I/40281/2024

AG-15040/5/2024-Sr.C-I (E.No.-83833)
Government of India
Ministry of Social Justice and Empowerment
Department of Social Justice and Empowerment
(Senior Citizen Division)
*****

Shastri Bhawan, New Delhi
Dated: 28 th June, 2024

NOTICE INVITING APPLICATIONS

Applications are invited from the eligible organisations on this Ministry's e-anudaan portal (https://grants-msje.gov.in/) for new Regional Resource and Training Centres (RRTCs) for the year 2024-25 under the Integrated Programme for Senior Citizens (IPSrC), a sub-scheme of Atal Vayo Abhyuday Yojana. (AVYAY), from all States/UTs **except** Delhi, Himachal Pradesh, Karnataka, Maharashtra, Manipur, Mizoram, Odisha, Tamil Nadu, Telangana and West Bengal.

2. Role of RRTCs is to act as key nodal agencies on aged care under overall direction & supervision of Ministry of Social Justice and Empowerment, providing overall technical support and inputs on senior citizens programs in their assigned States allocated by the Ministry. The RRTCs will spread across the geographical regions of the country, covering all the States/UTs. RRTCs carry out advocacy, awareness generation, training of stakeholders, database generation, inspections, monitoring, research and liaising with the State Governments of the States assigned in the field of old age care. The RRTCs will be agencies through which the Ministry and National Institute of Social Defence (NISD) reach out to the end beneficiary senior citizens.

3. The detailed eligibility criteria, quantum and conditions of assistance etc. have been described in AVYAY scheme guidelines which has already been uploaded on the website of the Ministry (https://socialjustice.gov.in/) and on e-Anudaan Portal (https://grants-msje.gov.in/ngo-login). Matrix for eligibility Criteria of RRTCs and Parameters are attached at Enclosures (1&2). The applications from the Organisations for the above- mentioned States/UTs shall be accepted from 01st July 2024 till 31st July, 2024.

Yours faithfully,

(Bharati Gusain)
Under Secretary to the Government of India
eMail: bharati.gusain@nic.in

Copy to:-
NIC division with a request to open the portal for New projects of RRTC in 2024-25.

Signed by Bharti Gusain
Date: 28-06-2024 15:16:47
Reason: Approved

Criteria	Parameters	Description
A. Infrastructure (15)	1. Accessibility and suitability of premises	a) Proper connectivity to public transport and other basic public services. b) Geo tagging shall be ensured. c) Name of the facility with complete address along with the supported scheme should be displayed prominently.
	2.Adequacy of equipment and technology infrastructure	a)Accessible Computers or Tablets b) Proper Network c) Smart Boards/TV
	3.Availability of dedicated training facilities.	a) Training facilities comprise of classroooms and laboratories. b) 2 classrooms and 1 laboratory will fetch 3 marks to the organization. 1 marks will be provided for each additional classroom and laboratory upto maximum 5 marks. Likewise 1 marks will be deducted for each less classroom and laboratory
B. Training Capacity (15)	1. Availability of training faculty.	a) Skilled trainers and Educators including the visiting faculty. b) Faculty members should have expertise in the subjects being taught, whether it's digital literacy, health and wellness, geriatric cargiving, financial management, etc. c) Experience in teaching or facilitating learning for senior citizens is also crucial. The trainers/educators should be skilled in creating engaging lesson plans, delivering content in an accessible manner, and adapting their teaching methods to meet the diverse needs of senior citizens.
	2. Classroom capacity- The sitting capacity shall be no less than 15 persons.	a.) Classroom should be properly ventilated. b) Sufficient chairs and tables.
	3. Number of batches can be trained in year. At least 3 batches shall be completed in	a.) The capacity of the RRTC to train maximum number of batches/individuals in a year.

	a given financial year.	
C. Outreach (20)	1.Past performance in reaching target audiences.	a) How closely the NGO's mission aligns with the needs and interests of the target audience. b) NGO's ability to clearly define and identify its target audience. c) Effectiveness of the NGO's outreach strategies in reaching the target audience (community events, workshops, social media campaigns, partnerships with local organizations, etc)
	2. Geographical coverage and accessibility	a) Geographical coverage served by the NGO (local/regional/national/ international level). b) Number of locations or communities where the NGO has a presence (urban/rural/remote areas). c) Whether the NGO has plans to expand its geographical coverage to reach more senior citizens in need.
D. Stakeholder Management (10)	1. Engagement with relevant stakeholders	a) Identification of the relevant stakeholders (senior citizens, caregivers, community members, government agencies, local authorities, other NGOs, donors, volunteers, and partner organizations level of interaction, communication channels used, frequency of engagement, and the depth of collaboration) b) Participation of the stakeholders in the decision-making c) NGO's involvement in collaborative initiatives with stakeholders, such as partnerships, working groups, advisory committee, etc.
	2. Effectiveness in maintaining partnerships	a.) Level of interaction, communication channels used, frequency of engagement, and

		the depth of collaboration.
E. Financial Capacity of the organisation (15)	1.Funding sources	a.) Diversification of Funding Sources (Government grants/CSR /Individual donations/ earned income, etc.)
	2. Fiscal responsibility, financial stability and sustainability	a.) NGO's transparency in financial reporting and accountability to stakeholders. b) Financial management practices (budgeting/cash flow/risk management, etc.) c) Independent board of directors or audit committee. d.) Impact on Program Delivery.
F. Qualified Staff (5)	1. Professional qualifications and experience of staff	**Project Director** Qualifications a) Masters' degree in a relevant field such as Gerontology/Public health/NGO Management or a related field. b) 2 years experience in project management, preferably in the senior citizen sector or within NGOs. c) Demonstrated leadership skills and experience in managing teams and complex projects. d) Awareness about Center and State Policies and Act, Programs/ Schemes of Central and State Government **Roles and Responsibilities** a) Oversee the implementation of strategic plans and initiatives b) Provide leadership and direction to project teams c) Monitor project budgets,expenses, and timelines. **Project Coordinator** Qualifications a) A bachelor's degree in Gerontology/Public health, or a related field. b) Relevant experience in project

		management, preferably within the senior citizen sector or with an NGO. c) Knowledge in relevant computer software and tools for project management d) Knowledge of issues affecting senior citizens, such as healthcare, social isolation, financial security, and elder abuse. e) Awareness about Center and State Policies and Act, Programs/ Schemes of Centraland State Government **Roles and Responsibilities** a) Develop partnerships with other organizations, government agencies, and community groups. b) Monitor project progress and evaluate outcomes. c) Prepare reports, presentations, and other materials to communicate project results to stakeholders and donors. **Programme Officer** Qualifications a) A bachelor's degree in Gerontology/Public health, or a related field. b) Relevant experience in program management, preferably within the senior citizen sector or with an NGO. c) Knowledge of issues affecting senior citizens, such as healthcare, social isolation, financial security, and elder abuse. d) Awareness about Center and State Policies and Act, Programs/ Schemes of Central and State Government Roles and

		Responsibilities: a) Assist in the development and implementation of program strategies and plans b) Coordinate program activities, including scheduling events, recruiting participants, and liaising with partners and stakeholders. c) Conduct outreach and awareness campaigns to promote program services and engage senior citizens d) Maintain documentation and records related to program activities, including budgets, expenses, and participant information. **Research Associate** Qualifications a) A bachelor's degree or higher in a relevant field such as Gerontology /Public health, Social Work/Sociology or a related discipline with a focus on research methodologies. b) Demonstrated experience in conducting research, including designing studies, collecting and analyzing data, and interpreting results. c) Familiarity with quantitative and qualitative research methods. d) Strong analytical and critical thinking skills. e) Knowledge of issues affecting senior citizens, such as healthcare, social isolation, elder abuse, financial security, and access to services. **Roles and Responsibilities**: a) Design and conduct research projects to address key questions and gaps in knowledge related to the well-being of senior citizens. b) Develop research proposals and

		ethical considerations in collaboration with relevant stakeholders, including senior citizen advocacy groups, community organizations, and academic institutions.
		c) Collect and analyze data using appropriate methodologies to generate insights into the needs and experiences of older adults.
		d) Interpret research findings and communicate results through written reports, presentations, academic publications, and other dissemination channels.
		e) Stay abreast of emerging trends, best practices, and evidence-based interventions.
		Data Entry Operator cum Accountant Qualifications a) A bachelor's degree/Diploma (online/offline degree) in accounting/ finance/business administration, or a related field. b) Proficiency in accounting software and Microsoft Office applications, especially Excel. c) Strong attention to detail and accuracy in data entry and financial reporting. d) Knowledge of accounting principles, practices, and procedures.
		Roles and Responsibilities: a) Manage data entry, including financial transactions, donor information, and other relevant data into databases or accounting software. b) Maintain accurate and up-to-date financial records, including accounts payable, accounts receivable and general ledger entries.

		c) Assist in the preparation of financial reports, budgets, and forecasts as needed. d) Reconcile bank statements, credit card statements, and other financial records to ensure accuracy and integrity of financial data. e) Assist with payroll processing, including calculating wages, deductions, and taxes. f) Prepare and process invoices, purchase orders, and expense reimbursements. **Multi-tasking staff** Qualifications a) High school diploma or equivalent. Additional education or certifications may be preferred depending on the specific tasks assigned. b) Basic literacy and numeracy skills. c) Ability to communicate effectively in the local language(s) spoken in the State/Community where RRTC is located/working. d) Physical ability to perform various manual tasks. **Roles and Responsibilities** a) Provide general support to different departments or programs within the NGO as needed. b) Perform routine clerical tasks such as filing, photocopying, scanning, and organizing documents. c) Assist with administrative tasks such as answering phones. d) Help with logistical tasks such as setting up for events, meetings, or workshops.

		e) Assist with basic maintenance tasks such as cleaning, organizing, and maintaining office facilities. f) Support program staff in delivering services or activities to beneficiaries during field visits. g) Assist with inventory management, including receiving, sorting, and storing supplies or donations
G. Experience in the social sector (10)		a) Length of time the NGO has been operating in the social sector. b) Review success stories, case studies, testimonials, etc. to gain insights about the impact. c) Recognition and awards received by the NGO/. d) NGO's contributions to research, publications, and knowledge dissemination.
H. Experience in Senior Citizen welfare initiatives would be desirable (10)		a) NGO's expertise and specialization in the field of senior citizen welfare. b) NGO's engagement with the community of senior citizens. c) NGO's contributions to research, publications, and knowledge dissemination.
Total Weightage.		

Matrix for eligibility Criteria of RRTCs

Criteria	Description	Weightage (Out of 100)
A. Infrastructure (15)	1. Accessibility and suitability of premises	5
	2. Adequacy of equipment and technology infrastructure	5
	3. Availability of dedicated training facilities.	5
B. Training Capacity (15)	1. Availability of training faculty	5
	2. Classroom capacity (maximum 25) a) 20 persons b) 15 persons c) 10 persons d) 5 persons	5 4 3 2 1
	3. Number of batches can be trained in year.	5
C. Outreach (20)	1. Past performance in reaching target audiences	10
	2. Geographical coverage and accessibility	10
D. Stakeholder Management (10)	1.Engagement with relevant stakeholders	7
	2. Effectiveness in maintaining partnerships	3
E. Financial Capacity of the organisation (15)	1.Funding sources	8
	2. Fiscal responsibility, financial stability and sustainability.	7
F. Qualified Staff.	1. Professional qualifications and experience of staff	5

G. Experience in the social sector (10)	5 years or less than 5 years 5-9 years 10 years and above	2 3 5	
H. . Experience in Senior Citizen welfare initiatives would be desirable	Upto 1 year 2-3 years 4 years and above	1 3 6	
Total weightage		100	