

ANNUAL REPORT

2025 – 2026



Bright Smiles, Bright Futures® (BSBF)
Bihar State

ACKNOWLEDGEMENT



Social Network India extends its sincere gratitude to **Colgate-Palmolive (India) Limited** and the **Education Department, Government of Bihar**, for their partnership and support in implementing the **Colgate Bright Smiles, Bright Futures® (BSBF) Program in Bihar during FY 2025–26**.

We would like to especially acknowledge the leadership and guidance of **Ms. Shilpashree Muniswamappa, Director – ESG & Communications, Colgate-Palmolive (India) Limited**, whose vision and continued encouragement have been instrumental in strengthening the reach and impact of this initiative. We also sincerely appreciate the valuable support and coordination provided by **Ms. Archana Patil and Ms. Shraddha Naik**, along with the broader **CSR & Corporate Communications team at Colgate-Palmolive**, whose collaboration enabled the successful implementation of this large-scale preventive oral health awareness program.

We extend our heartfelt thanks to the **Education Department of the Government of Bihar**, district education authorities, and school leadership teams for their cooperation and facilitation in enabling smooth implementation across schools and districts.

Our sincere appreciation also goes to the **principals, teachers, parents, and the 500,181 students** who actively participated in the program. Their enthusiasm and engagement played a vital role in creating meaningful awareness and encouraging healthier oral hygiene practices among children and their communities.

This report captures not only the scale of program coverage but also the **behavioral awareness, institutional strengthening, and community engagement** achieved through the intervention. **This partnership demonstrates how collaboration between corporate, government, and civil society can create lasting impact by empowering children to adopt healthier habits and build brighter futures.**



Namita Chhetri
Director, Social Network India

ABBREVIATIONS

BCC	Behavioral Change Communication
BSBF	Bright Smiles, Bright Futures
CSR	Corporate Social Responsibility
HS	High School
HSS	Higher Secondary School
LPS	Lower Primary School
MS	Middle School
NGO	Non-Governmental Organisation
NHM	National Health Mission
NOHP	National Oral Health Programme
NTCP	National Tobacco Control Programme
PS	Primary School
RBSK	Rashtriya Bal Swasthya Karyakram
SHWP	School Health and Wellness Programme
STU	Student
UHS	Upgraded High School
UMS	Upgraded Middle School
UPS	Upper Primary School

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EXECUTIVE SUMMARY

- The **Colgate Bright Smiles, Bright Futures® (BSBF)** implemented in Bihar during FY 2025–26 represents a significant preventive oral health initiative aimed at promoting healthy hygiene practices among school children.
- The program was implemented by **Social Network India (SNI)** in partnership with **Colgate-Palmolive (India) Limited** and in coordination with the **Education Department, Government of Bihar**, with a focus on strengthening oral health awareness among children studying in government and government-aided schools.

KEY ACHIEVEMENTS



500,181
CHILDREN REACHED



1,007
SCHOOLS COVERED
UNDER THE PROGRAM



24
BLOCKS ENGAGED
THROUGH SCHOOL-BASED
AWARENESS SESSIONS



EXECUTIVE SUMMARY

- During the implementation period, the program successfully reached **500,181 students across 1,007 schools** in **Vaishali and Gopalganj districts**, covering **24 administrative blocks**. The initiative focused primarily on children aged **6–15 years**, with particular emphasis on rural and underserved communities where awareness of preventive oral healthcare remains limited.
- Through **interactive school-based sessions, live brushing demonstrations, and behavior change communication activities**, students were educated about the importance of maintaining good oral hygiene, correct brushing techniques, healthy dietary habits, and the health risks associated with tobacco consumption.

KEY ACHIEVEMENTS



100%

ACHIEVEMENT OF PLANNED TARGETS WITHIN THE IMPLEMENTATION TIMELINE



52–59%

OF BENEFICIARIES ARE GIRLS, REFLECTING STRONG GENDER INCLUSION.

- Beyond awareness creation, the program contributed to **positive behavioral shifts among students**, including improved understanding of correct brushing practices, increased awareness regarding oral hygiene, and greater engagement in preventive health behaviors.
- Importantly, the program also strengthened **institutional ownership within schools**, with teachers playing an important role in reinforcing oral hygiene practices and encouraging healthier habits among students.
- The **BSBF Program in Bihar** demonstrates how collaboration between **corporate partners, government institutions, and civil society organizations** can create meaningful impact in preventive healthcare education. By empowering children with knowledge and practical habits for better oral hygiene, the program contributes to building healthier communities and supporting India's broader public health goals.
- The success of this initiative highlights the **potential for scaling school-based oral health interventions across additional districts and states**, reaching millions of children across Bihar and strengthening preventive healthcare awareness at scale.

ABOUT SOCIAL NETWORK INDIA (SNI)



Social Network India (SNI) is a development organization with over two decades of experience in implementing large-scale CSR programs, impact assessments, and community-based social development initiatives across India.

Our Mission

To design and implement impactful, scalable, and sustainable social development programs that strengthen communities and improve quality of life, particularly among underserved populations.

SNI works in partnership with **corporates, state governments, and national ministries** to design and implement structured, measurable, and scalable social impact programs across key sectors including:

- **Education**
- **Preventive Healthcare**
- **Women Empowerment**
- **Community Development**

KEY STRENGTHS:

- **Pan-India program implementation capability**
- Strong experience in **government coordination and institutional partnerships**
- **Data-driven monitoring, evaluation, and impact assessment systems**
- Established **grassroots presence in rural and underserved communities**
- Proven track record in managing **large-scale beneficiary outreach programs**

By combining **strategic program design with strong on-ground implementation**, SNI ensures that CSR investments translate into **measurable, sustainable, and long-term social impact**.

The successful implementation of the **Colgate Bright Smiles, Bright Futures® (BSBF) Bihar, FY 2025–26 Program in Bihar** reflects SNI’s operational strength, field presence, and ability to deliver large-scale initiatives effectively within defined timelines.

SNI at a Glance

Years of Experience	20+ Years
Core Expertise	CSR Implementation, Impact Assessment, Social Program Design
Focus Areas	Education, Preventive Health, Women Empowerment, Community Development
Implementation Footprint	Multiple states across India
Partnership Model	Corporate CSR, Government Institutions, Development Agencies

Over the years, Social Network India has emerged as a **trusted implementation partner for large-scale CSR and development initiatives, supporting corporates and government institutions in delivering impactful programs at scale across diverse communities.**

PROGRAM CONTEXT & RATIONALE

Oral health is a critical yet often overlooked component of preventive healthcare, particularly among school-age children in rural communities. In many parts of **Bihar**, limited awareness of proper oral hygiene practices, unhealthy dietary habits, and early exposure to tobacco significantly increase the risk of dental problems and long-term health complications.

In districts such as **Vaishali and Gopalganj**, where large rural populations rely primarily on government schooling systems, awareness gaps and limited access to preventive health education further compound these challenges.

Importance of Oral Health Education for School-Going Children

Oral health education is particularly critical for school-aged children for the following reasons:

1. Brushing Practices:

- Poor brushing habits are common among children, leading to dental caries and gum diseases.

Education on:

- Proper brushing techniques
- Brushing twice daily
- Flossing regularly
- Changing toothbrush every three months
- Periodic dental check-ups helps reduce plaque build-up and prevent oral infections.
- Early adoption of correct practices ensures lifelong oral hygiene habits.

2. Avoidance of Tobacco Use

- India has a high prevalence of tobacco consumption, including among adolescents.
- Early awareness regarding:
 - Oral cancer
 - Gum disease
 - Tooth discoloration
- Addiction risks discourages experimentation and long-term dependency.
- Preventive education plays a crucial role in reducing tobacco-related oral diseases.

3.Promotion of Nutritious and Healthy Diet

- Frequent consumption of sugary foods and beverages significantly increases the risk of tooth decay.
- Promoting:
 - Fiber-rich foods
 - Calcium-rich diets
- Reduced intake of sugary snacks and carbonated drinks supports stronger teeth and gums.
- Dietary awareness is an essential component of preventive oral healthcare.

4.Impact on Overall Health and Learning

- Poor oral health can cause pain, discomfort, and absenteeism from school.
- Improved oral hygiene:
 - Enhances self-confidence
 - Improves communication skills
 - Contributes to better classroom participation
- Healthy children demonstrate improved concentration and academic performance.

Integrating oral health education into school systems is therefore essential to instill lifelong healthy habits and reduce India's long-term dental disease burden.



Government Initiatives Promoting Oral Health in India

Several national programs and policies focus on strengthening oral health education and services.

1. National Oral Health Programme (NOHP)

- Launched by the Ministry of Health and Family Welfare.
- Aims to improve access to quality dental care, especially in rural and underserved areas.
- Emphasizes preventive, promotive, and curative oral healthcare services.
- Conducts public awareness campaigns at the community level.

2. School Health and Wellness Programme (SHWP)

- Implemented under Ayushman Bharat.
- Integrates oral health into comprehensive school health promotion.
- Trains teachers to deliver oral hygiene education and preventive health guidance.

3. Rashtriya Bal Swasthya Karyakram (RBSK)

- Focuses on early identification and management of childhood diseases, including dental conditions.
- Conducts regular screening of children for oral health issues.

4. National Health Mission (NHM)

- Integrates oral health awareness into broader public health initiatives.
- Promotes preventive dental hygiene practices at grassroots levels.

5. National Tobacco Control Programme (NTCP)

- Spreads awareness about the harmful effects of tobacco consumption.
- Contributes significantly to oral cancer prevention efforts.

6. Swachh Bharat Abhiyan

- Promotes hygiene and sanitation practices.
- Indirectly supports oral health by encouraging safe water usage and cleanliness practices.

7. Key Awareness Strategies

- Observance of World Oral Health Day with community outreach activities.
- Organization of dental check-up camps in schools and communities.
- Distribution of educational materials demonstrating correct brushing and flossing techniques.

Collectively, these initiatives aim to reduce the prevalence of dental diseases, particularly among children and marginalized populations.

PROGRAM OBJECTIVES



The BSBF intervention was designed with the following key objectives:

1. **Promote correct oral hygiene practices** among school children through awareness sessions and brushing demonstrations.
2. **Reduce the early risk of dental caries and gum diseases** by encouraging preventive oral care habits.
3. **Increase awareness regarding the harmful effects of tobacco consumption.**
4. **Encourage healthier dietary and lifestyle habits** that support good oral health.
5. **Build teacher capacity** to reinforce oral hygiene awareness within the school environment.
6. **Integrate preventive oral health education within school systems** to ensure sustained awareness and long-term behavioral change.

These objectives guided the implementation of school-based awareness activities across Vaishali and Gopalganj districts.



PROGRAM IMPLEMENTATION FRAMEWORK

The **Program** was implemented through a structured, multi-layered approach designed to ensure effective awareness generation and sustained behavior change among school children.

1. School-Based Interactive Sessions

Facilitators conducted engaging classroom sessions using **tooth models, visual aids, storytelling, and interactive demonstrations** to educate students on the importance of oral hygiene and preventive dental care. These participatory sessions helped improve understanding and knowledge retention among children.

2. Behavior Change Communication (BCC)

The program emphasized the adoption of key oral hygiene habits through consistent messaging and reinforcement. Core practices promoted included:

- Brushing **twice daily**
- Learning the **correct brushing technique**
- **Replacing toothbrushes every three months**
- Avoiding **tobacco products**
- Maintaining **healthy dietary habits**

3. Teacher Capacity Building

Teachers were oriented and equipped with **structured guide materials** to support continued reinforcement of oral hygiene practices within the school environment. This approach helped institutionalize preventive health messaging beyond the duration of program sessions.

4. Oral Health Kit Distribution

Each participating child received a **toothbrush and toothpaste**, enabling immediate adoption of the brushing practices demonstrated during the sessions.

This integrated implementation approach ensured that **awareness translated into practical habit formation**, supporting sustained improvements in oral hygiene practices among students.



BSBF Program Implemented in Bihar, FY 2025-26

Geographical Coverage

The implementation of the Colgate Bright Smiles, Bright Futures® (BSBF) program has been extended to two districts of Bihar - Vaishali and Gopalganj—in FY 2025–26. The district – Vaishali is located in central Bihar and Gopalganj in west-north corner of Bihar, with a target of reaching 500,000 children during the year.



Under the BSBF program, the target was to reach 500,000 children in the FY 2025-26 as follows:

- Vaishali
- Gopalganj



500,181
CHILDREN REACHED



1,007
SCHOOLS

Under the BSBF program, a total of **1,007 schools** were covered, reaching **500,181 children** across **25 blocks** in two districts of Bihar—**Vaishali** and **Gopalganj**.

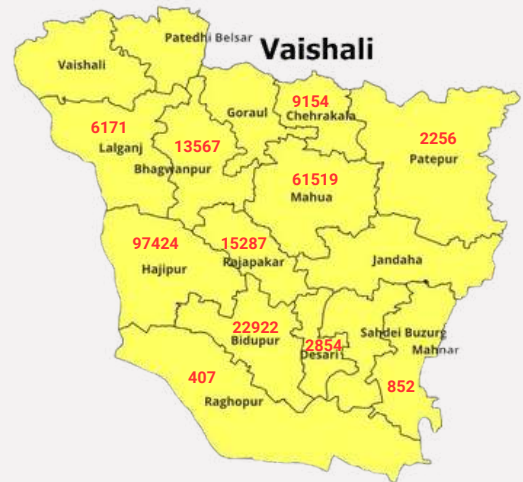
In **Vaishali district**, **523 schools** were covered across **11 blocks**, reaching **232,413 children**. In **Gopalganj district**, **484 schools** were covered across **14 blocks**, reaching **267,768 children**.

S.N.	District	Schools Estimated	Children Targeted
1	Vaishali	500	250000
2	Gopalganj	750	250000
	Total	1250	500000

BSBF Program Implemented in Bihar, FY 2025-26

VAISHALI DISTRICT

Vaishali district, is a historically significant region in Bihar, known as the land of the ancient Licchavi Republic and associated with Lord Mahavira and Gautama Buddha. With a population of over 3.49 million (Census 2011) and a high density, the district reflects rapid growth alongside moderate literacy levels. Its economy is primarily agrarian, supported by fertile Gangetic plains that enable cultivation of rice, wheat, maize, and fruits like banana and litchi, with Hajipur serving as a major agricultural and transport hub.



Despite limited industrialization, agro-based activities and proximity to Patna enhance trade and employment opportunities, while ongoing improvements in infrastructure, education, healthcare, and rural services continue to drive the district’s socio-economic development.

Given its large population, moderate literacy levels, and predominantly rural, agrarian setting, Vaishali district presents a strong case for implementing the Bright Smiles, Bright Futures® (BSBF) Program to promote early oral health awareness among school children. The district’s expanding education and community infrastructure can effectively support school-based interventions, ensuring sustainable behavior change and improved long-term health outcomes.



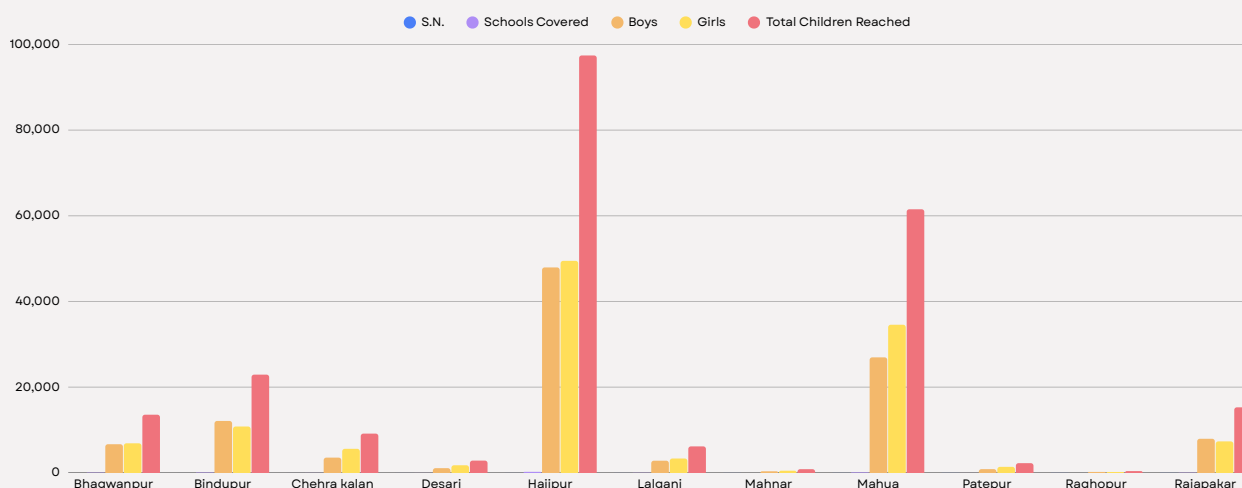
232,413
CHILDREN REACHED



523
SCHOOLS

VAISHALI, BIHAR

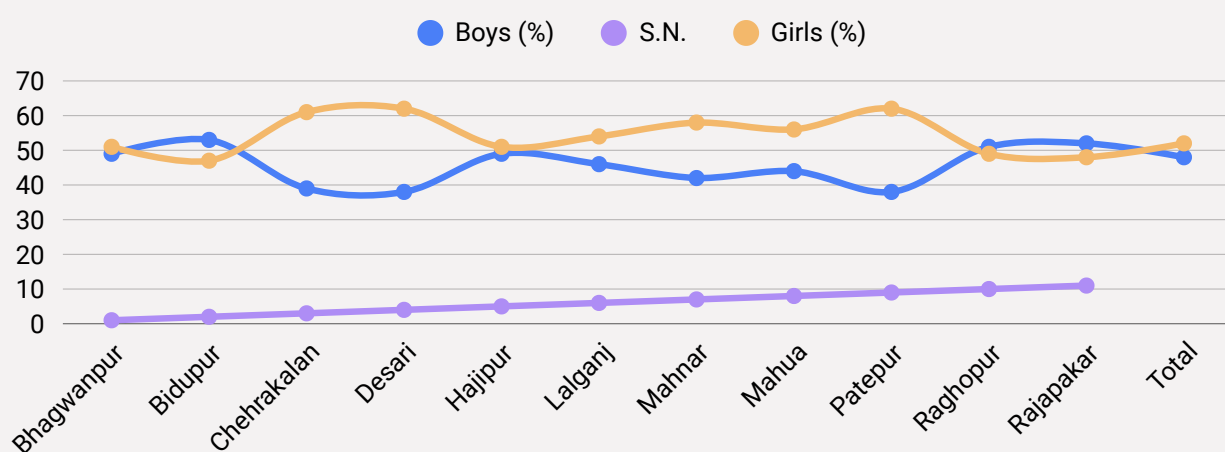
S.N.	Block Name	Schools Covered	Boys	Girls	Total Children Reached
1	Bhagwanpur	46	6676	6891	13567
2	Bindupur	60	12110	10812	22922
3	Chehra kalan	11	3550	5604	9154
4	Desari	8	1088	1766	2854
5	Hajipur	232	47944	49480	97424
6	Lalganj	23	2829	3342	6171
7	Mahnar	1	359	493	852
8	Mahua	102	26952	34567	61519
9	Patepur	5	861	1395	2256
10	Raghopur	1	209	198	407
11	Rajapakar	34	7948	7339	15287
	Total	523	110526	121887	232413



VAISHALI , BIHAR

GENDER INCLUSION

S.N.	Name of the Blocks	Boys (%)	Girls (%)
1	Bhagwanpur	49	51
2	Bidupur	53	47
3	Chehrakalan	39	61
4	Desari	38	62
5	Hajipur	49	51
6	Lalganj	46	54
7	Mahnar	42	58
8	Mahua	44	56
9	Patepur	38	62
10	Raghopur	51	49
11	Rajapakar	52	48
	Total	48	52



In Vaishali district under the Colgate BSBF program, girls showed slightly higher participation (52%) compared to boys (48%). Blocks like **Desari (62% girls)**, **Patepur (62%)**, and **Chehrakalan (61%)** had the highest female participation, while **Bidupur (53% boys)** and **Rajapakar (52% boys)** showed higher male participation. Overall, the data reflects a positive trend of greater involvement of girls across most blocks.

VAISHALI , BIHAR

BLOCK LEVEL ANALYSIS

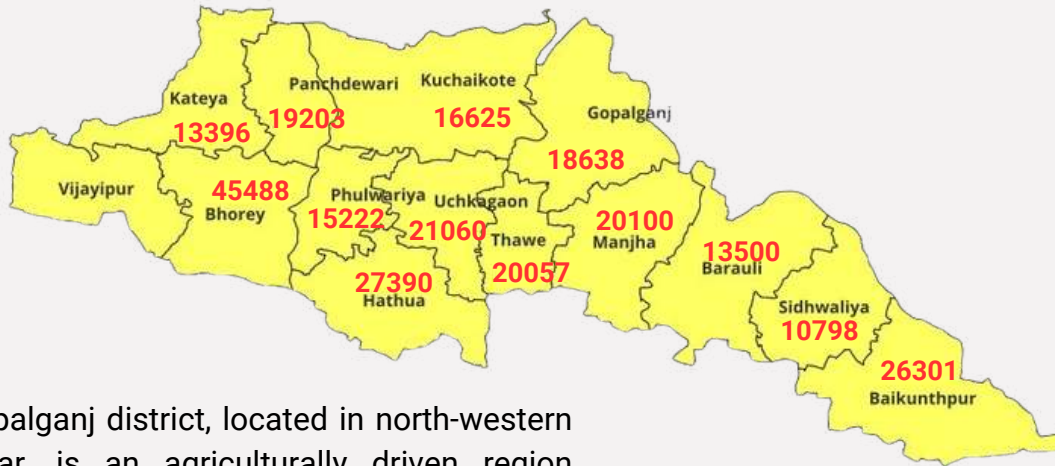
S.N.	Name of the Blocks	School (%)	Children (%)
1	Bhagwanpur	9	6
2	Bindupur	11	10
3	Chehrav kalan	2	4
4	Desari	1	1
5	Hajipur	44	42
6	Lalganj	4	2
7	Mahnar	1	1
8	Mahua	19	26
9	Patepur	1	1
10	Raghopur	1	1
11	Rajapakar	7	6
	Total	100	100

The block-wise distribution of the BSBF program in Vaishali district (Bihar) shows that the coverage of schools and outreach to children is concentrated in a few key blocks. **Hajipur** leads significantly, accounting for **44% of schools** and **42% of children**, followed by **Mahua** with **19% schools** and **26% children**. **Bindupur** also shows notable coverage with **11% schools** and **10% children**.

Moderate contributions are seen in **Bhagwanpur (9% schools, 6% children)** and **Rajapakar (7% schools, 6% children)**, while blocks like **Lalganj (4% schools, 2% children)** and **Chehrakalan (2% schools, 4% children)** have relatively lower reach. Minimal coverage is observed in **Desari, Mahnar, Patepur, and Raghopur**, each contributing around **1%**. Overall, the data highlights that while the program has reached all blocks, its implementation is more intensive in select areas, especially Hajipur and Mahua.

BSBF PROGRAM IMPLEMENTED IN BIHAR, FY 2025-26

Gopalganj



Gopalganj district, located in north-western Bihar, is an agriculturally driven region carved out of Saran district in 1973, known for its fertile plains nourished by the Gandak River and its strong cultivation of crops such as rice, wheat, maize, and sugarcane. With a population of over 2.55 million (Census 2011), a relatively high sex ratio, and moderate literacy levels, the district reflects steady socio-economic development supported by agriculture, allied activities, and improving infrastructure. The district headquarters, Gopalganj, serves as the administrative and commercial hub.

Considering the sizeable population and evolving educational landscape of Gopalganj district, the Bright Smiles, Bright Futures® (BSBF) Program can serve as a strategic initiative to build awareness around oral health among school-going children. Leveraging the district's growing institutional framework, the program can facilitate early adoption of positive hygiene practices and support long-term community well-being.



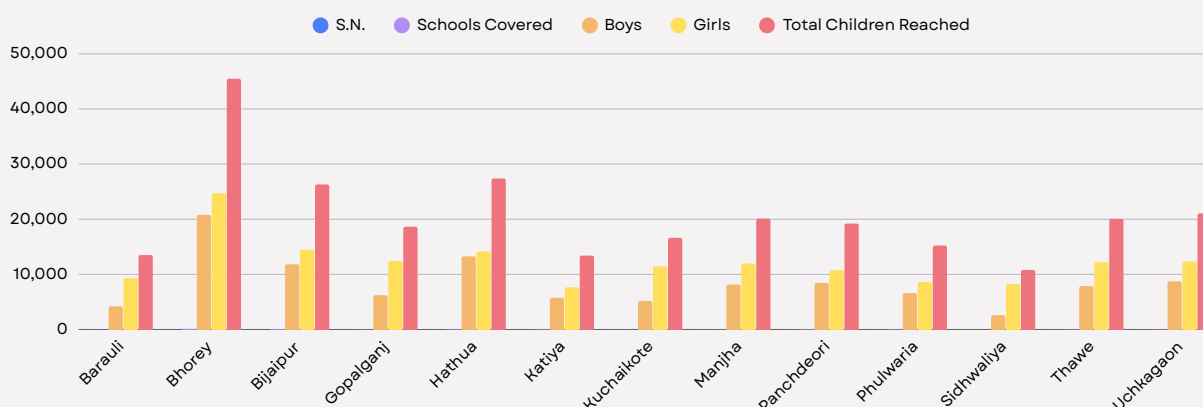
267,768
CHILDREN REACHED



484
SCHOOLS

GOPALGANJ, BIHAR

S.N.	Block Name	Schools Covered	Boys	Girls	Total Children Reached
1	Barauli	9	4197	9303	13500
2	Bhorey	121	20783	24705	45488
3	Bijaipur	77	11822	14479	26301
4	Gopalganj	23	6211	12427	18638
5	Hathua	48	13256	14134	27390
6	Katiya	37	5743	7653	13396
7	Kuchaikote	10	5170	11455	16625
8	Manjha	14	8151	11949	20100
9	Panchdeori	46	8452	10751	19203
10	Phulwaria	40	6612	8610	15222
11	Sidhwaliya	3	2598	8200	10798
12	Thawe	26	7870	12187	20057
13	Uchkagaon	30	8728	12332	21060
	Total	1007	220119	280062	500181



GOPALGANJ, BIHAR

GENDER INCLUSION

S.N.	Name of the Blocks	Boys (%)	Girls (%)
1	Barauli	31	69
2	Bhorey	46	54
3	Bijaipur	45	55
4	Gopalganj	33	67
5	Hathua	48	52
6	Kateya	43	57
7	Kuchaikote	31	69
8	Manjha	41	59
9	Mirganj	50	50
10	Panchdeori	44	56
11	Phulwaria	43	57
12	Sidhwaliya	24	76
13	Thawe	39	61
14	Uchkagao	41	59
	Total	41	59

The participation data from Gopalganj district under the BSBF program shows a higher involvement of girls compared to boys. Overall, girls accounted for **59%** of the participants, while boys constituted **41%**, indicating a strong female presence in the program.

At the block level, **Sidhwaliya (76% girls)** recorded the highest female participation, followed by **Barauli** and **Kuchaikote (69% each)**, and **Gopalganj (67%)**. Most other blocks also show girls' participation above 50%. A few blocks like Hathua (48% boys, 52% girls) and Mirganj (50% boys, 50% girls) reflect relatively balanced participation, while no block shows a strong dominance of boys.

Overall, the data highlights a positive trend of greater participation of girls across Gopalganj district in the BSBF program.

GENDER INCLUSION

BLOCK-LEVEL ANALYSIS

S.N	Name of the Blocks	School (%)	Children (%)
1	Barauli	2	5
2	Bhorey	25	17
3	Bijaipur	16	10
4	Gopalganj	5	7
5	Hathua	10	10
6	Kateya	7	5
7	Kuchaikote	2	6
8	Manjha	3	7
9	Mirganj	1	1
10	Panchdeori	9	7
11	Phulwaria	8	6
12	Sidhwaliya	1	4
13	Thawe	5	7
14	Uchkagao	6	7
	Total	100	100

The block-wise coverage of the BSBF program in Gopalganj district shows that **Bhorey** has the highest share with **25% of schools** and **17% of children**, followed by **Bijaipur (16% schools, 10% children)** and **Hathua (10% schools, 10% children)**.

Moderate coverage is observed in **Panchdeori (9%, 7%)** and **Phulwaria (8%, 6%)**, while blocks like **Gopalganj (5%, 7%)**, **Thawe (5%, 7%)**, and **Uchkagao (6%, 7%)** show balanced contributions.

Lower coverage is seen in **Barauli (2%, 5%)**, **Kuchaikote (2%, 6%)**, and **Manjha (3%, 7%)**, whereas minimal reach is recorded in **Sidhwaliya (1%, 4%)** and **Mirganj (1%, 1%)**.

Overall, the program coverage is concentrated in a few key blocks, with Bhorey leading in both school coverage and children reached.

CASE STUDIES



Madhu Kumari – Vaishali

(Class X Student of UMS Kashipur Chakbibi School in Vaishali District of Bihar)

The intervention significantly enhanced Madhu's understanding of oral hygiene practices. She adopted disciplined brushing habits and actively shared her learnings with peers and family members. Her case illustrates the multiplier effect of structured preventive health education.

(Class X Student of Adarsh Academy School in Gopalganj District of Bihar)

Kajal transitioned from limited awareness to consistent oral hygiene practices and healthier dietary habits. Notably, her father discontinued tobacco use following her awareness sharing.

This reflects the extended social return of the BSBF intervention beyond direct beneficiaries.



Kajal Gupta – Gopalganj



STAKEHOLDERS' FEEDBACK



Mr. Aditya Rausan
Principal, Aarabh Pathshala,
Hajipur Block, Vaishali District (Bihar)

The Colgate Bright Smiles, Bright Futures® Programme was conducted in a structured and engaging manner, effectively educating students on oral hygiene and proper brushing techniques. The interactive sessions improved students' awareness and daily practices, helping build healthy lifelong habits and strengthening preventive oral care.

The Colgate Bright Smiles, Bright Futures® (BSBF) Programme was conducted effectively at our school, creating strong awareness among students about oral hygiene, healthy habits, and preventive dental care through interactive sessions. Students learned correct brushing techniques and the importance of daily oral care, and we sincerely thank the BSBF team and the Government of Bihar for this impactful initiative.



Ayub Ansari
Headmaster, Aadars Academy
Musehari Bazar, Gopalganj District (Bihar)



INSTITUTIONAL STRENGTHENING



The BSBF Program strengthened school-level preventive health ecosystems by:

- Training teachers as health ambassadors
- Providing structured reinforcement materials
- Embedding oral hygiene messaging in routine activities
- Building institutional ownership

This ensures sustainability beyond the intervention cycle.

SUSTAINABILITY & SCALE POTENTIAL

The Bihar implementation model demonstrates strong scalability across high-density rural districts. With structured BCC design, teacher-led reinforcement, and kit-based habit adoption, the BSBF framework is replicable across additional districts with minimal structural modification.

PHOTOS – AT A GLANCE



Sonali Kumari
Class VII Student of U.M.S.
Dharampur, Vaishali District (Bihar)



Minakshi Kumari
Class VIII Student of U.M.S.
Bhojpatti, Vaishali (Bihar)



Chhoti Kumari
Class V Student of Govt.
Primary School, Vaishali District
(Bihar)



Muskan Kumari
Class VI Student of GPS Chaksaid
Primary School, Vaishali (Bihar)



Rajan Kumar
Class VII Student of Utkramit
Madhyamik Vidyalay, Gopalganj (Bihar)



Saloni Kumari
Class III Student of Indica School of
Sciences, Vaishali (Bihar)



Zoya Sultana
Class VIII Student of U.M.S.
Rajapakar, Vaishali District (Bihar)



Roshni Kumari
Class VII Student of GMS
Randaha, Vaishali (Bihar)



Kajal Kumari
Class VII Student of U.M.S.
Sidhauri Dayalpur, Vaishali (Bihar)



Saloni Sharma
Class IX Student of U.H.S.
Jagmalwa, Gopalganj (Bihar)



Riya Kumari
Class VIII Student of U.M.S.
Salona, Gopalganj (Bihar)



Ansuman Raj
Class VI Student of Nice Public
School, Vaishali (Bihar)

PHOTOS – AT A GLANCE



Amar Kumar
Class V Student of U.H.S.,
Vaishali (Bihar)



Piyush Puskar
Class IV Student of GPS Matiyara
Hindi School, Vaishali (Bihar)



Dipanjali Kumari
Class IV Student of Kiddies
Garden School, Vaishali (Bihar)



Pallavi Kumari
Class VIII Student of Shishu
Shikshalaya, Vaishali (Bihar)



Kritika Kumari
Class V Student of Sri Girdhar
Techno School, Vaishali (Bihar)



Shivani Singh
Class X Student of Narayan Sarvodaya
High School, Sadaua, Gopalganj



Priya Singh
Class IX Student of Ganga
Kendriya Vidyalaya,
Gopalganj (Bihar)



Shikha Tiwari
Class VIII Student of
U.M.S. Bideshi Tola,
Gopalganj (Bihar)



Sheetal Mishra
Class IX Student of U.H.S.
Mitihania Tiwari,
Gopalganj (Bihar)

CONCLUSION



The **Colgate Bright Smiles, Bright Futures® (BSBF) Program in Bihar during FY 2025–26** demonstrates how structured CSR partnerships can deliver meaningful and scalable public health impact.

Through the collaborative efforts of **Colgate-Palmolive (India) Limited, the Education Department of the Government of Bihar, and Social Network India**, the program successfully reached **500,181 children across 1,007 schools** in Vaishali and Gopalganj districts. Beyond achieving its coverage targets, the initiative helped strengthen awareness of preventive oral hygiene practices and encouraged healthier habits among students.

The program also contributed to strengthening **school-level health awareness ecosystems**, with teachers and school authorities playing an important role in reinforcing positive oral hygiene practices among children.

Importantly, students emerged as **ambassadors of change**, carrying these learnings beyond the classroom and sharing them with their families and communities, thereby creating a broader ripple effect.

The Bihar implementation highlights the **scalability and sustainability of school-based preventive health interventions**, aligned with India's larger public health and school health priorities.

Social Network India remains committed to continuing this partnership and supporting the expansion of the Bright Smiles, Bright Futures® Program to reach more children and strengthen preventive oral health awareness across additional districts and states.

Together, this partnership continues to build healthier smiles and brighter futures for children across Bihar, laying the foundation for healthier communities in the years ahead..

Contact Us

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