

SOCIETY FOR EMPOWERMENT



प्रारंभ

“नित्यं यत्नेन जीवनं समृद्ध्यति”

Newsletter For Senior Citizen Employment Opportunities



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By **Shri N. N. Pandey**
Retired IAS Jharkhand

EDITORIAL

**"Autumn is a season of reflection —
of golden transitions and new awakenings."**

As we enter October, the air carries a quiet reminder that change is not an end, but a renewal — a beginning once more. In the same spirit, PRARAMBH continues to celebrate the dynamic, purposeful second innings of life, where senior citizens transform experience into enterprise, and wisdom into wellbeing.

This month's issue embodies that very ethos — of new beginnings rooted in lifelong learning, inclusion, and sustainability.

Employment, Enterprise & Empowerment

Our regular feature, Job Openings for Seniors, continues to highlight the growing opportunities available to experienced citizens who seek to remain economically and socially active. Beyond employment, many are choosing the entrepreneurial path — and in Second Innings Startups: Retired Seniors as Entrepreneurs, **Prof. S. Narayan** insightfully portrays how retired professionals, particularly those from government and academia, are leveraging their administrative experience, networks, and passion to build enterprises that serve society with integrity and innovation.

Culture & Community

From economics to anthropology, **Dr. Rupendra Kavi** takes us into the heart of tribal India with Bastar Dussehra as a Cultural Counter-Symbol: A Socio-Anthropological Study of Ego Renunciation in Tribal Tradition. His narrative transcends the festival's ritual form to interpret it as a living philosophy — one that teaches humility, collective identity, and the renunciation of ego as the highest form of social harmony.

Digital Bridges for the Elderly

In today's rapidly digitizing world, inclusion begins with literacy. Two thought-provoking articles — वरिष्ठ नागरिकों में डिजिटल साक्षरता by **Shri Umrao Singh Verma** and Digital Inclusion for the Elderly by **Shri Karthik Ponnusamy** — together frame the roadmap for ensuring that our senior citizens are not left behind in this era of smartphones and smart governance. From learning to navigate digital

payments and telemedicine to embracing social connectivity online, their insights underline that digital empowerment is as much a right as it is a necessity.

Green Growth & Sustainable Living

The issue also brings attention to environmental stewardship through Greening Affordable Housing in India: A Practical Playbook by **Prakhar**, which explores how sustainable design, energy efficiency, and green finance can transform India's affordable housing sector into a driver of climate-conscious development. This piece aligns perfectly with the SFE's continuing advocacy for housing that is not only affordable but also environmentally responsible — "green for all, not just for a few."

Days That Inspire

In her section October 2025 – Days and Its Importance, **Ms. Savita More** reminds us of the month's key observances — from International Day of Older Persons to Gandhi Jayanti — each echoing our shared values of peace, dignity, and compassion.

SFE Activities

The Society for Empowerment (SFE) continues its mission of connecting seniors with meaningful engagement through its **Senior Jobs Portal**, **₹-GIFT (Grow In For Togetherness)** initiative, and awareness programmes on **digital and financial literacy**. In collaboration with universities, financial institutions, and local bodies, SFE remains committed to advancing the silver economy and fostering intergenerational solidarity across India.

As PRARAMBH grows issue by issue, it reflects the unwavering energy of its readers — senior citizens who are not retiring from life, but rediscovering it. This October, let us carry forward that message:

**"Every ending is but another PRARAMBH —
a new beginning, a new purpose."**

Shri N. N. Pandey, IAS (Retd.)

JOB OPENINGS FOR SENIORS

A Unique Initiative For Seniors wherein the Job Openings for the Seniors above Age of 50 is delved out for their information knowledge and competitiveness.

SENIOR JOBS

A platform of Job Information for the seniors.

SENIOR JOBS is an employment repository for seniors for the Meaningful Engagement of the senior peoples through dissemination of Job Information on regular basis.

We make no claims, promises or guarantees about the accuracy, completeness, or adequacy of the contents of the information.

The user may verify the details on the given link or with the entities



- Executive Director-AIIMS Vijaypur (Samba), Jammu- Max Age upto 65- Position in Vijaypur (Samba)

https://mohfw.gov.in/sites/default/files/adv%20web%20eng_12.pdf

- Director Project /Technical- National Rural Infrastructure Development Agency-Max Age upto 62- Position in New Delhi

<https://pmsgsy.nic.in/sites/default/files/vacancies/Advertisement%20%20Eligibility%20Criteria.pdf>

- Doctor- Food Corporation of India Max Age upto 70- Position in New Delhi- Lucknow/Bhubaneshwar/Mumbai/Kolkata

<https://fci.gov.in/recruitment-details/VTJGc2RHVmtYMStIU0dMR3FsVGN6TjI5L0lIZGJoWFVnNmIZUzIFK0hVcz0%3D>

- Consultant for Beekeeping, Marketing & Post-Harvest- National Bee Board--Max Age upto 60- Position in New Delhi

[https://nbb.gov.in/pdf/Engagement%20of%20Three%20\(3\)%20Consultants%20in%20NBB.pdf](https://nbb.gov.in/pdf/Engagement%20of%20Three%20(3)%20Consultants%20in%20NBB.pdf)

- Consultants-Office of Cooperative Ombudsman- Max Age upto 62- Position in New Delhi

https://www.cooperation.gov.in/sites/default/files/2025-08/Circular20250826_17004262_0.pdf

- Consultant- National Council For Hotel Management And Catering Technology- Max Age upto 65- Position in New Delhi

https://nchm.gov.in/sites/default/files/2025-09/Advertisement_.pdf

- Vice-Chancellor- University of Allahabad- Max Age upto 65- Position in Allahabad

https://www.education.gov.in/sites/upload_files/mhrd/files/advertisement/Appointment_VC_University_Allahabad.pdf

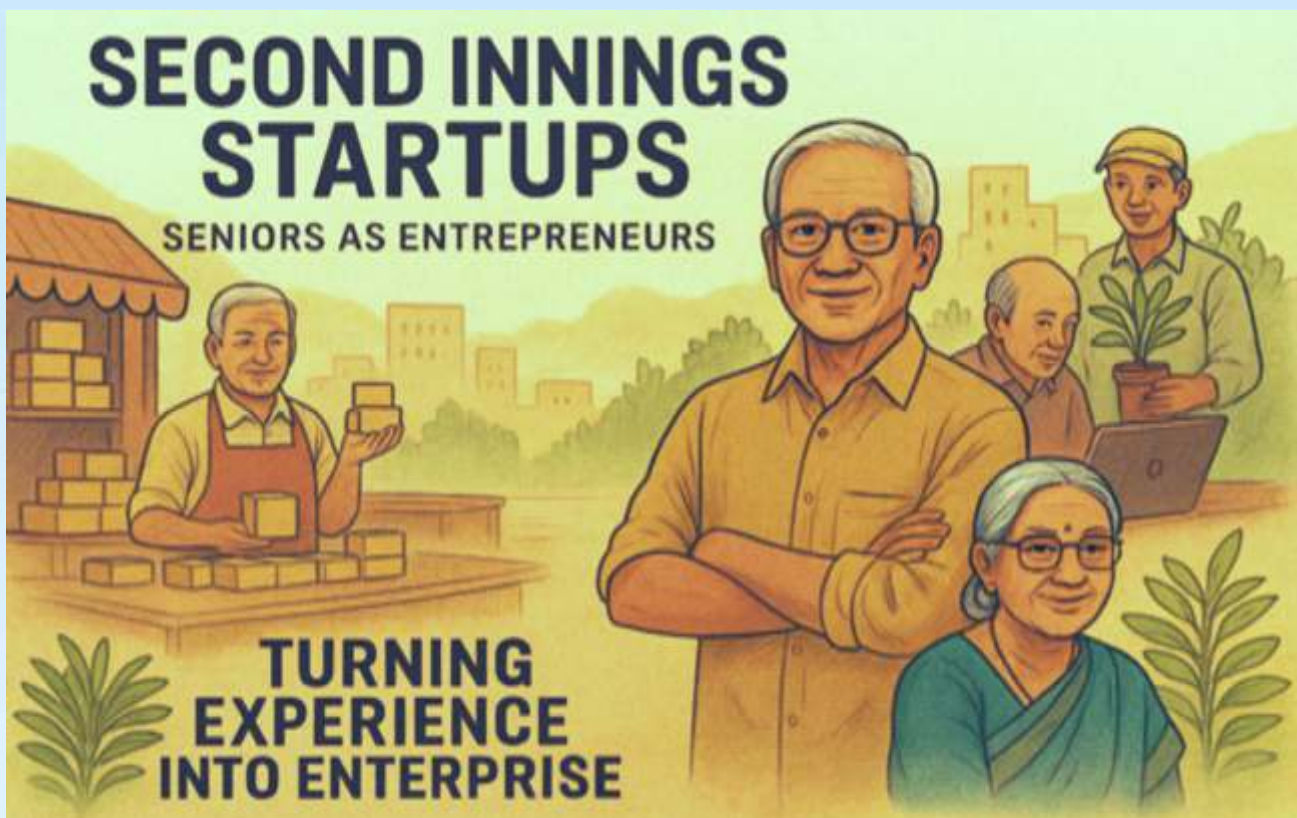
- Director- Motilal Nehru National Institute Technology- Max Age upto 65- Position in Allahabad

https://www.education.gov.in/sites/upload_files/mhrd/files/advertisement/mnit-dir25.pdf

For Senior Jobs visit https://www.sfe.org.in/job_search.php

Second Innings Startups: Retired Seniors as Entrepreneurs

Prof Sachindra Narayan

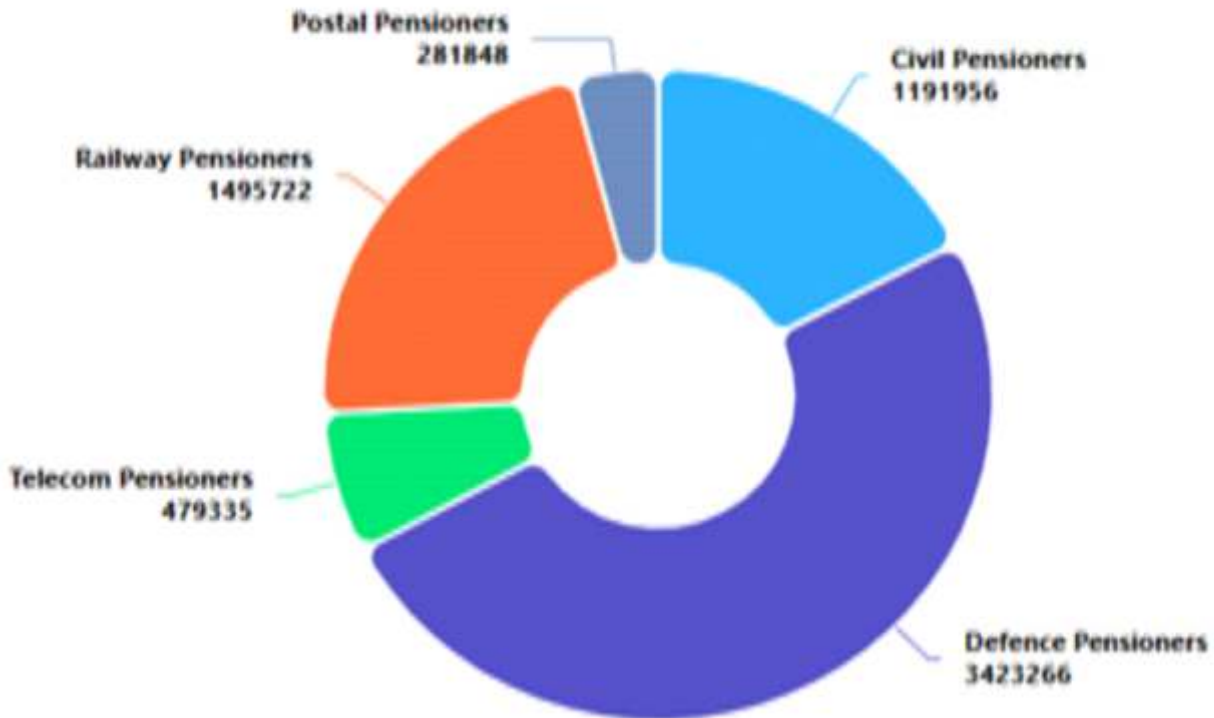


Turning Retirement into Opportunity for Former Government Officials

Retirement is often seen as the closing chapter of one's professional life. For many government employees, it marks the end of decades of structured work, responsibility, and service to the nation. Yet, this milestone does not necessarily signify the end of productivity or purpose. On the contrary, it can be the beginning of a second innings—a stage where experience, knowledge, and networks are transformed into entrepreneurial ventures. Their second innings is not just about building startups—it is about building hope, opportunities, and a more inclusive society. **A total of 27,785 government employees retired on superannuation from 01.04.2024 to 31.03.2025.**

Central Government Pensioners as on 30.06.2025

Central Government Pensioners



https://pensionersportal.gov.in/?utm_source

The New Wave of Senior Entrepreneurship

Across India, a quiet revolution is underway. Senior citizens, particularly retired government officials, are increasingly stepping into the role of entrepreneurs. Their long years of administrative service have equipped them with qualities like discipline, planning, risk assessment, and people management. These are precisely the skills that young entrepreneurs often struggle to acquire.

By venturing into startups, seniors are not only pursuing personal fulfillment but also contributing to society by generating employment, mentoring the younger generation, and addressing local needs with innovative solutions.

Why Retired Government Employees Have an Edge

1. Domain Expertise – Retired officers often carry deep insights into public administration, finance, urban planning, health, or infrastructure. These insights can be transformed into consultancy firms, training centers, or

social enterprises.

2. Networks & Reputation – Decades of service build credibility and a vast network across departments and industries—an invaluable asset for any startup.

3. Financial Security – With pensions, savings, and retirement benefits, many seniors have the cushion to experiment with new ventures without the financial pressure faced by younger entrepreneurs.

4. Ethics & Trust – The integrity associated with government service often inspires confidence among clients, investors, and partners.

Funding & schemes to explore

- **CGTMSE collateral-free** loans via banks/SIDBI (micro & small)
- **PMEGP (through KVIC/banks)** for micro-manufacturing/services
- **Stand-Up India** (for eligible categories)
- **Mudra-** (micro loans)
- **Startup India-** recognition (if innovation-centric)

Scheme / Policy	What it Offers	Remarks (applicable to retirees)	Running Agency / Nodal Body
Bihar Startup Policy (2022 / 2025)	Seed grant / interest-free loan up to ₹10 lakhs for startups; infrastructure support; incubation & mentorship; other incentives for commercialization.	A retired government employee can start a “startup” in Bihar (meeting eligibility) and apply under the policy for financial and non-financial benefits.	Startup Bihar (State’s nodal startup agency) startup.bihar.gov.in+1

Initiatives – Bihar : The Bihar state government has announced new guidelines for the contractual employment of retired government employees, raising the maximum age limit for re-employment to 70 years. This new rule applies to approved positions within the state’s boards, corporations, and societies.

Retired employees can now be re-employed on a contractual basis until they reach the age of 70. This is, however, subject to a specific condition: the original retirement age for those particular positions must be 65 years.

The directive clarifies that for posts where the regular retirement age is 60 years, the existing maximum age limit of 65 for contractual re-employment, as set by the General Administration Department, will remain in effect. This distinction ensures that the new policy is applied to roles that already have a longer service duration.

Initiatives – Kerala : The New Innings project is a Kerala state initiative, supported by a ₹5 crore allocation in the State Budget, that aims to encourage senior citizens to start new businesses by leveraging their experience and financial resources. The Kerala State Budget 2025 allocated these funds to the Kerala Start-up Mission to foster social and economic engagement among the elderly.

<https://newinnings.startupmission.in/>

Sectors Where Seniors are Thriving

- **Consulting & Advisory Services:** Former bureaucrats are setting up firms that advise on policy, compliance, taxation, urban development, or rural governance.
- **Education & Training:** Retired teachers, scientists, and officers are opening coaching centers, digital learning platforms, or vocational training institutes.
- **Healthcare & Wellness:** Many are starting senior care homes, yoga centers, or Ayurveda-based wellness ventures.

- **Agriculture & Rural Enterprises:** With a focus on sustainable livelihoods, some have turned to organic farming, agri-tech startups, or farmer cooperatives.
- **Technology & Digital Literacy:** Surprisingly, even in the digital space, seniors are running initiatives to teach technology basics to their peers, bridging the digital divide.

Successful Silver Entrepreneur

Thayammal journey of becoming Marangalin Thayar, which means ‘Mother of Trees’. She spent close to Rs 4 lakh and transformed her 8-acre land into a green paradise.

RN Pasrija is a retired Noida-based engineer known for developing a simple solution to an everyday problem that affects people of all ages, particularly seniors

Abdul Khadar: Khadar’s Food Bank— Visakkunnavarkkoru Virunnu (a feast for the hungry) is located outside his house on Iranjilikuda Road, and it opens each day at 12.30 PM. A Gandhian at heart, Khadar began the initiative on 2 October 2019 with the help of his wife, Sunitha. He started the initiative after returning to his hometown, Thrissur from Oman, after 38 long years. And, since then the noble couple has been feeding the poor each day.

Bina Devi- She is popularly known as Mushroom Mahila from Munger, Bihar. She has trained farmers on mushroom and organic farming, vermicompost production and organic insecticide preparation.

https://en.wikipedia.org/wiki/Bina_Devi?utm_

<https://thebetterindia.com/221305/india-senior-citizens-retired-age-is-just-a-number-inspiring-ana79/>

Towards a Silver Economy – A SFE Initiative

The rise of senior entrepreneurship fits within the larger vision of India’s Silver Economy, where the knowledge and energy of seniors are leveraged to drive growth. Initiatives like the Society for Empowerment’s **Senior Jobs Portal** and skill re-training programs under the **₹-GIFT** platform are steps in this direction.



Governor Chhattisgarh

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राज्यपाल श्री रमेन डेका को आज राजभवन में सोसाइटी फॉर एम्पावरमेंट द्वारा प्रकाशित मासिक पत्रिका "प्रारंभ" की प्रति भेंट की गई। विशेष पिछड़ी जनजातियों पर केंद्रित इस विशेषांक का संपादन मानवविज्ञानी एवं राज्यपाल के उप सचिव डॉ. रूपेन्द्र कवि द्वारा किया गया है।

राज्यपाल ने पत्रिका की विषयवस्तु की सराहना करते हुए शुभकामनाएं दी और कहा कि यह पहल जनजातीय समुदायों की जागरूकता एवं सशक्तिकरण की दिशा में एक महत्वपूर्ण प्रयास है।





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Bastar Dussehra as a Cultural Counter-Symbol: A Socio-Anthropological Study of Ego Renunciation in Tribal Tradition



Dr. Rupendra Kavi

Anthropologist, Litterateur, Philanthropist
Presently: Deputy Secretary to the Governor, Chhattisgarh



While mainstream Indian Dussehra centers around the symbolic burning of Ravana, Bastar's version diverges deeply. Rooted in tribal cosmology and community-centric rituals, Bastar Dussehra stands not for conquest, but for surrender — not for the destruction of a mythic enemy, but for the immersion of ego. This study explores Bastar Dussehra through an anthropological lens, revealing it as a ritual of internal cleansing, social harmony, and cultural sustainability, distinct from dominant religious narratives.

1. Introduction

In most of India, Dussehra is celebrated by burning effigies of Ravana, signifying the victory of good over evil. However, in Bastar (Chhattisgarh), a unique tribal region, the narrative transforms into an introspective one — where no Ravana is burned. Instead, rituals of ego

renunciation, community participation, and goddess worship define the celebration.

This study investigates the symbolic, social, and ecological layers of Bastar Dussehra, especially as reflected in its absence of Ravan Dahan, replacing it with the ritual of ahankaar-visarjan (immersion of ego).

2. Objectives

- To examine Bastar Dussehra as a counter-cultural symbol within Indian festivals.
- To explore its anthropological significance in relation to tribal identity, gender roles, and environmental ethics.
- To document and interpret its key rituals using emic (insider) perspective.

3. Methodology

This study draws from:

- Ethnographic field observations conducted during multiple Dussehra cycles in Bastar.
- Primary documentation authored by the researcher:
- Monograph Study of Bastar Dussehra (Tribal Research & Training Institute, 2015)
- Photographic Documentation of Tribes of Chhattisgarh (TRI, 2021)
- Bastar Mein Adivasi Vikas (Book, 2019)
- Qualitative interviews with ritual practitioners, kachhin devi representatives, jogis, and rath karts.
- Secondary references from anthropological journals and government archives.

4. Cultural and Ritual Dimensions

4.1. Pat Jatra: Beginning with Nature

Bastar Dussehra begins with the worship of the Shal Tree, signaling goddess Danteshwari's rath construction — symbolizing eco-spirituality and nature reverence.

4.2. Kachhin Gadi: Empowering the Feminine

A young girl is chosen to represent the goddess, and her consent is sought — a rare ritual where female agency and spiritual centrality intersect.

4.3. Jogi Bithai: Meditation and Sacrifice

A young boy sits buried neck-deep for nine days, a symbolic act of spiritual offering, representing self-denial and tribal asceticism.

4.4. Rath Parikrama: Collective Sacredness

The rath is pulled by hundreds of devotees, not by kings or officials. The decision to move the rath is taken not by the king, but by the Kachhin Devi — underscoring democratic ritual power.

4.5. Ohadi: The Departure of the Goddess

The final ritual of “ohadi”, or goddess farewell, is not an end but a cultural rebirth, reminding the community of cyclical regeneration.

5. Anthropological Interpretation

5.1 Ego Immersion, Not Enemy Destruction

Bastar Dussehra rejects the Ravana effigy model — favoring an inner journey of ego shedding. This aligns with indigenous worldviews, where harmony, not binary conflict, defines ethical life.

5.2 Gendered Power Structures

Unlike mainstream patriarchal models, here divine authority lies with the female (kachhin), and men serve the ritual structure — signaling a matrifocal spiritual system.

5.3 Ecological Embeddedness

Each ritual begins with nature (trees, earth, seasons). The festival's structure reveals an embedded ecological ethics, prioritizing interdependence over exploitation.

6. Contemporary Relevance

In a world obsessed with performance, power, and prestige, Bastar Dussehra whispers an ancient truth:

“Do not burn Ravana — identify him within. And offer that part to the earth.”

This festival's message is not conquest but vinay (humility). Its rituals are not mere heritage — they are living blueprints for coexistence, eco-balance, and shared spiritual space.

7. Conclusion

Bastar Dussehra is not an “alternative version” of mainstream Dussehra — it is a civilizational counter-narrative. Through its rituals, structure, and community-led framework, it represents a radical reimagining of festival culture, placing ego renunciation over enemy elimination, matrifocal authority over masculine dominance, and nature-centric rituals over consumption-based celebration.

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वरिष्ठ नागरिकों में डिजिटल साक्षरता

उमराव सिंह वर्मा

मानवविज्ञानी, परामर्शदाता, परिवार न्यायालय



विकसित भारत की संकल्पना और उत्तर आधुनिक संचार क्रांति के दौर में मनुष्य के मूलभूत आवश्यकताओं में डिजिटल साक्षरता शामिल हो गया है जिसका सदुपयोग कर रहे विद्यार्थियों और युवाओं को इससे काफी लाभ मिल रहा है, प्रत्येक क्षेत्र में प्रगति के लिए डिजिटल साक्षरता अनिवार्य हो गई है इसलिए विद्यार्थियों और युवाओं के साथ साथ वरिष्ठ नागरिकों को भी आज के दौर में दैनिक जीवन के तमाम आवश्यकताओं और सुविधाओं से जुड़े रहने के लिए डिजिटल साक्षरता आवश्यक है क्योंकि वरिष्ठ नागरिकों के माध्यम से ही संस्कृति, अनुभवों, सामाजिक, सांस्कृतिक, आर्थिक, राजनीतिक आदि तमाम गहन जानकारीयें नई पीढ़ियों तक पहुंचती है वरिष्ठ नागरिकों को डिजिटलीकरण से जोड़ने का एक दूसरा पहलू यह भी है कि देश के प्रत्येक व्यक्ति तक सरकार की योजनाओं का लाभ एवं जानकारी मिल सके तथा ऑनलाइन माध्यमों के द्वारा विविध सुविधाओं तक पहुंच

सुनिश्चित हो सके।

आज बहुत से क्षेत्रों के वरिष्ठ नागरिक, देश के संसद एवं विधानसभाओं में प्रतिदिन होने वाले चर्चा को टीवी, मोबाइल अर्थात इंटरनेट व सोशल मीडिया के द्वारा देखने व सुनने में रुचि लेते हैं विभिन्न विधेयकों, चर्चा तथा बहस को अवश्य सुनते हैं आदिवासी क्षेत्रों में अनुसंधान के दौरान प्राप्त एक जानकारी साझा करते हुए इस बात को स्पष्ट करना चाहूंगा कि जिस समय देश के प्रधानमंत्री माननीय श्री नरेन्द्र मोदी जी के द्वारा "मन की बात" की शुरुआत हुई थी, और उसे रेडियो, टीवी आदि के माध्यम से प्रसारित किया गया था, उस समय हम छत्तीसगढ़ के विशेष पिछड़ी जनजाति बैगा के सामाजिक आर्थिक आधारभूत सर्वेक्षण के काम में लगे हुए थे और इसी के तहत बैगा जनजाति के दुर्गम क्षेत्रों, पहाड़ों और जंगलों के बीच बसे हुए गांवों में थे, उस समय की यह बात उल्लेखनीय है कि प्रधानमंत्री जी का मन की बात जब शुरू हुआ तो

लगभग सैकड़ों की संख्या में आदिवासी बड़े बुजुर्ग, युवा बच्चे सब एक साथ ध्यान से उस गांव का एकमात्र रेडियो (जो एक छोटे से दुकान में लगा हुआ था) के द्वारा मन की बात सुन रहे थे, अर्थात् इसके द्वारा मैं उनके रुचि को बताना चाह रहा हूं, जिसमें अधिकतर लोग वरिष्ठ नागरिक थे बड़े बुजुर्ग थे, साथ साथ युवा बच्चे महिलाएं भी बहुत रुचि के साथ सुन रहे थे।

देश के प्रत्येक भौगोलिक क्षेत्र में जहां जहां मानव बसाहट है वहां ऐसे दुर्गम, पहाड़ी, आदिवासी क्षेत्रों में डिजिटलीकरण किया जाना विकसित भारत का कल्पना को सार्थकता प्रदान करेगी। इसलिए डिजिटल साक्षरता का अधिक से अधिक विस्तार होना चाहिए। इससे लोगों की आत्मनिर्भरता में वृद्धि होती है, साथ साथ उनका देश दुनिया की अन्य संस्कृतियों से ऑनलाइन संपर्क बढेगा, इससे उनमें विविध प्रकार की जागरूकता पैदा होगा, और वे स्वयं के जीवन स्तर में बदलाव के लिए प्रेरित होते हैं, आज लगभग तमाम क्षेत्रों में डिजिटलीकरण का विस्तार किया जा रहा है जो उत्तर आधुनिक दौर के समय की मांग है आज इंटरनेट ने लोगों को बैंकिंग सुविधाएं, स्वास्थ्य सुविधाएं, जमीन जायदाद, खेती-किसानी की जानकारी, फसलों के पैदावार संबंधित जानकारी, लघु वनोपज संग्रह संबंधित जानकारी तथा रोजगार के विविध अवसरों की जानकारी प्राप्त होती है जिससे वे वैश्विक मुख्यधारा से जुड़ पाएंगे। इस तरह अनेक महत्वपूर्ण आवश्यकताओं को उपलब्ध कराने से लेकर अपने परिवार के दूसरे शहरों में रहने वाले सदस्यों, नातेदारों, रिश्तेदारों आदि से जुड़े रहने का अवसर निर्मित करता है परिवार के सदस्यों के द्वारा नियमित समयांतराल में अपने नाते-रिश्तेदारों से सोशल मीडिया के द्वारा बातचीत व समय समय पर आवश्यक अवसरों जैसे जन्म, मृत्यु, विवाह, बैठक, आयोजन, मेला, त्यौहारों आदि की जानकारी उपलब्ध कराने के लिए सर्वश्रेष्ठ माध्यम साबित हुआ है, फिर इस अवसर से देश के वरिष्ठ नागरिक क्यों अलग रहें? सरकार की नीतियों, योजनाओं, वित्तीय सहायता, स्वास्थ्य देखभाल आवश्यकताओं, पेंशन आदि की जानकारियां डिजिटलीकरण के माध्यम से सभी क्षेत्रों के वरिष्ठ नागरिकों को

उपलब्ध होनी चाहिए, शिक्षित एवं बुद्धिजीवी वर्ग के वरिष्ठ नागरिकों के अलावा देश में बहुत बड़ी संख्या में ऐसे वरिष्ठ नागरिक हैं जो डिजिटल साक्षरता से दूर हैं और इसके द्वारा मिलने वाली सुविधाओं से वंचित हैं इसी तरह जनजातीय क्षेत्रों में भी डिजिटलीकरण एवं डिजिटल साक्षरता की अनिवार्य आवश्यकता है ताकि जनजाति समुदायों के वरिष्ठ नागरिक सोशल मीडिया के द्वारा पूरी दुनिया से जुड़ सके, और देश दुनिया की विभिन्न जानकारियां को प्राप्त कर सकें और अपनी संस्कृति, परंपराओं को सोशल मीडिया के माध्यम से दुनिया के समक्ष प्रस्तुत कर सकें।

अंततः कह सकते हैं कि डिजिटल साक्षरता के द्वारा शैक्षणिक, आर्थिक, सामाजिक, सांस्कृतिक विकास के क्षेत्र में कम्प्यूटर, स्मार्ट फोन और इंटरनेट का उपयोग आज आम बात हो गया है जिसका भविष्य में बेहतर प्रदर्शन की उम्मीद है जैसे शैक्षणिक क्षेत्र में आज प्रत्येक विषयों की गहन जानकारियां इंटरनेट में उपलब्ध है, आर्थिक क्षेत्र में देखें तो कृषि उत्पादन की आधुनिक तकनीक फसलों के बोआई से लेकर, फसलों की कटाई के बाद समर्थन मूल्य में कृषि उपज मंडी में बेचते तक आज डिजिटल माध्यम का उपयोग है इसके पश्चात इंटरनेट बैंकिंग के द्वारा वित्तीय लेनदेन आसान हो गया है जिसकी जानकारी वरिष्ठ नागरिकों जो इससे सुविधाएं से वंचित हैं उन्हें भी इसकी जानकारी होना आवश्यक है, सामाजिक क्षेत्र में देखें तो अपने परिवार के बच्चों की शिक्षा संबंधी जानकारी, सामाजिक संगठनों की नियमित बैठकों और निर्णयों की जानकारी मोबाइल इंटरनेट के माध्यम से वरिष्ठ नागरिकों को प्राप्त होती है इसी तरह सेवानिवृत्त वरिष्ठ नागरिकों को पेंशन संबंधी समय समय पर जानकारी मिल रही है जंगलों में पैदा होने वाले लघु वनोपज संग्रह संबंधित सरकार की योजनाओं की जानकारी, जीवन बीमा आदि जानकारी इंटरनेट के द्वारा वरिष्ठ नागरिकों तक पहुंचना जरूरी है इसके लिए वरिष्ठ नागरिकों को डिजिटल साक्षर होना जरूरी है, इसी तरह सांस्कृतिक विरासत के असंख्य सांस्कृतिक तत्वों के संचार का बेहतर माध्यम है।

Digital Inclusion for the Elderly - Ensuring our seniors are not left behind in a technology - driven society

Karthik Ponnusamy

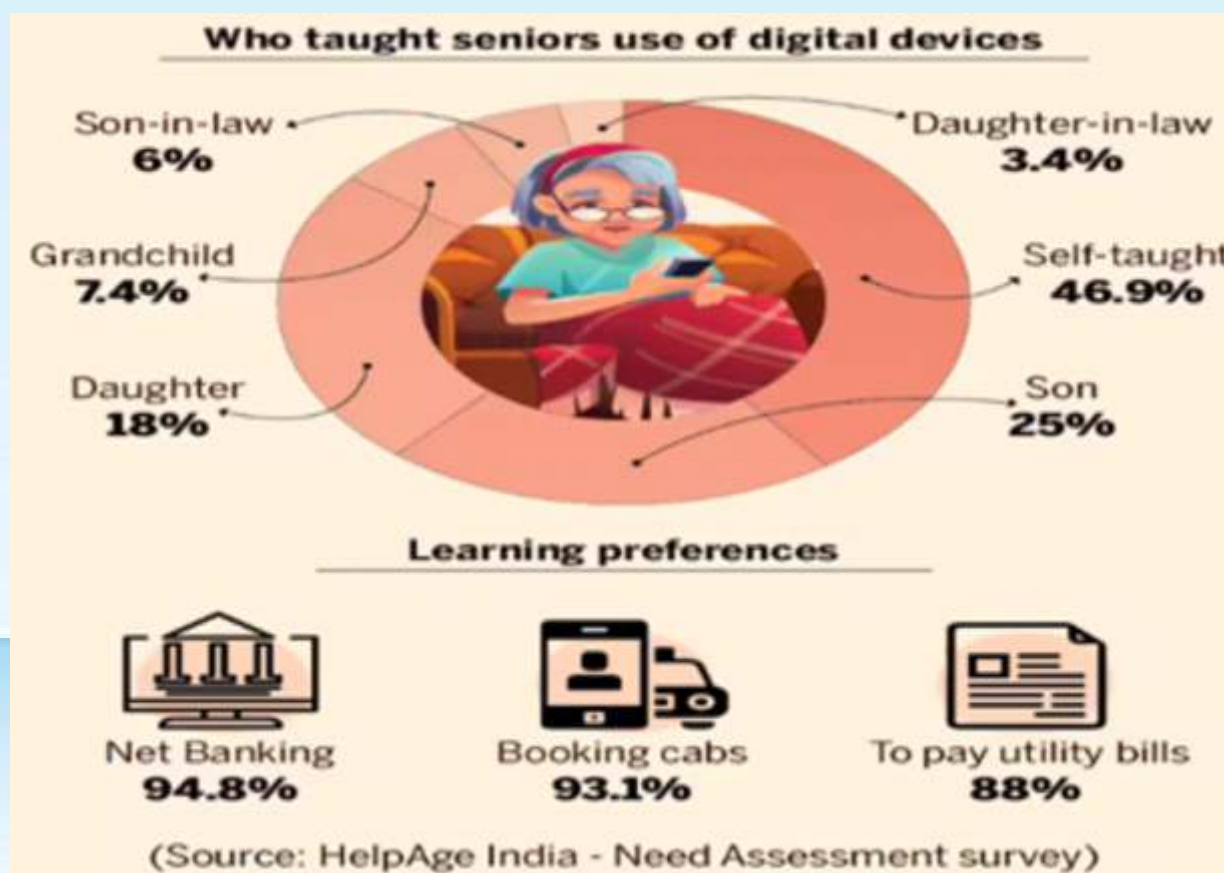


The month (Aug'25) that has just gone by has two significant events. One, as we all know, is our Independence Day, and the next, while many are not aware, is the World Senior Citizens Day celebrated on 21st Aug'25. The celebration first took place in the year 1991, and from then onwards, it has been regularly observed every year. This day is meant to recognize and acknowledge the contributions of older people to society.

As part of this article, I would like to bring awareness to the readers on the digital needs of senior citizens. NITI Aayog, in its report named Senior Care Reforms in India (published in 2024), identified four key pillars as the needs of senior citizens: Health, Social, Financial & Economic, and Digital. As per the UNFPA Report 2023, 10% of the total population are senior citizens, and this number is expected to reach 20% by 2050. As the

economy grows, more and more things are becoming digital rather than manual, and this applies equally to the use of digital devices. According to an Agewell Foundation Survey, nearly 85% of the elderly were found to be digitally and computer illiterate. As service delivery is moving increasingly online, digitalization presents significant opportunities for society with an ageing population.

While digital illiteracy is often spoken of as a rural phenomenon, even urban seniors face challenges. Many have access to smartphones and other digital devices but do not know how to use them beyond the basics. Thus, elderly people need to be equipped with the skills required to access the digital environment through well-resourced digital empowerment and inclusion packages, with tailor-made training and support.



It is our responsibility to ensure the digital empowerment of the elderly. A few of the ways are:

1. **Collaboration with Senior Citizen Associations:** One of the easiest ways to reach a large number of senior citizens is through associations such as retirement associations, pensioners' groups, and welfare associations (both rural and urban). Once we start working with these associations, we will find other ways to reach seniors who are not part of these groups.
2. **Digital Safety Training:** One of the common challenges faced by seniors is fraud-related issues. It is essential to develop a digital safety mechanism for ease and security of online operations. Seniors must also adopt basic internet safety guidelines, such as not clicking on suspicious links, avoiding downloading unknown attachments, and not sharing unnecessary personal information in the public domain.
3. **Campaigns on Digital Literacy:** The most important step is to identify the specific needs and challenges of seniors with regard to digital media. This also includes addressing the lack of trust among seniors when using digital devices.
4. **User-Friendly Technology Design:** During my recent interactions with senior citizens, one common point raised was the difficulty in accessing smartphones,

particularly the user interface. Their expectations include larger screens, bigger icons for applications, and large fonts.

By addressing these areas, we can ensure our seniors are not left behind in the digital age, but are empowered to participate confidently and safely in society.

While the current era is digital, it is our responsibility to make it inclusive for all, especially senior citizens. A little effort and time spent enabling them to use digital devices can save them significant time and effort in their daily routines. Let's all work towards creating an inclusive environment and ensure that digital literacy among senior citizens increases multi-fold. While I have been doing this as part of my regular interactions with senior citizens, I invite everyone reading this article to contribute towards building a truly digital-inclusive society.

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Greening Affordable Housing in India: A Practical Playbook

Greening Affordable Housing in India: A Practical Playbook

Prakhar



Why “green” and “affordable” absolutely can go together

Greening India’s affordable housing isn’t a luxury—it’s a smarter route to closing the housing gap while cutting environmental harm and lifetime costs. When projects adopt simple, context-appropriate measures, they reduce energy and water use, lower construction/operation expenses, and improve comfort and health for residents. The outcome: faster scale-up of housing supply along a sustainable path.

A common misconception is that green features are expensive add-ons. In reality, many of the biggest wins come from design choices made early—orientation, shading, ventilation, and materials—before a single

appliance is specified. These passive moves pay for themselves by shrinking mechanical loads, construction materials, and long-term utility bills.

What “green” means in practice

A holistic green approach spans the full building life cycle:

Site selection & planning: choose sites and layouts that leverage local climate and infrastructure while minimizing ecological disruption.

Design & construction: optimize building form, orientation, and envelope; select durable, low-impact materials.

Energy efficiency: reduce cooling/heating and lighting demand first; right-size efficient equipment only where needed.

Water efficiency: rainwater harvesting, low-flow fixtures, reuse systems, and landscape choices that need less water.

Waste management: plan for construction waste reduction and resident-friendly segregation and recycling.

Indoor environmental quality (IEQ): daylight, cross-ventilation, low-VOC materials, acoustic comfort.

Socio-economic factors: design for safety, accessibility, livelihoods, and community spaces that support well-being.

Metering & monitoring: track energy and water to sustain savings.

Innovation: pilot context-fit technologies and delivery models that lower cost and raise performance.

Design philosophy: passive first, active only as needed

The most cost-effective green buildings in the affordable segment rely on **passive design strategies** specific to local climate (microclimate), site conditions, and building use. When passive measures do most of the work, mechanical systems can be smaller, simpler, and cheaper to run.



Passive design strategies (India-ready)

Below are practical, low-cost strategies that reduce dependence on mechanical cooling/heating while improving comfort.

1) Vegetation for shading and wind control

Use native trees and layered planting to shade façades and open spaces—especially effective for low-rise blocks (up to G+3). Proper species selection can temper hot winds, filter dust, and cool microclimates, reducing indoor heat gain.

2) Solarium (sunroom) for cold regions

In colder climates, a south-facing glazed sunroom attached to the dwelling stores daytime solar heat like a small greenhouse and releases it to interior spaces, cutting heating needs without complex systems.

3) Evaporative cooling with water bodies

A small, shaded pond or channel near air inlets precools incoming air during hot, dry hours. Coupled with cross-ventilation and night purging, this simple feature can meaningfully lower indoor temperatures.

4) Airtightness: seal the leaks

Good workmanship matters. Seal gaps at window/door frames, junctions, and penetrations to prevent unwanted heat flow and dust ingress. Airtightness, paired with controllable ventilation, improves comfort and reduces energy waste.

5) Stack-effect ventilation

Provide a central atrium or vertical shafts so warm air can rise and escape at high level, drawing cooler air from lower openings. This pressure difference (stack effect) keeps air moving without fans.

6) Daylit atrium for heat and light

A glazed atrium roof admits sun and bounces light deep into the building, improving daylight access and, in cooler seasons/regions, adding gentle heat gain. Use shading devices and diffusing glass to avoid glare and summer overheating.

Making it stick: implementation notes

- **Start with climate-responsive massing and orientation;** it costs little to get right early and is expensive to fix later.
- Favor **durable, locally available materials** that reduce embodied carbon and maintenance.
- Integrate **metering and resident education** so savings persist over time.
- Prototype one block, monitor results, and **scale what works** across the project and future sites.

In sum, greening India's affordable housing can be a genuine game-changer. It charts an alternative path for residential growth that tackles the housing shortfall while institutionalizing climate-sensible design and construction. By embedding proven, sustainable practices across the project lifecycle, we cut environmental harm and deliver measurable savings in both construction and operating costs—more homes, better homes, and a lighter footprint.

October 2025

Days and Its Importance

Ms Savita More



Oct 1 –

International Day of Older Persons

This day honors the contributions of older people to society and raises awareness about issues affecting them, including health care and elder rights.

Oct 2 –

International Day of Non-Violence / Gandhi Jayanti (India)

Observed on Mahatma Gandhi's birth anniversary, it promotes peace, non-violence, and tolerance across the world.

Oct 4–10 –

World Space Week

The largest space event on Earth, highlighting achievements in space science and technology that benefit humanity.

Oct 5 –

World Teachers' Day

A day to appreciate teachers' role in shaping society through education, learning, and inspiration.

Oct 6 –

World Habitat Day (First Monday of October)

Raises awareness of the importance of sustainable urban development and the right to adequate shelter for all.

Oct 9 –

World Post Day

Celebrates the role of postal services in everyday life and their contribution to global communication.

Oct 10 –

World Mental Health Day

Dedicated to raising awareness about mental health, fighting stigma, and supporting people facing mental health challenges.

Oct 11 –

International Day of the Girl Child

Highlights the rights of girls, challenges they face, and the need for gender equality and empowerment.

**Oct 13 –
International Day for
Disaster Risk Reduction**

Promotes global efforts to minimize the risk and impact of natural and man-made disasters.

**Oct 15 –
International Day of Rural Women**

Recognizes the crucial role of women in rural communities, agriculture, and food security.

**Oct 15 –
Global Handwashing Day**

Spreads awareness on the importance of handwashing with soap as a simple yet life-saving practice.

**Oct 16 –
World Food Day**

Focuses on ending hunger, achieving food security, and promoting sustainable agriculture worldwide.

**Oct 17 –
International Day for the
Eradication of Poverty**

A day to show solidarity with the poor and take action against poverty and social injustice.

**Oct 20 –
World Statistics Day**

Highlights the importance of reliable data and statistics in policy making, governance, and development.

**Oct 24 –
United Nations Day**

Marks the anniversary of the UN Charter's entry into force, celebrating global cooperation and peace.

**Oct 24 –
World Development Information Day**

Raises awareness about the role of information and technology in solving global development issues.

**Oct 27 – World Day for
Audiovisual Heritage**

Aims to safeguard audiovisual documents such as films, sound recordings, and television for future generations.

**Oct 31 –
World Cities Day**

Promotes sustainable urban development and the importance of building inclusive, resilient cities.

SFE ACTIVITIES

WHAT WE SEEK

Folklore is a "social interaction via art media". It is an essential medium that facilitates cultural wisdom and beliefs to be passed down from generation to generation and from peer to peer. Mahatma Gandhi created a revolution regarding the art of weaving and assimilated it with the idea of freedom and folk songs invariably depict it. The Champaran Satyagrah impacted the contemporary politics and the society and charged them with the idea of non-violence "Ahimsa", a new way of getting freedom. The objective of the audio video documentary is to promote the Gandhian ideology and to look into these folk songs for the influence that Gandhi had on the folk minds during the time of India's struggle for independence.

GANDHIAN INITIATIVES OF SOCIETY FOR EMPOWERMENT

Society for Empowerment is working on the preaching, belief and ideology of Mahatma Gandhi for equality, empowered, gender free, hunger free and discrimination free society. SFE had organized an international webinar "Relevance of Mahatma Gandhi in Contemporary Scenario: Global Peace, had set up an "International Chair on Institute on Contemporary Gandhian Policy" organizing Global training programmes on Gandhian Values and has also issued collections from Mahatma's paths "Self reliance" on 30th January 2022. Society for Empowerment has an extensive research team of volunteers from all streams of life (national/international), contributing for the New India.

Society For Empowerment (SFE)

on behalf of all fellow humans envisaged to promote the philosophy and preaching of Mahatma Gandhi in alleviating the suffering of common mass arising due to indiscriminate development. Society for Empowerment is a Non-Government Organization having focus on Research, Training and Teaching.



Society For Empowerment



**“FIND YOURSELF
in service of others”**

लोक गीतों में महात्मा गांधी
Mahatma Gandhi in Folk Songs

— An Audio Video Presentation of
Folk songs on Mahatma Gandhi —



SOCIETY FOR EMPOWERMENT

SFE ACTIVITIES

FOLKSONGS

are oral tradition transmitted through social interaction via indigenous dialect which exist in the memories and voices of living individuals. They primarily shares common bodies of knowledge, value systems, ideologies i.e. the lore, traditional knowledge and beliefs of cultures. Like the written literature they contain both prose and verse narratives in addition to myths, dramas, rituals etc. All the cultures have their own folk songs.

KEY MESSAGING

To promote the Gandhian concept of AHMSA and his preaching through folk songs and also to promote the tenets of equality, reverence for life, mutual trust, social justice and universal brotherhood. The focus will be also to present the contribution of the folk songs and the folk singers in Indian Independence movement. The endeavor will be to make the present generation also about the rich traditional past.

BACKGROUND

Mahatma Gandhi is an inspiration to humanity for billions across the world. The Mahatma inspired the common man, an average Indian to follow his principles and led the masses to win the fight for independent India. *Albert Einstein said, "Generations to come will scarce believe that such a one as this ever in flesh and blood walked upon the earth."* The impact of Gandhi's preaching and ideology post Satyagraha in 1917, has given a hope to the common man that by following Gandhian ideology not only all evils of British Governance in India but also the social and economic evils shall be eradicated. The rural India started imbibing Gandhism in their folksongs like marriage songs, Kajari, Purbhi, Sohrai, Vilelai, play and games etc. Gradually, Gandhi his life, his teachings and his philosophy became a theme for the folk songs created by the then folk artists.

TARGET AUDIENCE - Global

Duration - 25 Minutes

LANGUAGE

Hindi, Gujarati, & Tribal Language: "Kuduk"(Orano Chotanagpur)

DISSEMINATION CHANNEL

The folk song documentary is proposed to be broadcast in the promotional festivals, television channels and all social media platforms (Youtube/facebook/twitter)

FOLK ARTIST- SINGER

We have tried to rope in the key folk singers(volunteers) with deep penchant for the Gandhian belief and who are practicing them in their Lifestyle. A few of them are, true living Gandhian.



Shri Ganga Tara Bhagat
(Living Gandhian Chhotanagpur)



Mr. Bhadra Bahan
(Gujarat Village)



Smt. Ratna Devi
(Chhotanagpur)



Dr. Ravishank Mishra
(Former Principal
JNU, Lucknow)



Shri Rameshwar Thapar
(Punjab)



Professor
Emeritus S. Narayan

श्रीमद् गान्धी जी के गान्धीवादी

श्रीमद् गान्धी जी के गान्धीवादी,

गान्धी जी के गान्धीवादी, जो कि गान्धी जी के गान्धीवादी,

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