

**SOCIAL SECURITY BRANCH
DEPARTMENT OF SOCIAL WELFARE
GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
7TH FLOOR, MSO BUILDING, ITO, NEW DELHI – 110002**

F.No. 30(933)/Helpline Sr. Citizen/DD(SS)/DSW/2020-21/ ~~22921~~ - ~~22922~~ DATED

24 MAR 2021

MINUTES OF MEETING

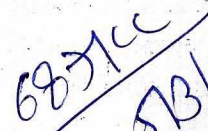
A meeting to discuss the status of the Delhi State Helpline for Senior Citizens was held at the Conference Hall, Department of Social Welfare, GLNS Complex, Delhi Gate, on 12.03.2021 at 5.00 pm. The meeting chaired by Dr. Rashmi Singh, the Special Secretary/Director, Social Welfare, was attended by officials of the Social Security Branch which is the monitoring office and the representatives of HelpAge India which is the implementing agency.

The meeting was attended by the following members:

- i. Dr. Rashmi Singh, Special Secretary/Director, DSW (Chairperson)
- ii. Mr. Rajeev Kumar Saksena, Deputy Director, Social Security, DSW (Member)
- iii. Mrs. Vineeta Sharma, Superintendent, Social Security, DSW (Member)
- iv. Ms. Ushosee Pal, Welfare Officer, DSW (Member)
- v. Mr. Shivendra Kumar, Project Manager, Elderline, HelpAge India (Member)
- vi. Ms. Pallavi, Senior Manager, HelpAge India (Member)
- vii. Ms. Roji, State Program Manager, HelpAge India (Member)
- viii. Ms. Pankaj Mala, Team Leader, HelpAge India (Member)
- ix. Ms. Geetika Sen Gupta, Team Leader, HelpAge India (Member)
- x. Mr. Shah Nawaz Ahmed, Team Leader, HelpAge India (Member)


1. The meeting began with a presentation by Mr. Shivendra Kumar apprising the members on the current status of the Senior Citizen Helpline. The Delhi Helpline has been named Elderline and a toll free number 14567 has been assigned for the purpose.
2. Elderline aims to provide information, guidance, emotional support and field intervention for elderly in distress. HelpAge India, the implementing agency has employed 1 Project Manager, 4 Team Leaders, 8 Call Officers and 5 Field Response Officers (FROs).
3. The Call Officers will operate from a Connect Centre, where they would enable sharing information with callers through a Knowledge Bank Software similar to CRM (Customer Relationship Management) software used in Call Centres. This knowledge bank based on a Hub and Spoke model connects 18 departments/organizations in Delhi serving senior citizens. The Connect Centre has received approval from MTNL for PRI-1 interface which enables 30 callers to be attended to at a time. The system has a personalized approach and thus IVR (Interactive Voice Recorder) is not going to be used for the Elderline.


25/03/21
Abhishek


25/3/21

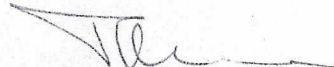
4. HelpAge India has employed and trained 5 FROs for field response and outreach. FROs are responsible for ground level action to prevent, protect and rescue the elderly from abuse and prompt response in cases of emergency and distress.
5. The key decisions taken in the meeting are as under:
 - An Orientation Session of HelpAge India with officers from all branches of DSW shall be organized
 - The DSW logo may be used on ID Cards of only those personnel of HelpAge India who are engaged in the Elderline project.
 - A Booklet containing important information and contact numbers of government departments and services for the elderly shall be published in English and Hindi and placed with FROs on the lines of booklet issued by WCD for schemes related to women.
 - Following the official launch of the project, Elderline – 14567, may be publicized across all districts of Delhi through posters, pamphlets and virtual media in synergy with NISD.
 - An introduction and orientation meeting shall be organized between the FROs and DSWOs at the DSW Headquarters
 - A helpdesk may be set up in the office of DSWOs in each district for the FROs for redressal of the grievances of the elderly received through the Elderline. Each FRO shall be assigned 2 District Helpdesks.
 - Following this meeting, an order stating the attachment of FROs to offices of the DSWOs shall be issued

The meeting ended with a vote of thanks to the Chair. Draft letters to be sent to various departments for last mile linkages of personnel shall be approved and issued. Following this, HelpAge India shall complete data mapping for the knowledge bank, intended to be an outcome of the Project.


Rajeev Kumar Saksena
(Dy. Director, Social Welfare)

Copy to:

1. Secretary, Social Welfare, GLNS Complex, Delhi Gate, Delhi – 110002
2. Director, National Institute of Social Defence, MSJE, Plot no. G-2, Sector – 10, Dwarka, New Delhi – 110075
3. Mr. Shivendra Kumar (Project Manager – Elderline) of Help Age India, C-25, Qutub Institutional Area, New Delhi – 110016
- ✓ 4. Senior System Analyst, Computer Cell, Department of Social Welfare (for uploading on DSW website)


Rajeev Kumar Saksena
(Dy. Director, Social Welfare)