



# SSS Bulletin

a quarterly

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**Customer Service  
Fortnight of SSS on  
Youth Festival 2025:**

***A Bond of Trust,  
Service & Development***



## Editorial

### Youth Festival 2025:

#### The Power of Change, The Promise of Progress

Bangladesh today stands at the threshold of a new awakening. The driving force of this renaissance--the source of inspiration and the current of transformation--is our young generation. Their ideas, dedication, intelligence, and innovation are propelling Bangladesh toward becoming a self-reliant, progressive, and humane nation. The government-declared Youth Festival 2025 is essentially a vibrant celebration of that indomitable spirit, limitless potential, and human strength--where youth symbolizes enthusiasm for life, a sense of responsibility, and a pledge for positive change.

**One truth must be emphasized--our youth must be nurtured with fresh ideas and renewed energy. They should advance along the path of creativity, keeping themselves away from addiction and the darkness of destructive habits. Technology should become a tool for innovation and progress, not a means of destruction. Achieving this transformation requires the conscious support of the state, society, and families alike. For when youth awaken, the nation rises with them.**

Since inception, Society for Social Service (SSS) has firmly believed--the true engine of national development lies within the youth. Therefore, SSS works not only for economic progress but also actively engages young people in creative initiatives across education, skill development, culture, health, and the promotion of human values. SSS believes: every young person carries a shining dream, and every young mind holds the promise of a new awakening.

On the occasion of Youth Festival 2025, SSS organized Customer Service Fortnight 2025, observed from 16 to 30 October 2025. During this period, a series of meaningful activities were conducted at the SSS Head Office, Foundation Office, field-level branch offices, and affiliated institutions. These included banner displays and awareness campaigns, poetry recitation, essay writing and drawing competitions in educational institutions, cleanliness drives, health and nutrition camps, campaigns to prevent non-communicable diseases, friendly football matches, tree plantation programs, exchange meetings with members and group leaders, training on digital transactions, and awareness initiatives engaging youth in preventing child marriage, dowry, drug abuse, and eve-teasing.

For nearly four decades, SSS has been working tirelessly with a deep conviction--human development is the essence of true development. Through wisdom, foresight, and compassionate leadership, the organization has inspired confidence among young people and guided them toward a brighter path. The education, training, and humanitarian support programs initiated by SSS have opened new horizons of opportunity for thousands of young men and women.

The Youth Festival reminds us--youth is not confined to age alone; it is a spirit of enthusiasm, creativity, and commitment to change. In this technology-driven era, our young people are stepping forward with innovative ideas and entrepreneurial mindsets, while also setting remarkable examples in human values and social responsibility. SSS firmly believes that a society capable of providing proper education, training, and ethical guidance to its youth can truly transform the dream of sustainable development into reality.


One truth must be emphasized--our youth must be nurtured with fresh ideas and renewed energy. They should advance along the path of creativity, keeping themselves away from addiction and the darkness of destructive habits. Technology should become a tool for innovation and progress, not a means of destruction. Achieving this transformation requires the conscious support of the state, society, and families alike. For when youth awaken, the nation rises with them.


Let this festival therefore be a collective call--to build a Bangladesh where service becomes a culture, humanity becomes strength, and youth becomes the symbol of progress. Youth Festival 2025--a promise of hope, a call for transformation, and a pledge for an enlightened future.


## Credit Program of SSS At-a-Glance


(As on 31 December 2025)

 District Coverage (No.): **56**


 Branch (No.): **837**

 Beneficiary (No.): **1.22** Million

 Borrower (No.): **0.92** Million

 Cumulative Disbursement  
(Million Tk.) **635,687.70**

 Members Deposit  
(Million Tk.): **29,183.40**

 Outstanding  
(Million Tk.): **58,223.10**

 Staff Members: **8,389**

***SSS goes with expansion of services--spreading the light of self-reliance into the lives of new entrepreneurs, small traders and marginalized communities, which inspiring hope, dignity, and progress across the society.***



■ A student receives the scholarship money in cash

## Scholarship Distribution 2025: SSS proceeding on the Journey of Education

Education is the backbone of a nation. With the vision--financial hardship should never stand as a barrier to the development of talent, Society for Social Service (SSS) has been regularly providing the “SSS–Naga Scholarship” to underprivileged yet meritorious students since 2003. This initiative is supported by SSS own fund along with the generous assistance of the renowned Japanese writer Mr. Satru Naga.

The Scholarship Awarding Ceremony 2025 was held on 6 December 2025 at 3:00 PM at the Foundation Office Auditorium (12th Floor). On the occasion, a total of BDT 385,000 was distributed among 110 underprivileged and talented students, offering them encouragement and financial support to continue their educational journey.

The program began with the recitation of the Holy Quran. The scholarship distribution ceremony was formally inaugurated by Mr. Mahbulul Haque Bhuiyan, Deputy Executive Director of SSS. The session was presided over by Mr. Kazi Zakerul Moula, Chairman of the Executive Committee, SSS.

Among the distinguished participants were Mr. Santosh Chandra Paul, Senior Director (Credit). The Chief Guest of the event was the eminent Japanese writer Mr. Satru Naga, while Mr. Masaru Yamaguchi and Ms. Hideko Sugisawa attended as Special Guests.

Chief Guest Mr. Satru Naga emphasized the transformative power of education and highlighted how the light of learning can guide young people toward a better life. He also expressed his heartfelt wishes for the speedy recovery of the Executive Director.

In his remarks, Deputy Executive Director Mr. Mahbulul Haque Bhuiyan acknowledged the remarkable contribution of the Executive Director in promoting education and expressed sincere gratitude to the Japanese partners for their continuous support in the scholarship program. He encouraged the students to remain dedicated to their studies and reaffirmed SSS commitment to expanding the scholarship program in the future. He also urged parents to be more attentive to their children, reduce excessive mobile phone usage, and emphasize moral, religious, and social education alongside academic learning.

# Customer Service Fortnight of SSS on Youth Festival 2025:

## A Bond of Trust, Service & Development

*Youth are the very lifeblood of a nation--their energy, courage, and innovative spirit shape the direction of society and the future of a country. They do not merely dream; they possess the determination and resilience to transform those dreams into reality. In their eyes glimmer new possibilities, in their minds resides unwavering determination, and in their hands lay unmatched creativity and leadership. The fusion of such vitality and aspiration opens new horizons for society--driving progress in technology, industry, culture, and human values.*

*In this fast-moving technological era, young people are the pioneers of innovation. They do not simply adapt to change; rather, they initiate it. With proper education, training, and opportunities, youth can emerge as honest, capable, and visionary leaders in the fields of politics, administration, economics, and social development. Their dynamism has the power to build a moral, humane, and sustainable Bangladesh.*

*To celebrate and harness this remarkable potential, the Government of the People's Republic of Bangladesh has undertaken a visionary initiative titled "Youth Festival 2025"--a vibrant celebration of dreams, leadership, and national resurgence. The central theme of the festival--Let us Change the Country, Let us Change the World, inspires young people to contribute to building a new Bangladesh through innovation, entrepreneurship, and social engagement.*



### Implementation and Activities

From 16 to 30 October 2025, all banks and financial institutions across the country observed Customer Service Fortnight. In accordance with the directives of the Microcredit Regulatory Authority (MRA), the Society for Social Service (SSS) implemented this initiative through a variety of programs at Head Office, Foundation Office, and all field-level offices.

### The major initiatives:

**Display of Customer Service Fortnight Banners:** Special banners highlighting Youth Festival 2025 were displayed at all SSS offices and affiliated institutions, creating a festive atmosphere and fostering respect and recognition for the power of youth.

### Poetry, Essay, and Art Competitions:

On 28 October 2025, competitions were organized at SSS Poura Ideal High School and Sonar Bangla Children Home, with enthusiastic participation from students. Each child expressed their dreams and creativity through writing and artwork.



A glimpse of the tree plantation activities organized by SSS on the occasion of Youth Festival 2025 and Customer Service Fortnight

The award distribution ceremony turned into a joyful celebration of emerging young talents.

**Cleanliness and Environmental Campaign:** Students and staff members participated in cleaning activities within school campuses and surrounding areas. Mosquito-control spraying, removal of waste and weeds, and awareness sessions on preventing mosquito-borne diseases such as dengue were conducted. These activities inspired a strong sense of environmental responsibility and social awareness among young participants.

**Health and Nutrition Camps:** Through 23 special health camps, a total of 1,048 people received free medical services. In addition, adolescents were educated about health and nutrition at



A nutrition camp and food distribution organized under the Malnutrition Eradication Program on the occasion of Youth Festival 2025 and Customer Service Fortnight

the school level. Nutrition sessions also trained children, adolescents, pregnant women, and mothers on preparing nutritious meals using locally available ingredients.

**Tree Plantation Program:** Between 16 and 30 October 2025, SSS distributed 135,555 tree saplings. Students, teachers, and community members actively participated in this initiative, strengthening environmental awareness and inspiring the vision of a greener Bangladesh.

**Friendly Football Matches:** Friendly football matches were organized among youth, including both boys and girls and participants of different age groups. These matches promoted women empowerment, boosted self-confidence, and encouraged equal participation of women in sports and cultural activities.

**Social Awareness and Discussion Meetings:** Awareness sessions were conducted on critical social issues such as eve-teasing, child marriage, dowry, drug abuse, and violence against women and children. Local community leaders and Union Parishad representatives participated, offering guidance and motivation to the younger generation.

**Training on Digital Transactions and Rights & Responsibilities:** A total of 568 trainees participated in 20 training batches. These sessions helped young participants understand the proper use of digital financial transactions, their social responsibilities, and their civic rights.



A session from the training program on Digital Transactions and Rights & Responsibilities

## Conclusion

Youth Festival 2025 symbolizes dreams, possibilities, and transformative change. It brings together the creativity, innovation, and enthusiasm of young people into a vibrant collective movement that promotes social, economic, and environmental values.

History bears witness--from the Liberation War of Bangladesh to the July 2024 mass uprising--youth have always stood at the forefront of every movement for justice and progress. Their contribution is not only a proud legacy of the past but also the greatest inspiration for the future.

**Through Youth Festival 2025, every young person is encouraged to dream boldly, think creatively, and act courageously--be: coming a powerful force capable of transforming both the nation and the world.**

## Distribution of Educational Materials at SSS Poura Ideal High School

To enhance academic and co-curricular activities, Bank Alfalah has provided educational equipment to SSS Municipal Ideal High School, which was established to expand educational opportunities for children from neglected Hindu lower-caste and Harijan communities.

Based on a proposal submitted by the Education and Child Development Department of SSS, Bank Alfalah approved a grant of BDT 1 million for the purchase of educational materials. With this grant, the school acquired: photocopier machine, multimedia projector, laptop, sound system, harmonium, karate practice mats and 250 plastic chairs. These items were formally handed over to the Head Teacher during a brief ceremony held on 23 December 2025 at the school.

Speaking at the event, Mrs. Aditi Arzoo, Deputy Director of SSS and Head of the Education and Child Development Department, stated that this support would strengthen both the academic and cultural activities of the school and play an important role in nurturing the talents of the students.

Special guests included Senior Program Manager A.H.M. Akram Hossain, along with teachers of the institution. This initiative has opened new possibilities for improving both education and co-curricular development among marginalized children.



Distribution of Winter Clothing under the Elderly People Development Programme of SSS

## Winter Clothing Distribution

Under the Elderly People Development Programme of Society for Social Service (SSS), a distribution ceremony of winter clothing, wheelchairs, umbrellas, walking sticks, and various prizes was organized at Gala Union Parishad on the occasion of the annual sports and cultural event.

The program was chaired by distinguished freedom fighter Mr. Ali Hossain. The chief guest was Mr. Md. Nazrul Islam Khan, Chairman of Gala Union Parishad. Special guest Mrs. Aditi Arzoo, Deputy Director of the Education and Child Development Department of SSS, also attended the event.

The welcome speech was delivered by Mr. Md. Jahangir Hossain Khan, Coordinator of the Adolescence, NEM, and Elderly People Development Programme. Among others, Mr. Abdur Rab, Zonal Manager of Tangail-1 Zone; Mr. Akkel Ali, Assistant Coordinator; and Mr. A. Alim, NEM Officer were present.

For many years, SSS has been working to improve the quality of life of disadvantaged, poor, and elderly people. With own funding, this program is currently being implemented in Dyenna, Hugra, Gala, and Mogra unions of Tangail.

Under the programme, a total of 260 blankets, 280 shawls, 50 walking sticks, 44 umbrellas, and 8 wheelchairs were distributed among elderly members. In addition, one-time financial assistance of BDT 400,000 was provided to 100 distressed elderly individuals.

Awards were also distributed, including: Best Elder Award: BDT 40,000 for 20 individuals and Best Son Award: BDT 40,000 for 20 individuals. Furthermore, 540 winners of ward-level sports and cultural competitions were honored with prizes.

The elderly participants were filled with joy, children were inspired by their happiness, and everyone present felt the warmth of humanity through this initiative. This program once again demonstrates--compassion and care for the elderly remain alive in society through the efforts of SSS.

Besides, on 17 December 2025, amid winter fog and cold waves, SSS extended warmth and compassion by distributing 1,000 blankets among disadvantaged and distressed communities through four branches in Panchagarh, with financial support from Bank Alfalah. The chief guest at the distribution program was Mr. Md. Aminul Islam Khan, Joint Director of the Audit Department of SSS. Special guests included Mr. Shaheen Mahmud, Zonal Manager of the Dinajpur Zone, and Mr. Md. Harej Mia, Branch Manager.



SSS Pays Floral Tribute at Tangail Poura Udyan Monument on the 54th Victory Day

## Celebration of Victory Day 2025: Participation of SSS

SSS celebrated the 54th Victory Day of Bangladesh on 16 December 2025 with due respect and solemnity. The program began with the hoisting of the national flag at the Foundation Office. Later, a colorful rally participated by officers and staff marched through the city streets and proceeded to the Martyrs Memorial at Tangail Paura Uddan, where wreaths were placed to pay tribute to the martyrs of the Liberation War.

On this occasion, various institutions of SSS—including SSS Municipal Ideal High School, Sonar Bangla Children Home, and SSS Non-govt. Polytechnic Institute—organized discussion sessions, sports, and cultural programs highlighting the history of the Liberation War, the sacrifices of freedom fighters, and the significance of victory.

At SSS Poura Ideal High School, the discussion and cultural program was attended by Ms. Rabeya Munni, Assistant Primary Education Officer of Tangail Sadar Upazila, as the chief guest.

At Sonar Bangla Children Home, drawing competitions and cultural performances were organized with the participation of students, and prizes were distributed among the winners. Victory Day was also observed in all branch offices through appropriate programs.

## Martyrs Intellectuals Day 2025 Observed

SSS observed Martyrs Intellectuals Day on 14 December 2025 with due respect and solemnity.

Discussion meetings and prayer sessions were organized across various institutions. At 11:00 AM, a discussion session was held at the auditorium of SSS Municipal Ideal School, chaired by Head Teacher Md. Abdur Razzak, with Senior Program Manager A.H.M. Akram Hossain as the chief guest. The welcome speech was delivered by Assistant Head Teacher Md. Abdus Sabur. At 1:00 PM, another discussion meeting and prayer session took place at SSS Polytechnic Institute, chaired by Principal--Engineer Lutfor Rahman, with A.H.M. Akram Hossain attending as chief guest.

Later at 3:00 PM, a similar program was organized at Sonar Bangla Children Home, chaired by



Principal Md. Mostafizur Rahman, where the welcome speech was delivered by Assistant Teacher Md. Ashraf Uddin.

Through these day-long programs, the sacrifices of the martyred intellectuals were remembered with deep respect and gratitude.

## National Recognition for SSS

### Second Prize at the 15th ICMAB Best Corporate Award 2025

SSS has once again earned national recognition by securing Second Prize in the Microfinance Institution category at the 15th ICMAB Best Corporate Award 2025. The award reflects the organization's strong commitment to corporate governance, financial transparency, and accountability.

The award ceremony was held on 17 December 2025 at the Bangladesh-China Friendship Conference Center in Dhaka. The award was presented by: Mr. SK Bashir Uddin, Adviser to the Ministry of Commerce, Mr. Md. Abdur Rahman Khan, Chairman of the National Board of Revenue and Mr. Mahbubur Rahman, Secretary of the Ministry of Commerce.



**Mr. Mahbubul Haque Bhuiyan, Acting Executive Director and Deputy Executive Director of SSS, and Mr. Diptimoy Barua, Joint Director and Head of the Finance and Accounts Department, receiving the 15th ICMAB Best Corporate Award 2025**

On behalf of SSS, the award was received by Mr. Mahbubul Haque Bhuiyan, Acting Executive Director and Deputy Executive Director, and Mr. Diptimoy Barua, Joint Director and Head of the Finance and Accounts Department. Representatives from various ministries, regulatory bodies, and award-winning institutions were also present at the ceremony.

Notably, this achievement reflects the visionary leadership, integrity, and humanitarian commitment of SSS Founder and Executive Director Mr. Abdul Hamid Bhuiyan, under whose guidance the organization has long been contributing to transparency, good governance, and social development. Our respected Sir--Mr. Abdul Hamid Bhuiyan, has been undergoing medical treatment in Thailand for the past eight months. By the infinite mercy of Almighty Allah, he is gradually progressing on the path of recovery—this news has brought a ray of hope and comfort to all of us. We earnestly pray--Almighty Allah grants him complete healing, renewed strength, and lasting peace, and blesses him with the opportunity to return among us soon in good health and high spirit.

The Second Prize at the 15th ICMAB Best Corporate Award 2025 stands as a proud recognition of SSS dedication to integrity, innovation, and inclusive development.

### Closing Workshop of RMTP Project

The closing workshop of the Value Chain Project for the Expansion and Marketing of High-Value Fruits and Crops (RMTP) was held on 23 December 2025 at the Madhupur Upazila Hall Room, Tangail, organized by Society for Social Service (SSS).

Implemented from February 2022 to December 2025, the project was financed by International Fund for Agricultural Development (IFAD) and Danish International Development Agency (DANIDA) with technical support from Palli Karma-Sahayak Foundation (PKSF). It benefited 6,000 small and marginal farmers in Tangail and Mymensingh by promoting high-value crops such as pineapple, banana, coffee, lemon, litchi, jackfruit, and Malta.

The session was chaired by Gazi Md. Enamul Kabir, Assistant Director (Credit) of SSS, with Md. Jubayer Hossain, UNO of Madhupur, as chief guest. Other officials, agricultural experts, and beneficiary farmers also attended.