tives including in rural areas. Together with public and private sectors, different media should be sensitised to avoid ageism and present positive images of older people through producing different dramas, serials, discussions, documentaries, columns, features, editorials, etc., regularly.

- Development partners, NGOs, donor agencies, civil society, corporate bodies, etc., should come forward to play an active role in complementing and supplementing the government-run age-care programmes and services in Bangladesh. Moreover, they should undertake different elderly welfare projects, such as health, income generation, housing, legal aid, socio-cultural, communication and recreation services to meet the needs of older persons.

The government through the Bureau of NGO affairs should pursue the renowned national NGOs, INGOs and international and bilateral aid-giving agencies to focus their attention on the fast-emerging problem of ageing in this country.

- The government must establish a separate Directorate/Department on Ageing Affairs under the Ministry of Social Welfare to address the needs and rights of more than 10 million older citizens of the country.
- In Bangladesh, there is a serious scarcity of information on older persons and ageing related issues. Scholars and professionals may be encouraged to pursue studies:

1. In policy related areas of ageing, where the findings may have practical and realistic applications.



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