



SENIORCARE AGEING GROWTH ENGINE (SAGE)

An Initiative for promoting aged-care products and services



The Ministry of Social Justice & Empowerment, Government of India aspires to make age-friendly products and services available to large number of senior citizens and their caregivers through its SAGE initiative. Expression of Interest (Eoi) is invited from Start-Ups/Companies developing innovative age-care products/ services.

Shortlisted Companies will gain wide outreach and equity participation up to Rs.1 Crore.

**Kindly visit :
<https://sage.dosje.gov.in>**

**Last date for
acceptance of EOI :
30.10.2023.**

CONTACT US

National Institute of Social Defence
Ministry of Social Justice and Empowerment
Plot No: G-2, Sector,-10, Dwarka, New Delhi - 110075.

ABOUT SAGE

Seniorcare Ageing Growth Engine (SAGE): An Initiative for promoting aged-care products and services by Ministry of Social Justice and Empowerment, Government of India.

The Seniorcare Ageing Growth Engine (SAGE) is to identify, evaluate, verify, aggregate, and deliver products/ solutions/ services directly to the stakeholders, giving them wide choice to select the products/ solutions/ services that would suit their requirements, thereby improving their quality of life. The Ministry of Social Justice and Empowerment would act as the facilitator in the process while ensuring that the products/ solutions/ services are made available to a large number of needy people.

**SUPPORT FROM MINISTRY OF
SOCIAL JUSTICE AND
EMPOWERMENT,
GOVERNMENT OF INDIA**



Selected Companies would be supported by Government equity participation of upto Rs. 1 Crore and showcased on the platform, developed by MoSJE, thereby enabling wide outreach among the users .

Eligibility Criteria



- 1. Innovative ideas awarded in the National level innovation challenges such as Smart India Hackathons (of M/o Education) or such other innovative drives - proposing to set up companies and offer products and services for the welfare of the elderly in India.**
- 2. Start-ups already functioning in the elderly segment in India proposing to expand operations. All the startups fulfilling the startup norms as per guidelines by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce, Govt. of India are eligible for applying.**
- 3. Being incorporated or registered in India for less than ten years from its date of incorporation.**
- 4. Annual turnover not exceeding Rs 25 crores in any of the preceding financial years.**
- 5. Incorporated as a Company (Private / Public)**
- 6. Aims to work towards innovation, development, deployment or commercialization of new products, Solutions, processes or services driven by technology or intellectual property in the realm of elder care.**
- 7. It is not formed by splitting up or reconstructing a business already in existence.**

Click here for Apply :

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and services

Inviting Expression of Interest (Eoi) for
Innovative Products/Services for Senior
Citizens

The MoSJE, GOI aspires to make age-friendly products and services available to large number of senior citizens and their caregivers through its SAGE initiative. Expression of Interest (Eoi) is invited from Start-Ups/Companies developing innovative age-care products/services. The last date for acceptance of EOI is 30.10.2023. Shortlisted Companies will gain wide outreach and equity participation up to Rs. 1 Crore. For details kindly visit <https://sage.dosje.gov.in>

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