35,000