Vayo Samman Rashtriya Abhiyan

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Why in news?

Union Minister for Social Justice and Empowerment has launched the 'Vayo Samman Rashtriya Abhiyan' in New Delhi.

- **Vayo Samman Rashtriya Abhiyan** – A National Intergenerational Bonding Campaign, under the Atal Vayo Abhyuday Yojana (AVYAY), an initiative to mobilise citizens aged 18 years and above as volunteers for the welfare, care and social inclusion of senior citizens.
- **Aim** – To strengthen intergenerational solidarity and promote a society that recognises and values the experience, wisdom and contributions of senior citizens.
- **Objectives**
  - Foster meaningful interaction between younger and older generations.
  - Promote dignity, care, respect, and social inclusion of senior citizens.
  - Address challenges such as loneliness, social isolation, lack of awareness of welfare schemes, and vulnerability to cyber fraud among the elderly.
- **India's elderly population** – India is undergoing a significant demographic transition, with the population of senior citizens steadily increasing.
- The population aged 60 years and above is projected to grow from approximately 10 crore in 2011 to 23 crore by 2036, with its share in the total population rising from 8.4% to 14.9%.
- **5C Framework** – The Abhiyan is structured around an innovative '5C' model which provides a framework for building meaningful relationships between generations and sustaining them through regular community participation.
  - Connect
  - Converse
  - Co-create
  - Contribute
  - Continue (sustained engagement).
- **Key thematic activities** – the campaign will be implemented across 12 thematic areas, offering opportunities for participation and collaboration.
- These include '30 Minutes Together', 'Teach Me – I'll Teach You', 'My Story, My India', 'Digital Dada-Dadi / Digital Saathi', 'Generation Health & Wellness' and 'Silver Skills – Seniors as Mentors', among other activities.
- **Vayo SAATHI – SAATHI** (Support, Awareness, Assistance, Training, Health and Inclusion)
- It is a digitally enabled volunteer initiative open to all citizens aged 18 years and

above, including students, young professionals and institutions.

- Volunteers will act as friends, facilitators and connectors for senior citizens, supporting their social inclusion and well-being, adding that interested citizens can register through the SCW SAMAVESH Portal or JEEVAN App and receive a Vayo SAATHI Certificate.
- **Additional Announcements** –
  - Release of the Vayo Samman Rashtriya Abhiyan Handbook.
  - Signing of MoUs with Shri Ram Chandra Mission (SRCM) and Adhyatma Vigyan Satsang Kendra (AVSK), Jodhpur, will promote meditation, yoga, wellness programmes, and community engagement activities for senior citizens.
- **Reach** – Instead of staying confined to major cities, the initiative utilises Panchayats, educational institutions, and local municipal bodies to reach deep into rural villages and local neighbourhoods (mohallas).



References

1. PIB | Union Minister Launches 'Vayo Samman Rashtriya Abhiyan'
2. DD News | Vayo Samman Rashtriya Abhiyan

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