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JEEVAN App and SHATAYU Dashboard Launched to Strengthen India's Care Economy

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The Ministry of Social Justice & Empowerment, through the Department of Social Justice & Empowerment, will organise a virtual programme titled “Creating a Well-Functioning Care Economy”. The programme aims to strengthen India’s care ecosystem through technology integration, policy reforms, community participation, and improved caregiving systems. The initiative reflects the government’s focus on elderly welfare, social support systems, and inclusive development. ?

Launch of JEEVAN App and SHATAYU Dashboard

A major highlight of the programme will be the launch of the JEEVAN Mobile Application for senior citizens and the SHATAYU Dashboard related to geriatric caregivers. The initiatives aim to improve access to elderly care services, caregiving support, and welfare-related information through digital platforms.

Understanding the Care Economy

The “Care Economy” refers to economic and social activities associated with caregiving services such as childcare, eldercare, disability support, domestic work, and health-related assistance. It includes both unpaid care work, often performed within households, and paid care services provided through formal and informal sectors. The care economy plays a significant role in promoting social welfare, employment generation, and women’s participation in the workforce.

Objectives of the Programme

The programme aims to develop a stronger framework for caregiving services in India. Discussions during the event will focus on improving support systems for senior citizens, encouraging technology-enabled caregiving, strengthening training and information systems for caregivers, and promoting community participation in the care sector. Experts and policymakers will also discuss implementation challenges, best practices, and recommendations

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to improve India's care infrastructure.

Importance of Care Economy in India

India's ageing population and changing family structures have increased the importance of organised care services. A strong care economy can help generate employment opportunities, improve healthcare delivery, and support inclusive economic growth. It also contributes to reducing the burden of unpaid care work and promotes gender equality by encouraging greater workforce participation among women.

Additional Key Facts:

The JEEVAN App is designed to support senior citizens by providing easier access to care-related services and welfare schemes. The SHATAYU Dashboard will function as an information platform for geriatric caregivers and elderly support systems. The Ministry of Social Justice & Empowerment is responsible for welfare initiatives related to senior citizens, persons with disabilities, social defence, and other vulnerable groups.