





University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार) (Ministry of Education, Govt. of India)

Prof. Manish R. Joshi

Secretary

D.O.No. 2-42/2025(CPP-II)(C.169528)

13 भाद्रपद, 1947/04th September, 2025

Subject: Promotion of 'Ageing with Dignity' Initiative Pledge through HEIs-reg.

आदरणीय महोदया/महोदय,

As you are aware, promoting the welfare and dignity of senior citizens is a profound act of compassion that honors their lifetime of love, sacrifice, and wisdom. Our elders deserve to age with grace, surrounded by respect, care, and the heartfelt appreciation of a society that values every stage of life.

The Ministry of Social Justice & Empowerment, Government of India, is committed to advancing this cause through its "Ageing with Dignity" initiative. A key activity under this program is encouraging all citizens to take a pledge to respect and care for our senior citizens. It is inspiring to note that the Hon'ble President herself has taken this pledge and has called upon all citizens to do the same in support of our elders' welfare.

Higher Education Institutions (HEIs) have a vital role to play in this mission by advocating for the rights of senior citizens and engaging actively with communities. To further this initiative, all HEIs are requested to strengthen and expand efforts to promote the pledge among citizens. A QR code for the pledge is enclosed and should be displayed prominently across HEI campuses to encourage students and staff alike to participate.

Raising awareness about the rights and contributions of senior citizens fosters empathy and strengthens the bond between generations. I am confident that the proactive efforts of HEIs in this regard will generate meaningful awareness and create a positive impact on the lives of senior citizens across the nation.

सादर.

भवदीय.

संलग्नकः उपरोक्तानुसार

सेवा में.

सभी विश्वविद्यालयों के कुलपति। सभी महाविदयालयों के प्राचार्य।

Ageing with Dignity



Respect Our Seniors