



ENRICH PROGRAM

Towards Holistic Development

🎯 To improve the socio-economic conditions, resilience, and overall well-being of poor and marginalized households by enhancing capacity, skills, awareness, social responsibility, and community participation across targeted unions.

☀️ Key Componentes

- Education Support Component
- Health & Nutrition Component
- Adolescent Development Component
- Youth in Development Component
- Elderly Well-being & Social Inclusion Component
- Sports & Cultural Component

📖 Overview

The Rural Reconstruction Foundation (RRF), with support from the Palli Karma-Sahayak Foundation (PKSF), has been implementing the Samriddhi Programme since 1 October 2024 across Sharsha and Bagharpara Upazilas of Jashore District and Lohagara Upazila of Narail District. The programme adopts a holistic development framework that strengthens the socio-economic resilience of poor and vulnerable households. Through integrated interventions in education, health & nutrition, adolescent empowerment, youth leadership, sports & culture, and elderly well-being, the programme aims to enhance the overall quality of life in rural communities.

🌱 Specific Objectives

- To increase access to quality education, health, and nutrition services for disadvantaged households.
- To empower adolescents and youth through leadership development, life skills, and socio-cultural engagement.
- To promote social inclusion, dignity, and active participation of elderly populations.
- To strengthen community governance, social values, and local development initiatives.

Major Activities & Achievements During FY 2024–25

Activity 1: Community-Based Education Support

- Operation of 54 Afternoon Learning Centres across 3 upazilas.
- Academic support was provided to 1,401 students through 54 Community teachers.

Activity 2: Health & Nutrition Services

- Deployment of 27 Health Inspectors.
- In 05 Health camps, 951 patients were treated.
- In this fiscal year, 288 Static clinics were arranged where 2712 patients were served.
- 36 satellite clinics arranged and 1213 patients served.
- Courtyard meetings are conducted regularly. In the financial year 576 courtyard session held with 13085 participants.
- Specialized Eye & Cataract Camp: 510 patients treated; 71 received cataract surgery.



Activity 3: Adolescent Development Activities

- 630 Adolescent Clubs (315 boys' clubs, 315 girls' clubs).
- Total members: 19,827 adolescents.
- 35 Soft-skill training conducted, 35 Health & social awareness activities, 35 Leadership Training, and 349 awareness courtyard sessions conducted, where 12029 adolescents participated

Activity 4: Youth Leadership & Community Development

- Youth leadership training on "Social Transparency, Good Leadership & Community Development – 2025."
- 27 youth clubs engaged; 297 members participated in meetings.
- Social value-building and volunteerism initiatives.

Activity 5: Sports & Cultural Competitions

- 32 union-level events competitions were organized where Enrich Students, Adolescents, youth, and Elderly members participated.
- Annual Sports & Cultural Competition – 2025 held in all upazilas.

Activity 6: Elderly Well-being & Social Inclusion

- Elderly club meetings, union committee meetings, and coordination forums.



Extraordinary Community Engagement

- Specialized Eye & Cataract Camp: 510 patients treated; 71 received cataract surgery.
- Observation of the International Day of Older Persons and Recognition of Elderly Achievers
- 3 Samriddhi-union events (Indoor & outdoor events)
- 3 upazila-level competitions (Mini Marathon, Cycle Rally, Development fair, sports and cultural program and Reward giving Ceremony).

Social Inclusion & Gender Mainstreaming

- Equal Participation: Ensured balanced participation of boys and girls across all programme activities, clubs, and events.
- Women's Leadership: Organized women-led community events, youth groups, and leadership sessions, promoting empowerment and active decision-making roles for women.
- Elderly Inclusion: Strengthened inclusion of older persons through dedicated Elderly Clubs, social gatherings, awareness meetings, and recognition programmes.
- Support for Marginalized Households: Activities prioritized poor, vulnerable, and marginalized households, ensuring access to health services, education, skill development, and community support.

Major Challenges

- Limited funding restricts the expansion of services and advanced healthcare support.
- High demand for diversified and specialized healthcare services in the community.
- Low participation and irregular attendance among adolescents, especially during exam periods.
- Frequent turnover of temporary health inspectors and teachers is affecting service continuity.
- Insufficient health instruments and logistics in some locations..
- Social stigma and gender-based restrictions limit the participation of some groups.

Capacity Building and Training

Title of Training	Duration	Participants	Purpose/Outcome
Youth Leadership & Social Transparency	1 Day	297	Building leadership skills & civic responsibility
Soft Skills Training	1 Day	35	Enhancing communication & problem-solving skills
Leadership Development for Adolescents	1 Day	35	Strengthening confidence & decision-making
Health Inspectors Training	1 Day	27	Ensuring quality service delivery
Teachers Training	2 days	54	Ensuring quality education



Basic Information



Supported by:
PKSF & RRF



Ongoing:
From 2014
to till



Budget:
BDT
5,457,850



Staff:
90



No. Of Beneficiary
79, 375
Female: 40540
Male: 39329



Area:
02 District
(1. Jashore : Sharsha & Abhaynagar Upazilla
2. Narail: Lohagar Upazilla)



Voice of Transformation

Upoma Biswas, a 12-year-old student from Lakshmipur, had always been shy and hesitant to speak in front of others. She rarely joined social activities and struggled with self-confidence, especially in school. After becoming a member of the "Trishna Adolescent Club" in Darajhat, Bagharpara, Jashore, under the ENRICH Program, her life began to change. Through regular club sessions on life skills, personal hygiene, leadership, and creative activities, Upoma gradually became more confident.

She started participating in group discussions, cultural events, and educational games that strengthened her communication skills. Today, Upoma proudly shares her opinions in class, helps her peers, and encourages other girls to participate.