

Helpline for Senior Citizen (Elderline-14567)

The MOSJE, Govt of India, (National Institute of Social Defence (NISD)) and Department of Social Security and Women & Child Development, Punjab have decided to start a Helpline (**Elderline-14567**) for senior citizens in Punjab with the objective of expeditiously attending to the complaints and grievances of the senior citizens. The Help Age India is as implementing agency is to set up, operate and manage the Helpline as per the norms and will operate services from 8.00AM to 8.00 PM in shifts all seven days a week. Elderline Punjab will be coordinating with the Government agencies such as Police, Health, PULSA, Maintenance Act Tribunals, DCs, Senior Citizens' Groups, NGOs, service providers, old age homes, Senior Citizen Department etc.

The Elderline will consist of a connect Centre (Call Centre) created as per the standards set by the National Implementing Agency (NIA) where calls from senior citizens will be received and Field Response Officers located across all districts of Punjab will work towards resolution of problems indicated by senior citizens by working closely with all on-ground partners. National Helpline for Senior Citizens (NHSC) is a service that provides information, guidance, emotional support, and field intervention, driven by values of Consistency, Care, Empathy and Encouragement.

The Elderline Punjab will definitely make a difference in the life of Senior Citizens of Punjab.