

SENIOR CITIZEN WELFARE PROGRAM

Salute to your Dream



🎯 To ensure the dignity, health, and well-being of senior citizens by providing comprehensive health, social, and emotional support.

🌟 Key Activities & Services

- 🔪 Free Medicine & Weekly Health Camp
- 👁️ Special Eye Camp
- 🍏 Daily Snacks
- 🎪 Yearly Picnic & Sports
- 👗 Festival New Cloth Distribution
- 📺 Big Screen Television
- 📰 Daily Newspaper & Magazines
- 👤 Indoor Game Events
- 🛏️ Relaxation & Sleeping Arrangements
- 📺 Special Gift/Aid Distribution

Overview

The Rural Reconstruction Foundation (RRF) is dedicated to fostering an inclusive society that values and supports senior citizens. To address the physical, emotional, and social challenges faced by the elderly in rural areas, RRF launched the Senior Citizen Welfare Program in 2016. Currently, four Elderly Clubs operate in Jhikorgacha and Sharsha upazilas of Jashore District, fully funded by RRF. These clubs provide health services, social interaction, and recreational opportunities, promoting dignity, care, and happiness in old age.

🎯 Specific Objectives

- Provide comprehensive healthcare services and wellness activities to improve seniors' quality of life.
- Reduce social isolation by creating safe spaces for interaction and engagement.
- Ensure equal support for all seniors regardless of religion, gender, or socio-economic status.
- Offer recreational and creative opportunities for ongoing engagement and personal growth.
- Guarantee access to essentials such as food, clothing, and entertainment—especially during cultural and religious occasions.

★ Qualitative Achievements FY 24-25

Healthcare Activities.

Segment	Service provided	Remarks
Monthly Health Checkup	3,947 elderly individuals	Medical services provided by MBBS Doctors
Weekly Health checkup	6,995 Beneficiaries	Health check ups and follow up by paramedics
Diabetics Camp	160 Elderly participants	Two camps were organized during the year.
Dental Camp	271 Elderly Members	Three camps were organized.

★ Other Activities.

Segment	Service provided	Remarks
Daily Snacks	38,665 snack served	promoting nutrition and daily comfort.
Festival Gift Distribution	1,027 elderly individuals	New clothes distributed
Special material Distribution	16 walking stick, 32 winter Hampers.	Items like umbrella, walking stick , blanket and winter care package were given



444 targeted Events



A total 51,097 Elderly individuals benefited



★ Social Inclusion & Gender Mainstreaming

The program ensures equal participation of men and women, with a 73% female representation among members. Activities are inclusive, culturally sensitive, and aimed at restoring dignity to all participants regardless of background.

⚠ Major Challenges

- Limited funding capacity to expand health and recreational services to new areas.
- Occasional difficulties in ensuring regular doctor availability in rural settings.
- Transportation constraints for elderly members to reach health camps.
- Seasonal events postponed due to adverse weather conditions.

💡 Actions Taken to Overcome Challenges

- Strengthened coordination with local healthcare providers.
- Mobilized community volunteers to assist with transportation.
- Adjusted schedules for camps and recreational activities to ensure consistency.

📖 Lessons Learned

- Continuous community involvement enhances program ownership and sustainability.
- Introducing mobile health units could improve service reach.
- Partnerships with local government and private clinics can expand impact.



Plans & Priorities in Upcoming Year

Expansion Areas

- Establish one new Elderly Club in Jashore District.
- Introduce mobile medical services for remote elderly communities.
- Organize inter-club cultural exchange events and awareness campaigns.

Expected Outcomes

- Improved access to healthcare and recreation for at least 1,000 additional elderly beneficiaries.
- Enhanced social interaction and emotional well-being.
- Greater awareness of healthy aging and inclusive community living.



Basic Information



Funding Partner:
RRF



Ongoing:
From 2016
to till



Budget:
BDT
7,460,000



Staff:
05



Beneficiary:
395
(Female: 289,
Male: 106)



Area:
Jashore District
(Jhikorgacha
and Sharsha
Upazilas)

Financial Summary

BDT 7,460,000

Total Fund

BDT 5,312,040

Total Expenditure (FY 2024–25)

(2,147,960)

Budget Variance



Voice of Transformation

Meet Mrs. Christina Gomes, a 68-year-old widow from Jhikargacha, Jashore. After losing her husband several years ago, Christina spent her days in silence and loneliness, with little joy or companionship. Her life took a positive turn when she joined the RRF Elderly Club under the Senior Citizen Welfare Program.

Now, Christina spends her days surrounded by friends, laughter, and care. She enjoys nutritious daily snacks, participates in health camps, and finds happiness through social and recreational activities. What was once a life of solitude has transformed into one of belonging, dignity, and peace — a true reflection of RRF's commitment to making every elderly life meaningful.