'Vayo Samman Rashtriya Abhiyan' – national campaign for senior citizens launched in New Delhi on 4 Nov

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News

Union Minister for Social Justice and Empowerment Dr Virendra Kumar launched the national 'Vayo Samman Rashtriya Abhiyan' in New Delhi on 4 Nov 2026. It runs under the Ministry's flagship 'Atal Vayo Abhyuday Yojana' (AVYAY). Its aims: strengthen intergenerational bonding and solidarity, recognise the experience and contributions of senior citizens, see them as contributors rather than only welfare recipients, and reduce isolation. It will reach villages and mohallas through panchayats, local bodies and educational institutions. A 'Vayo Samman Pledge' was taken and a handbook released. The Minister urged that no elderly person be left alone during Deepavali.

Key facts

Launch	4 Nov 2026, New Delhi – Dr Virendra Kumar (Social Justice Minister); under AVYAY
5C model	Connect, Converse, Co-create, Contribute, Continue
Themes	e.g. '30 Minutes Together', 'Teach Me – I'll Teach You', 'My Story, My India', 'Digital Dada-Dadi', 'Silver Skills – Seniors as Mentors'

Vayo SAATHI	Volunteers aged 18+ – register on the SCW SAMAVESH Portal / JEEVAN App; certificate. SAATHI = Support, Awareness, Assistance, Training, Health, Inclusion
MoUs	Shri Ram Chandra Mission (SRCM); Adhyatma Vigyan Satsang Kendra (AVSK), Jodhpur
Elderly numbers	Aged 60+ – about 10 crore (2011) → about 23 crore projected (2036)

Background

- AVYAY (Atal Vayo Abhyuday Yojana) is the Social Justice Ministry's umbrella scheme for senior citizens: (1) Integrated Programme for Senior Citizens (IPSrC) – grants for senior citizen homes and continuous care homes; (2) Rashtriya Vayoshri Yojana (RVY) – free assistive devices (wheelchairs, walking sticks, hearing aids) to BPL senior citizens.
- RVY is implemented by the Artificial Limbs Manufacturing Corporation of India (ALIMCO), a central PSU headquartered in Kanpur. The SAGE (Seniorcare Ageing Growth Engine) portal promotes the 'silver economy' – elder-care start-ups get up to ₹1 crore for at most 49% equity.
- Social context: the Ministry noted that urbanisation, migration and changing family structures have raised loneliness, low awareness of welfare schemes and exposure to cyber fraud among the elderly; engaging youth in 'dignified ageing' is the core of the campaign.

Tamil Nadu link: RBI's 'State Finances: A Study of Budgets of 2025–26' projects 15.8% of Tamil Nadu's population to be 60+ in 2026 (Kerala 18.7% – the highest). Then CM M.K. Stalin launched 25 'Anbucholai' day-care centres for the elderly (about ₹10 crore) at Tiruchi in Nov 2025 – with chess, carrom, a library, yoga, physiotherapy and lunch.

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