



#EldersAdda presents

HIRIYARA JAATRE (ELDERS FEST) 2026 CONCEPT NOTE



V REQUEST



Namaskara Bengaluru,

HIRIYARA JAATRE (Elders Fest) is an annual event organized under the "Elders Adda" initiative, which has been successfully taking place in Bengaluru for the past eight years.

Excitingly, this year marks **6TH EDITION** in Bengaluru. HIRIYARA JAATRE (Elders Fest) is a full-day event that brings senior citizens from various old age homes together to participate in games, competitions, and performances.

This year we are anticipating 800+ senior citizens, we are reaching out to request partnerships, collaborations, and support from the people of Bengaluru to make this event a resounding success. The event will be hosted by the dedicated volunteer group VTVO. Your support and participation will go a long way in making HIRIYARA JAATRE (Elders Fest) in Bengaluru a memorable and enriching experience for senior citizens.

ABOUT VTVO

VISION & MISSION

About VTVO

V The Volunteers (VTVO) is a volunteer movement comprised of dedicated individuals from various walks of life. With a shared vision of creating a world where selfless giving is the norm, VTVO unites people in their commitment to make a positive impact on society by offering their time, skills, and resources without expecting anything in return.

Vision

To create a world of Givers without Expectations

Mission

To Empower people to volunteer by sharing Time, Skills or Money



Problem

'Everything here is done for money' & 'Anything done for free is not valued.'

Our Solution

Volunteers help the needy anytime without expecting monetary support & Every initiative of ours is aligned to the current needs of the communities, which when served is appreciated/valued.



"We are a MOVEMENT, not an NGO"

VTVO

VALUES



S

Servant Leadership

the act of leading through serving others

E

Empathy

the ability to understand and share the feelings of those you are serving

R

Respect

treating everyone you serve with dignity, kindness, and consideration

V

Versatility

the ability to adapt and perform different tasks as needed to support the movement and those being served

I

Integrity

fulfilling responsibilities with honesty, sincerity, and a genuine desire to make a positive impact without expecting personal gain

C

Commitment

staying true to one's promises and responsibilities, and consistently striving to make a difference

E

Empower

providing opportunities, resources, and support to individuals or communities to develop skills, achieve their goals, and improve their lives



"The best way to find yourself is to lose yourself in the SERVICE of others."

WHAT WE DO IN

ELDERS ADDA

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- 1. Companionship:** Volunteers provide companionship and a listening ear, giving seniors an opportunity to share their thoughts, stories, and experiences.
 - 2. Recreational Activities:** Elders Adda involves recreational therapy, games, arts and crafts, music, and other activities that keep seniors engaged and mentally active.
 - 3. Emotional Support:** Volunteers offer emotional support, empathy, and friendship, helping seniors feel understood and cared for.
 - 4. Creating Memories:** By engaging in activities and conversations, Elders Adda helps create positive and lasting memories for both volunteers and seniors.
 - 5. Empowerment:** The initiative empowers seniors by involving them in decision-making regarding the activities they would enjoy and benefit from.

Elders Adda is more than an event; it's a movement that seeks to brighten the lives of seniors, foster a sense of belonging, and remind us all of the importance of compassion and human connection across generations.



WHY ??

HIRIYARA JAATRE (ELDERS FEST)



Combating social isolation and loneliness: Hiriyaara Jaater (Elder's fest) is celebrated to combat social isolation and loneliness among older adults. Many seniors living in old age homes feel isolated and disconnected from their communities and loved ones.

This event provides an opportunity for them to connect with others, make new friends, and participate in activities that they may not have the opportunity to do otherwise. It fosters a sense of community and belonging, reducing social isolation and loneliness that older adults experience.

By providing an enjoyable and engaging experience, Elder's fest helps to improve the well-being of older adults and enhance their overall quality of life.



HISTORY OF ELDERS FEST



HIRIYARA JAATRE Bengaluru



2017

4 old age homes, 80 Senior Citizens and 50 volunteers

Place : Little Millennium ,
Banashankari

2018

10 old age homes, 170 Senior Citizens, 150 volunteers

Place : New Horizon Gurukul,
Bellandur

2019

15 old age homes, 270 Senior Citizens, 200 volunteers

Place : New Horizon Gurukul,
Bellandur

2023

25 old age homes, 426 Senior Citizens, 250 volunteers

Place : New Horizon College of
Engineering, Marathalli

HISTORY OF ELDERS FEST



2024

40 old age homes, 629 Senior Citizens, 700+ volunteers
Place : NHG School, Kaadubeesanahalli, Bengaluru

MUDHIYOR THIRUVIZHA Chennai



2024

13 old age homes, 285 Senior Citizens, 400+ volunteers
Place : DAV School, Pallikarni, Chennai

PEDDALA JAATARA HYDERABAD



2024

20 old age homes, 300+ Senior Citizens, 400+ volunteers
Place : Shikara School, Hyderabad

HISTORY OF ELDERS FEST



MUDHIYOR THIRUVIZHA Chennai



2026

20 old age homes, 300 Senior Citizens, 400+ volunteers
Place : DAV School, Pallikarni, Chennai

WE
ARE
HERE

HIRIYARA JAATRE 2026

Bengaluru



Event Details



Date: 4th October 2026

Day: Sunday

Timings: 6 AM To 7 PM (for **volunteers**) &
8:00 AM to 4 PM (for **senior citizens**)

Venue: New Horizon Gurukul,
WMMX+F3G Kaverappa Layout, Doddakannelli -
Kadubeesanahalli Rd, Kaverappa Layout,
Kadubeesanahalli, Bengaluru, Karnataka 560103

Google Map:

<https://maps.app.goo.gl/GcKMpXbAvoALXq696>

Number of senior citizens expected: 800+

Number of Old Age homes: 40+

Number of volunteers: 1000+

Tentative Event Flow



Time	Activity
07:00 AM	All VOLunteers assemble! Registration and Orientation
07:30 AM to 08:00 AM	Breakfast for volunteers
08:00 AM to 09:30 AM	Volunteers join their respective teams and start preparation.
08:30 AM to 09:30 AM	Senior citizens Breakfast (Food team volunteers to serve Breakfast to senior citizens)
09:30 AM to 12:30 PM	Engage senior citizen in activities, games and competitions
12:00 PM to 01:00 PM	Volunteers Lunch (Mainly Stage volunteers who are going to engage senior citizens in the second half)
12:30pm to 1:45pm	Senior Citizens Lunch (Food team volunteers to serve Breakfast to senior citizens)
02:00 PM to 04:30 PM	Stage Performances at Auditorium
05:00 PM to 05:30 PM	Windup and Group photos
05:30 PM to 07:00 PM	Packing and cleaning the venue

Theme for 2024



HIRIYARA JAATRE (Elders Fest) is taking a crucial stand by focusing on raising awareness about elder abuse. As India, often celebrated as the youngest nation, faces an impending demographic shift in the next 40 years, it's imperative to address the growing concerns surrounding elder welfare. With our population aging, the need to promote awareness and understanding of elder abuse becomes more urgent than ever. Let's unite in creating a day brimming with empathy, celebration, and dedicated advocacy for the well-being and dignity of our elders.



WORLD ELDER ABUSE AWARENESS DAY

Building Strong Support for Elders



JOIN US



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