

**File No. AG-15040/5/2021-Sr.C-II**  
**Government of India**  
**Ministry of Social Justice and Empowerment**  
**Department of Social Justice and Empowerment**  
**Sr Citizen Division, 6th Floor, A Wing, Shastri Bhawan, New Delhi-01**

Date: The 31st March, 2021

**Annual Action Plan (2021-22)**  
Atal Vayo Abhyuday Yojana (AVYAY)  
(A Centrally Sponsored Scheme for welfare of Senior Citizens)

**1. Long term objective of the Plan:**

The Technical Group on Population projections in India has submitted the report that population of Senior Citizens is increasing steadily as details given below:-

2011		2021		2026		2031		2036	
Population	%	Population	%	Population	%	Population	%	Population	%
10.38	8.66	13.76	10.1	16.28	11.4	19.34	13.1	22.74	14.9

General improvement in the health care facilities over the years is one of the main reasons for continuing increase in proportion of population of senior citizens. The well-being of senior citizens is a challenge in view of steady rise in population which is mandated in the Constitution of India under Article 41. Scope of the scheme is to implement the Section 19 and 20 of the Maintenance and Welfare of Parents and Senior Citizens Act, 2007.

Ensuring that Sr Citizens not merely live longer, but lead a secure, dignified and productive life is a major challenge. The traditional norms and values of the Indian society lay stress on showing respect and providing care for the aged. However, in recent times, society is witnessing a gradual but definite decline of the joint family system, as a result of which a large number of parents are being neglected by their families exposing them to lack of emotional, physical and financial support. These older persons are facing a lot of problems in the absence of adequate social security. This reveals that ageing has become a major social challenge and there is a need to provide for the economic and health needs of the elderly and to create a social milieu, which is conducive and sensitive to the emotional needs of the elderly.

A scheme of Atal Vayo Abhyuday Yojana (AVYAY) is launched for achieving following vision and mission:-

**Vision:** A society in which Senior Citizens live healthy, happy, empowered, dignified and self-reliant life along with strong social and inter-generational bonding,

**Mission:** Building an envisioned society by providing access to all Indian Sr citizens adequate food, water, shelter, clothing, health care, financial and social security, recreation, required opportunities and resources for their self-fulfillment and empowerment with development of a formal and informal social support system. Further by generation of awareness about the Act and policies of the Government, bring an attitudinal change amongst the people to establish the enlightened society in which senior citizens are enabled to lead active, protected and productive lives with strengthening intergenerational bonding through easy access to the trusted information, opportunities and social support services.

## 2. Annual action plan 2021-22 (Financial outlay under AVYAY)

Sr.No.	Scheme Name	Programme	Amount in Cr	Source of fund
1	Shelter and Health for Sr Citizens ( National Action Plan for Sr Citizens)	Integrated Programme for Sr Citizens (IPSrC)	300	Gross Budget support
		State Action Plan for Sr Citizens (SAPSrC)		
2	Health and nutrition support for indigent elders		39.6	SCWF
3	Rashtriya Vayoshri Yojana (RVY)		77.23	SCWF
4	Livelihood and Skilling for Senior Citizens (SHGs)		37	SCWF
5	National Helpline, Awareness Generation , Training and Capacity Building		54.98	SCWF
6	Promoting Silver Economy		20	SCWF
7	Channelization of CSR Funds for elderly Care		5	SCWF
Total			533.81	

Note: SCWF ( Sr Citizen Welfare Fund)

**3. Annual Targets for the financial year 2021-22: Scheme wise Annual Action Plan for (i) National Action Plan for Sr Citizens, (ii) Health and nutritional support for indigent elders, (iii) Rashtriya Vayoshri Yojana (RVY), (iv) Livelihood and Skilling for Senior Citizens (SHGs), (v) National Helpline, Awareness Generation, Training and Capacity Building, (vi) Promoting Silver Economy and (vii) Channelization of CSR Funds for elderly Care under Atal Vayo Abhyuday Yojana (AVYAY).**

**3.1 Annual Action Plan for Senior Citizens ( NAPSrC): The Scheme National Action Plan for Sr Citizens (NAPSrC) has two sub schemes: (I) Integrated Programme for Sr Citizens (IPSrC) (II) State Action Plan for Senior Citizens (SAPSrC):-**

Sr. No.	Prog	Project #	New Projects and Beneficiaries		
			Financial Year :2021-22		
			No. of Projects	Beneficiaries	Amount (Cr)
1	IPSrC (Integrated Programme for Sr Citizens)	Sr Citizen Homes 25	116	2,900	31.87
		Sr Citizen Homes 50 (Mix)/Women exclusive	36	1,800	19.57
		Continuous Care Homes	11	220	3.65
		New Regional Resource and Training Centres	17		3.26
		Total IPSrC	180	4,920	58.35
2	SAPSrC ( State Action Plan for Sr Citizen)	MMU	0	0	12.25
		Physiotherapy Clinics	0	0	
		Training to Geriatric Caregivers & Health Care and capacity Building through existing RRTC's	8	9,600	
		Special drives for Cataract Surgeries for Sr Citizens to achieve the vision of cataract blindness Free State			
		State Specific Activities for the welfare of senior citizens, especially who are indigent in the States/UTs: 20% of the funds allocated to the State, may be utilised by the State Governments for innovative programmes or for the State Specific programmes, as per requirement, for the welfare of the elderly.			
Total new Projects under NAPSrC			180	1,75,800	70.60

# Number of projects and amount for a particular project may vary depending upon the proposals received from the State Governments /UT Administrations and NGOs /Trusts etc.

**3.1.1 The Scheme National Action Plan for Sr Citizens (NAPSrC): (I) Integrated Programme for Sr Citizens (IPSrC):**

Maintenance of Senior Citizen Homes (SrCH) to improve the quality of life of the Senior Citizens, especially indigent senior citizens by providing basic amenities like shelter, food, medical care and entertainment opportunities and by encouraging productive and active ageing.

**Target beneficiaries:** Indigents (Sr citizen is not having sufficient means of living)

### **Projects admissible:-**

- (i) Maintenance of Senior Citizens' Homes for 25 beneficiaries,
- (ii) Maintenance of Senior Citizens' Homes for 50 beneficiaries,
- (iii) Maintenance of Senior Citizens' Homes for 50 elderly women only,
- (iv) Maintenance of Continuous Care Homes and Homes for senior citizens afflicted with Alzheimer's disease/ Dementia,
- (v) Maintenance of Regional Resource and Training Centres,
- (vi) Maintenance of Mobile Medicare Unit (MMU) for Senior Citizens( only on-going projects)
- (vii) Physiotherapy Clinics for Senior Citizens (only on-going projects).

### **3.1.2. Schedule for submission of proposals /applications for the projects:**

**(i) Existing Senior Citizens' Homes (SrCH)** – {Popularly known as Old Age Homes (OAHs)} - Financial assistance will be given under the Scheme for maintenance of Senior Citizen Homes, to provide food, care and shelter to indigent Senior Citizens. The Implementing Agencies are free to provide additional items/other amenities in these homes from their own resources. **On-going Senior Citizen Homes** (already assisted under NAPSrC) will continue to be eligible for assistance subject to following all the standards, guidelines, rules and laws. The process for providing assistance to such Homes will continue to be in the same way as is being done, with the **exceptions** of changes to be done under the current Scheme, through E-anudaan portal (<https://grants-msje.gov.in/>) .

**(ii) New Senior Citizen Homes under IPSrC of NAPSrC-** As per Section 19 of the Maintenance and Welfare of Parents and Senior Citizens Act (MWPC), 2007 the State Governments are to set up Senior Citizen Homes (SrCH) in every district. Accordingly, each State/ UT Government, for new SrCH to be assisted under the Scheme, will conduct a **district-wise survey** of the existing Senior Citizen Homes in each district, run by Private firm / Private institute / State Government / UT Government/ Panchayati Raj Institutions (PRIs)/ Registered Societies /Urban Local Bodies (ULBs)/ Self Help Groups/ Foundations/ Charities/ NGOs/ etc., and plot them on a map. If in any district, no Sr. citizen home is working or sufficient capacitate Sr Citizen Homes are not available as per the local need then State Government may suggest for new /additional Sr Citizen Homes.

### **(iii) Procedure for selecting an Implementing Agency for new SrCH:-**

- (a) If there is no SrCH found in a particular district in the district-wise survey to be carried out by the State Government /UT Administration then such district will be declared as a **Gap District** as per the section 19 of the Maintenance and Welfare of Parents and Senior Citizens Act,2007. A District where Sr citizen homes(s) is available but not sufficient to accommodate all the indigents available in the district then such district is categorised as **District of having insufficient capacity** of Sr Citizen Homes. In such districts, land & building and all other resources including of manpower will be required to start Sr citizen homes.

- (b) A list will be prepared based on the survey carried out by all the States /UTs and details to be provided through E-anudaan portal in the specified format to the Union Ministry of Social Justice and Empowerment **by 15<sup>th</sup> April, 2021**. The list will include the tentative town names in which new Sr. Citizen Homes are proposed, capacity in terms of indigent Sr. Citizens and district names.
- (c) After completion of survey, the State/ UT Government will decide whether it can establish new Sr Citizen Home itself in Gap Districts or for incapacitate SrCHs. Where the State Govt Panchayati Raj Institutions (PRIs)/ Urban Local Bodies (ULBs) are willing to start the institution themselves, they shall intimate the same to Central Government along with their timelines in detail for starting of the institution along with the location details. In all these cases, the funds for running of the institution would be released to the State Govt. Further, if Govt / UT administration can provide land and building of sufficient infra facilities, free of cost to NGOs/Trust/etc then the same shall be mentioned in Enudaan Portal so that notification can be issued accordingly for calling applications from implementing agencies (IAs) for such cases. In such cases, as building is owned by the State Government /UTs so rental will not paid to IAs. Only GIA for maintenance charges shall be released.
- (d) The Central Ministry of Social Justice and Empowerment will approve these newly recommended districts (both gap districts and districts of having insufficient capacity SrCHs) for assistance under NAPSrC, subject to availability of funds in the Scheme. All proposals for Gap Districts will be approved subject to fulfilment of the guidelines/ conditions of the Scheme. Each case will be decided and approval / non-approval will be conveyed as case may be through E-anudaan portal with the same acknowledgement /ID number as received from the State Government /UT Administrations.
- (e) In case(s) where the State Governments / UT Administrations /Local bodies are unable to establish the Home on its own, it will be recorded in the E-anudaan portal. In all these cases, applications will be called through open notification and also through E-anudaan portal.

Notification in this regard shall be published by the Central Govt with wide publicity by **30<sup>th</sup> April with window for applications open till 30<sup>th</sup> May**.

- (f) The selection of the agency for setting up the SrCH shall be decided by a **selection committee** at the UT /State Government level. The selection committee shall have (5) members: (i) Secy/Principal Secretary in charge of Sr.Citizen welfare - Chairman (ii) Director at UT/State level in the Department dealing with welfare work for Sr.Citizens (iii) Representative of Internal Finance of the Sr Citizen Department of the State/UT (iv) The State Coordinator of PMU of the Ministry - Convenor (v) An expert /reputed social worker in the field of elderly care.
- (g) The selection shall be based on the physical inspection of the projects being run by the applicants by the PMU of the Central Ministry and of the District Administration. It must be ensured that those agencies which are already in the elderly care segment

and carrying good reputation and credibility ONLY are selected. The agencies will be selected in the following order of preference :

- (i) Self Help Groups of the senior citizens
- (ii) CSR Foundations/ Charities which are already in the field of elderly care.
- (iii) Start-ups in the segment of elderly care
- (iv) NGOs/Trust who are operating in the elderly care segment.

The new proposals received will be assessed on the following criteria as per the following weightage:-

- (i) Performance of the organization based on pre-determined parameters : 50%
- (ii) Organisations majorly working in the field of Old Age care : 20%
- (iii) Resource generation/ mobilization of resources by the organisation : 20%
- (iv) Transparency/online pro-active disclosure by the organisation : 10%

(h) **The meeting of the Selection Committee at State level shall be arranged in the first week of June 2021** and all details of the agencies chosen, along with the exact location of the project (Latitude –longitude in six decimal format), bank details, and management committee duly authenticated by the State / UT Govt shall be uploaded before 15<sup>th</sup> June 2021. The Selection committee may recommend more than one agencies based on the need of Senior Citizen homes in a particular district.

(i) The State/ UT Government will undertake to construct own SrCH building within 05 years from the date of sanction of the project. Till that period, Sr. Citizen Homes shall be arranged through the selected agencies only. After arranging state owned SrCH homes, the agencies selected shall be responsible to only run and maintain the Home in the building provided by States/UTs as per the specified standards.

(j) The grant in aid to the selected agency (henceforth called as Implementing Agency (IA)) is subject to maintenance of the institution in the manner prescribed in the guidelines and standards. In case an IA is found to be in violation of any guideline and / or law, or in case of poor performance during physical inspections, the grant given will be cancelled by the Central Govt.

(k) Financial assistance will be provided by the Ministry of Social Justice and Empowerment under the National Action Plan for Senior Citizens (NAPSrC) Scheme through E-anudaan and PFMS/ EAT module.

(l) For new and existing cases, selection of indigents for Senior Citizens Homes will be as per the section 19 of the Maintenance and Welfare of Parents and Senior Citizens Act, 2007 and its prevailing rules in States/UTs. The admission into the Homes shall be done by a "**District Committee**" chaired by the District Collector/ District Magistrate, which shall ensure that the poorest and the destitute persons are properly identified and selected for admission in the Homes. Further, the District Committee shall ensure that the conditions and performance of the Homes are checked periodically and also discretely.

(m) The PMU of the Ministry will conduct surprise checks of all the Homes being funded under the scheme. These reports will be made available on E-anudaan portal to the District Committee members apart from the State and Central Govts for

initiating immediate action. Apart from this, there would be Social Audit of these institutions where the community would participate in evaluating the performance of the institution.

### **3.1.3 (II) State Action Plan for Senior Citizens (SAPSrC):**

The section 20 in chapter (IV) of the Maintenance and Welfare of Parents & Senior Citizens (MWPSA) Act, 2007 states that healthcare for Sr Citizens shall be provided by the State Governments.

**Target Group:** All Senior Citizens.

#### **Projects admissible for assistance:**

- (i) Maintenance of Mobile Medicare Units (MMU) for Senior Citizens:** The Mobile Medicare Unit is meant for Senior Citizens living in slums, rural and inaccessible areas where proper health care facilities are not available. This grant would be in addition to and would operate in synchronisation with the efforts for healthcare facilities under the NRHM and NPHCE. Only On-going projects shall be allowed for GIAs.
- (ii) Physiotherapy Clinics for Senior Citizens:** This is permitted only in the Govt District Hospitals. It would be ensured that there is no duplicity in implementation of the project with the programmes of NHM and NPHCE of Department of Health and family welfare. Only on-going projects would be allowed for GIAs.
- (iii) Creation of a pool of trained Geriatric Caregivers for senior citizens:**
- (iv) Special drives for Cataract Surgeries for Sr Citizens to achieve the vision of cataract blindness Free State.**
- (v) State Specific Activities for the welfare of senior citizens,** especially who are indigent in the States/UTs: 20% of the funds allocated to the State, may be utilised by the State Governments for innovative programmes or for the State Specific programmes, as per requirement, for the welfare of the elderly.

All the UTs and States shall upload their Plan by **July 2021** through E-anudaan portal only. Fund shall be released for aforesaid admissible projects only. Proposals will be submitted by States /UTs with the following details: -

- Target for Cataract Surgeries of Sr Citizens to achieve the vision of cataract blindness free State- Number of Operations and amount needed in the financial year 2021-22.
- Number of Geriatric Caregivers to be trained for senior citizens and amount needed. Ensure that there is no duplicity in schemes being executed through Health and Family welfare Ministry.
- State specific Plan details : Text maximum 500 words with amount needed
- UC of last financial year, if any, should be uploaded mandatorily.
- Affirmative Statement regarding implantation of EAT module and opening of corresponding code in State Action Plan.
- Confirmations of the compliance of instructions issued by PFMS division of Expenditure Department, Ministry of Finance, Government of India vide F. No. 1(13) PFMS / FCD / 2020, Dated 23.03.2021.

### **3.2. Health and Nutrition support for indigent elders: Poshan Abhiyan for Elderly:**

Government has launched Poshan Abhiyan in order to address the nutritional deficiencies in various segments of the population with focus on adolescent boys and girls. However, studies have shown that nutritional standards in the elderly, especially in the rural areas are extremely low thereby reducing their immunity levels. This problem is extremely alarming in the destitute and indigent elders. If these are identified systematically and provided at least one nutritious meal during the day (mid-day), their quality of life will increase immensely. Hence, the Poshan Abhiyaan for the destitute elderly is proposed.

#### **3.2.1 The balanced food for the destitute elders:**

- a) Locally available fruits
- b) Locally available vegetables, especially green leafy vegetables
- c) Milk
- d) Eggs
- e) Pulses and cereals

3.2.2 The focus would be on procuring locally available healthy food material and serving hot-cooked meals mid-day.

3.2.3 The project can be implemented with a daily allowance of Rs.20 per destitute Sr. Citizen, which includes the administrative cost also.

3.2.4 Objectives:

- i) To identify 10,000 Gram Panchayats for running Poshan Abhiyan among the elders with the coordination with the State Govt concerned.
- ii) To address the malnutrition problem in 3.5 lakh destitute and indigent elders through nutritional meal.
- iii) To use the Anganwadi centre as a day care centre for the elderly.

#### **Physical Coverage:**

GPs and beneficiaries	2021-22	
	Physical Coverage	Financial Coverage #
No. of GPs	2200*	39.6 Cr
Beneficiaries	50000	

# Source of Funding: SCWF \* No. of GPs 2000 and number of Urban Municipalities 200.

### **3.3. Rashtriya Vayoshri Yojana (RVY) –**

A Scheme for providing Physical Aids and Assisted Living Devices for Senior Citizens below poverty line & with the family income not exceed to Rs. 15,000/- per month.

#### **Physical coverage and financial outlay for the financial year 2021-22:**



Sr. No.	Year	No. of Districts to be covered	No. of Beneficiaries	# Total for the Year (Rs)
1	2021-22	86	90300	77,23,59,550

# Funding source SCWF

**3.4 . Livelihood and Skilling Initiatives for Senior Citizens-** To provide the senior citizens ways and means for achieving right to happy, healthy and dignified ageing through financial independence. It aims to supplement the efforts of the senior citizens by providing them opportunities to enhance their earning and sense of self-respect. To encourage the senior citizens of the country to form Self Help Groups for keeping themselves engaged for carrying out activities that may result into marketable products. This scheme has two programmes:

**3.4.1 Senior Able Citizens for Re-Employment in Dignity (SACRED)-Portal:** Many senior citizens have experience, time and energy which can be used by the business enterprises looking for stable employees with experience. The Human resources cells of many private enterprises seek experienced but stable persons in certain positions. The portal allows bringing these people together by virtual matching of preferences.

**Financial Outlay (Rs Cr) –**

Financial Year	Platform making charges	Publicity	Total #
<b>2021-22</b>	12	0	12

# Source of Fund: SCWF

**3.4.2 Action Groups Aimed at Social Reconstruction (AGRASR Groups): Elderly Self Help groups:** The Senior Citizens are encouraged to form Self-Help Groups (SHGs), which will provide them with a platform to share the time constructively with each other. To attain financial assistance under the scheme SHGs will function as 'Action Groups Aimed at Social Reconstruction (AGRASR Groups)'. Assistance under this Scheme to any SHG will be independent of assistance under any other scheme of the Ministry and an SHG can choose to avail assistance under any one or more Scheme(s).

The implementing agencies would be the State Rural Livelihood Missions (SRLMs) and State Urban Livelihood Missions (SULMs)

**Physical and financial outlay :**

Financial Year	AGRASR groups	Beneficiaries	Financial outlay (Rs Cr) #
<b>2021-22</b>	5000	125000	25

# Source of fund: SCWF

**3.5 Promoting silver economy: Equity participation in the Start Up for elderly care-** In accordance with the Govt policy to promote out-of-the-box and innovative solutions for the commonly faced problems, innovative start-ups would be identified and encouraged for developing products, processes and services for the welfare of the elderly.

The selection of the start-ups would be made through a transparent process and the fund would be provided as equity, subject to the Govt investment not exceeding 49% of the total equity of the Firm.

**Physical and financial outlay:**

Year	Number of Start-Ups	Amount (Rs Cr) #	Beneficiaries (in lakh)
<b>2021-22</b>	20	20	2

# Source of fund: SCWF

**3.6 Initiative for Channelization of CSR funds for elderly care-**This initiative is to channelize the CSR funds in an appropriate manner for elderly care projects. Under Schedule VII of Section 135 of the Companies Act, setting up old age homes, day care centres and such facilities for Senior Citizens is an approved item for CSR funding. However, miniscule amount of CSR funding is flowing into the sector primarily because there is no shelf of projects which the Corporate can take up for funding.

Currently, there is no mechanism for identifying suitable projects for CSR funding in the Senior Citizen segment; and as such, there is an institutional gap in the implementation of this programme. This initiative proposes to bridge this gap.

**Objective of the initiative:**

- (i) To select reputed institutions through a transparent mechanism for taking up CSR Advocacy on behalf of the elderly segment.
- (ii) To enable preparation of a shelf of projects for CSR funding after due appraisal of the financial viability and socio-economic impact.
- (iii) To prepare an advocacy statement and reaching out to Corporates who are in the CSR bracket to encourage them to take up funding of the elderly care projects already appraised and placed in the shelf.
- (iv) To assist the corporate entities desirous of investing the elderly care segment by coordinating with the Central and State Govts.
- (v) To mobilise Rs.5,000 Cr over the next 5 years from the CSR funds for the elderly care projects.

In short, this will be a bridge between the government and corporate entities keeping in view the welfare of the senior citizens as its central concern

**Physical and financial outlays**

Year	CSR investment (₹ Cr)	Advocacy fee #
<b>2021-22</b>	250	2% of the Project cost Norms

# Funding source: SCWF

**3.7. Media, advocacy, Capacity building, Research and Study, Pilots and any other project aimed towards the welfare of the senior citizens and falling under the scope and coverage of the NAPSrC through NISD (NISDSrC):** National Institute of Social Defence (NISD), an autonomous body of this Department is expected to be the resource

centre on senior citizens in the country. It will be equipped to implement directly any project in furtherance of the objectives of the NAPSrC.

### **3.7.1 Physical and Financial targets:**

#### **3.7.1.1. Training and capacity building:**

##### **(i) Training on Geriatric Care & Health Care**

Type of training	Trainings	Trainees	Cost (Rs Cr)#
Short term trainings Rs. 1500 per trainee	50	1250	0.1875
Two weeks programme @ Rs. 3000 per person	30	750	0.2475
3 months programmes @ Rs. 10,000 per trainee	50	1250	1.25
One year programmes @ Rs.60,000 per trainee	10	250	1.50
<b>Total</b>	<b>140</b>	<b>3500</b>	<b>3.185</b>

# Source of funding : SCWF

(ii) Creating a pool of trained personnel who can run the senior citizen homes as per minimum standards and training to the Staff of the project of Senior Citizens Homes (Implementing Agency: NISD through RRTCs)

RRTCs trainings for the SrCH personnel @ Rs. 1500 per person			
Year	Number	Beneficiaries	Amount in Rs #
<b>2021-22</b>	264	6600	99 lac

# Funding source : SCWF

### **3.7.2 Awareness Generation and Sensitisation Programme**

Year	Number	Beneficiaries	Amount (Rs lakh) #
<b>2021-22</b>	40	4040	80.8

# Source of fund: SCWF

**3.7.3 Setting up of a National level Helpline for Senior Citizens along with web based self-service portal for the Sr citizens across the country in the financial year 2021-22. Total out lay of 50Cr has been allocated. Source of the fund is SCWF**

4. All the State Governments /UT administrations are requested to adhere to the schedule given in para 3.1 so that details of survey carried out regarding existing Sr citizen homes working can be entered in Anudaan Portal by 15.04.2021 and Selection committee meeting is held by First week of the month of June 2021 for finalisation of Implementing Agencies for new Sr Citizen Homes. Detailed instructions are available in the Scheme guidelines please.

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