



# UPLIFTING THE QUALITY OF THE LIVES OF ELDERLY PEOPLE

Remember your Contribution with the highest Gratitude



The 'Uplifting the Quality of the Lives of the Elderly People Program' is a comprehensive and compassionate initiative launched to enhance the quality of life for the elderly population in Bangladesh. This program is a joint effort between the Rural Reconstruction Foundation (RRF) and the Palli Karma Sahayak Foundation (PKSF), aligning with the government's policy to improve the welfare of senior citizens. The program began in July 2017 in Khulna Union and expanded to three additional unions in Chuadanga District by May 2018. Funded by PKSF's 'Special Fund' and 'Program-Support Fund' in partnership with RRF, the initiative reflects a strong commitment to providing essential support to aging citizens. The 'Uplifting the Quality of the Lives of the Elderly People Program' has shown significant positive outcomes, contributing to the well-being and dignity of the elderly population. Despite facing some challenges, its impact in providing financial support, enhancing social inclusion, and fostering respect for the elderly has been profound. Continued efforts and additional resources will help overcome current challenges and further strengthen the program's reach and effectiveness.

## FACT & FIGURE

Sl.	Fact	Figure
1	Name of the program	Uplifting the Quality of Lives of Elderly People
2	Duration	From 2018 to till Date
3	Supported By	Palli Karma Sahayak Foundation (PKSF) & RRF
4	No. of project Participants	6758 ( Male-3,493 and 42083 females).
5	No. of Elderly Center	03
6	Working Location	02 Districts (Khulna District – Raipur Union) (Chuadanga District- Hasadah, Raipur & Andulbaria unions )

## PROGRAM OBJECTIVES

The objective of the program is to make the life of elderly people improved through eradicating their poverty and establishing their dignity in society by providing all sorts of socio-economic supports.

## KEY ACTIVITIES & INTERVENTIONS:

1. **Operation of Elderly Centers:** Maintaining operational costs for centers that serve as community hubs for the elderly.
2. **Elderly Committee Meetings:** Conducted 216 ward-level and 16 union-level meetings, meeting the fiscal year's targets.
3. **Elderly Allowances:** Distributing financial assistance amounting to **Taka 1,192,000** financial assistance to support the basic needs of elderly participants.
4. **Committee Meetings:** Organizing ward and union committee meetings to facilitate community engagement and decision-making.
5. **Recognition Programs:** Presenting awards to exemplary elderly individuals and their supportive families. In this fiscal year d **20 'Best Elderly'** and 'Best Child' awards distribute.
6. **Sports & Cultural Events:** Hosting activities aimed at engaging the elderly in social, recreational, and cultural events. Successfully hosted four sports and cultural events at union levels and annual sports & culture and award giving ceremony.
7. **International Elderly Day:** Observing the day to promote awareness and celebrate the contributions of the elderly.
8. **Assistive Material Distribution:** Providing essential items such as wheelchairs and blankets to aid mobility and comfort.
9. **Death Funeral Support:** Financial assistance for funeral expenses to alleviate the burden on bereaved families. Total 50000 taka were given to 25 families to support death funeral of their senior member.



## SPECIAL FEATURE

**Feature-1:** In all 04 unions, 8 wheelchairs and were provided to elderly beneficiaries as part of the program's support initiatives.

- **Feature-2:** 300 blankets were provided to elderly beneficiaries as part of the program's support initiatives."
- **Feature-3:** Successfully hosted four sports and cultural events at union levels and annual sports & culture and award giving ceremony with the presence of local government.





- **Feature-4:** The celebration of **World Elderly Day** was held with great enthusiasm, where senior citizens participated in a rally, followed by a discussion session. The event concluded with snacks and entertainment, creating a joyous and engaging atmosphere for all attendees



### IMPACT OF THE PROGRAM:

- **Number of Beneficiaries:** The program has reached 6,758 elderly participants (3,493 males and 3,264 females), providing them with both financial and material support.
- **Dignity and Inclusion:** The program has fostered a sense of belonging and respect for elderly individuals, ensuring they feel valued within their communities.
- **Sustainability and Engagement:** Through regular committee meetings and community activities, the elderly have been given a platform to voice their needs and participate in community life.

### CHALLENGES:

- **Resource Constraints:** While a significant portion of the budget has been effectively utilized, financial limitations have impacted certain activities, such as the number of funerals supported.
- **Scaling Support:** Ensuring that all elderly individuals receive adequate support across more regions remains a challenge.
- **Community Awareness:** Further efforts are needed to increase awareness and participation in elderly programs, especially in more remote areas.

### ELDERLY PARTICIPANT REFLECTION

"My name is Md. Shawkat Ali, and I am 68 years old. Life has never been easy for me. As a day laborer, I managed to marry off my five daughters and took care of my family, even arranging my eldest son's marriage while struggling financially. But old age caught up with me, and I could no longer work. My son, who married and moved out, left our home with only his daily earnings, and with a sick wife at home, I felt completely broken. Then, the *Uplifting the Quality of the Lives of the Elderly People Program* by RRF gave me a chance. I received a maintenance allowance, and instead of spending it all, I saved up and bought one chicken. Over time, I was able to buy two goats and started rearing them. Little by little, things began to change. Now, I can say that I am better off than before. The support helped me stand on my own feet again. Those difficult days when I felt shattered by my son's separation and poverty are behind me. With determination and a little support, you can still achieve something. My story shows that with hard work, age cannot stop you." With determination and a little support, you can still achieve something. My story shows that with hard work, age cannot stop you."



Name: Md. Shawkat Ali  
Age: 68 Years  
Union: Hasadah  
Thana: Jibannagar,  
Dist: Chuadanga