

ANNUAL REPORT

2025 – 2026



Measurable Impact. Real Results.



COLGATE BRIGHT SMILES, BRIGHT FUTURES® (BSBF)
CONSOLIDATED ANNUAL REPORT | FY 2025–26
Across Assam, Bihar & Kerala

1. ACKNOWLEDGEMENT



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

We would like to acknowledge the leadership of Ms. Shilpashree Muniswamappa, along with Ms. Archana Patil and Ms. Shraddha Naik, whose guidance enabled large-scale implementation across states.

We also thank school leadership, teachers, parents, and students whose participation made this program impactful.

Partnership: Colgate-Palmolive (India) Limited | **Implementation:** Social Network India | **States:** Assam · Bihar · Kerala



Namita Chhetri

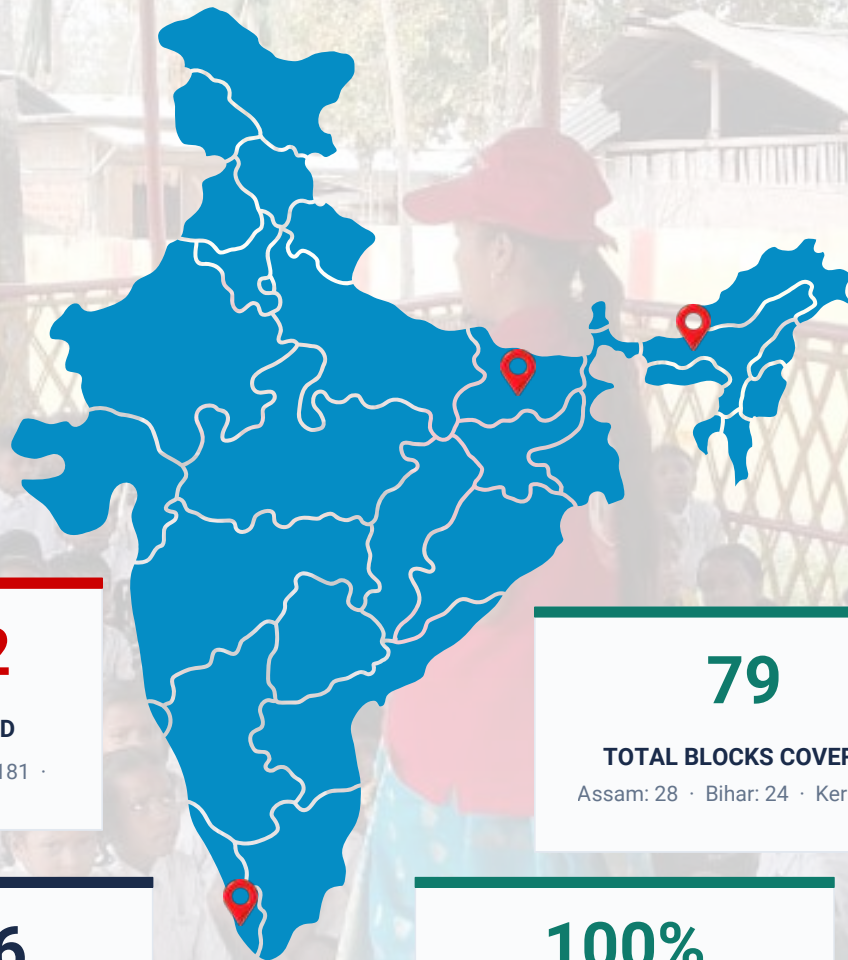
Director, Social Network India

TABLE OF CONTENTS

2. EXECUTIVE SUMMARY	04
3. PROGRAM OBJECTIVES	05
4. PROGRAM IMPLEMENTATION MODEL	06
5. GEOGRAPHICAL COVERAGE	07
6. IMPACT & BEHAVIOURAL CHANGE	08
7. INSTITUTIONAL STRENGTHENING	09
8. CASE STUDIES	10
9. STAKEHOLDER FEEDBACK	18
CONCLUSION	24
CONTACT US	25

2. EXECUTIVE SUMMARY

The BSBF Program was implemented across **3 states** – Assam, Bihar, and Kerala – focusing on preventive oral health education for school children.



15,02,242

TOTAL CHILDREN REACHED

Assam: 5,01,996 · Bihar: 5,00,181 · Kerala: 5,00,065

79

TOTAL BLOCKS COVERED

Assam: 28 · Bihar: 24 · Kerala: 27

3,366

TOTAL SCHOOLS COVERED

Assam: 1,456 · Bihar: 1,007 · Kerala: 903

100%

TARGET ACHIEVED

Across all locations & all 3 states

10

DISTRICTS COVERED

Assam: 6 · Bihar: 2 · Kerala: 2

52%+

GIRL BENEFICIARIES

Gender-inclusive program across all 3 states

3. PROGRAM OBJECTIVES



01

Promote correct oral hygiene practices

02

Reduce dental caries and gum diseases

03

Build awareness on tobacco risks

04

Encourage healthy dietary habits

05

Strengthen teacher-led reinforcement

06

Institutionalize oral health education in schools



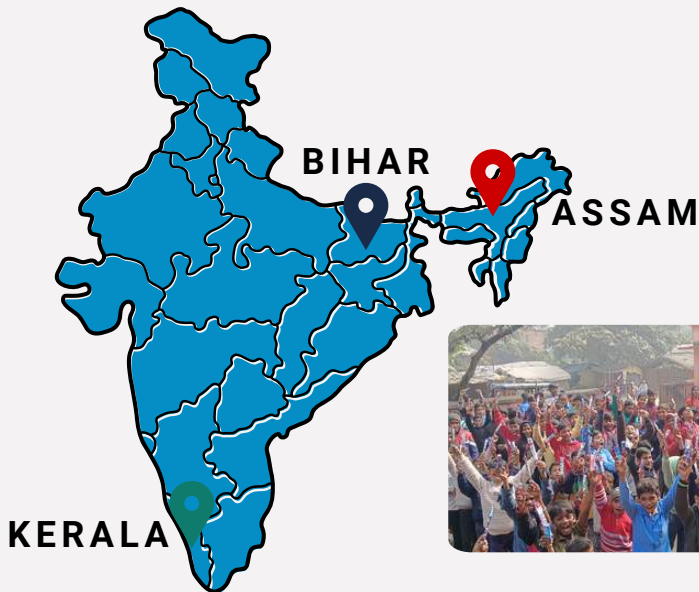
4. PROGRAM IMPLEMENTATION MODEL



A standardized implementation approach followed consistently across all states:



5. GEOGRAPHICAL COVERAGE



5,01,996 Children

Children Reached

1,456 Schools

Schools Covered

28 Blocks

Blocks Covered

6 Districts:
Golaghat · Dhemaji · Tinsukia
Lakhimpur · Dibrugarh · Sonitpur



5,00,181 Children

Children Reached

1,007 Schools

Schools Covered

24 Blocks

Blocks Covered

2 Districts:
Vaishali · Gopalganj



5,00,065 Children

Children Reached

903 Schools

Schools Covered

27 Blocks

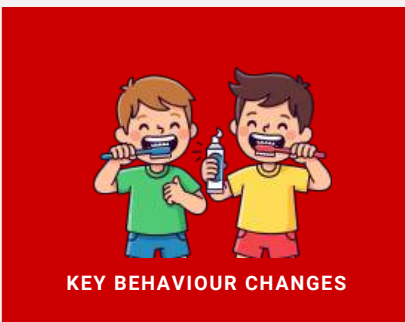
Blocks Covered

2 Districts:
Thiruvananthapuram · Kollam

6. IMPACT & BEHAVIOURAL CHANGE



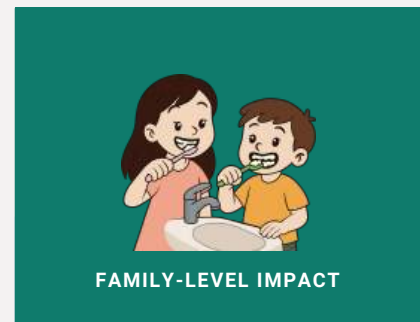
Across all states, the program led to:



- Children adopting 2-minute brushing habit
- Increased awareness of "round-round" brushing technique
- Shift towards healthier food choices
- Reduction in early exposure to tobacco awareness risks



- Teachers actively reinforcing hygiene practices
- Oral hygiene becoming part of school culture



- Children influencing family habits
- Brushing becoming a shared household activity

7. INSTITUTIONAL STRENGTHENING



01

Strong Coordination

Strong coordination with Education Departments

02

School Health Integration

Integration with School Health Program

03

Teacher-Led Sustainability

Teacher-led sustainability model ensuring long-term impact

04

Replicable Structure

Replicable structure for scale across India



CASE STUDIES

Individual stories of change from across Assam, Bihar & Kerala

8. CASE STUDIES



Nitumoni Sonwal

Class V Student

Jiadhal Chari Ali High School
Dhemaji District, Assam

Sibling Influence

“Earlier, I used to brush my teeth only once a day and never thought much about it. During the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in my school, the trainer shared something that really surprised me – if we don’t brush our teeth at night, germs in our mouth can multiply up to 5 times while we sleep.

This made me realize how important night brushing is. From that day, I started brushing my teeth twice a day – in the morning and before going to bed. Soon, my younger brother noticed this change and asked me why I was brushing at night. I explained everything I had learned, and now both of us follow this habit regularly.

It feels good that a small learning from school has brought a positive change in our daily routine at home.”



Darkhana Bora

Class VIII Student

Mohesh Ch. Dev Goswami M.E. School
Lakhimpur District, Assam

From Learning to Community Change

“Earlier, I did not pay much attention to the correct way of brushing my teeth. I used to brush daily, but I wasn’t aware of the proper technique or the importance of maintaining complete oral hygiene.

During the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in my school, I learned about the right brushing method, the importance of cleaning teeth properly, and how good oral habits can prevent dental problems. This session helped me understand that brushing is not just a routine, but an essential part of staying healthy.

After the session, I started following the correct brushing technique and made sure to take better care of my oral hygiene every day. My friends and family noticed this change and became curious. I shared what I had learned with them, and gradually, they also started improving their habits.

Now, I feel proud that what I learned in school has not only improved my own habits but has also helped create awareness among people around me. It feels good to be a part of this positive change in my community.”



8. CASE STUDIES



Tikhakshi Boruah

Class IX Student

PM Shri Joypur Higher Secondary School
Dibrugarh District, Assam

Building Healthy Habits for the Future

“Earlier, I did not fully understand how daily habits could affect my long-term oral health. I followed basic brushing routines but was unaware of the importance of consistency, proper technique, and other healthy practices.

During the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in my school, I learned that maintaining good oral hygiene is not just about brushing, but about building a complete routine. I understood the importance of brushing twice daily, replacing toothbrushes regularly, eating a balanced diet, and avoiding harmful habits like tobacco.

After the session, I became more disciplined in following these habits every day. Over time, I noticed a positive difference in my oral health and overall well-being.

I also started discussing these practices with my family and friends. By sharing what I had learned, I encouraged them to adopt healthier routines. Gradually, I could see improvements at home, with better hygiene practices and a reduction in harmful habits.

Now, I feel confident that these small but important changes will help me stay healthy in the long run. It also makes me happy to know that I am contributing to a healthier environment in my family and community.”



Priyanka Barua

Class X Student

Sankardev Shishu Niketan
Dhemaji District, Assam

Leading by Example

“Earlier, I was not very consistent in following all aspects of oral hygiene. Although I brushed my teeth daily, I did not always pay attention to the correct method, timely toothbrush replacement, or the role of diet in maintaining oral health.

During the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in my school, I learned that good oral hygiene requires regular care and mindful habits. I understood the importance of brushing twice a day, using the correct technique, changing toothbrushes on time, eating healthy food, and avoiding harmful substances like tobacco.

After the session, I started applying these learnings in my daily routine. I became more disciplined and careful about maintaining my oral health. Gradually, this change became visible not only to me but also to the people around me.

My family members and others noticed these improvements and became interested in learning more. I shared my knowledge with them and encouraged them to adopt better oral hygiene practices.

Now, I feel confident that by leading through my own actions, I have been able to influence others positively. It makes me happy to see increased awareness and healthier habits developing around me, showing the meaningful impact of what I learned.”

8. CASE STUDIES



Priyanki Saikia

Class X Student
Buralikson High School
Golaghat District, Assam

Inspiring Change at Home

“Earlier, I was not very careful about maintaining all aspects of oral hygiene. While I brushed my teeth regularly, I was unaware of the importance of changing my toothbrush on time, eating healthy foods, and avoiding habits that can harm oral health.

During the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in my school, I learned about complete oral care – including brushing twice daily, replacing toothbrushes every three months, eating nutritious food, and staying away from harmful substances like tobacco. This session helped me understand how small habits can make a big difference to our health.

After learning this, I started following these practices in my daily life. I became more mindful of my diet and ensured that I maintained proper oral hygiene. Seeing these changes, my family members became curious, and I shared my learnings with them.

One of the most meaningful changes was when my grandfather decided to quit tobacco after our discussions. This was a proud moment for me, as it showed how awareness can truly make a difference.

Now, I feel happy that my learning has not only improved my own habits but has also brought positive changes in my family. It motivates me to continue spreading awareness and encouraging others to take care of their oral health.”



Sukanya Kumari

Class X Student
Upgraded High School, Daudnagar
Chakgadho
Vaishali District, Bihar

Early Health Awareness

“I used to feel slight pain in my teeth while eating cold food, but I never paid much attention to it. After attending the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in my school, I learned that such signs should not be ignored and could indicate early dental problems.

The session helped me understand the importance of timely care and regular dental check-ups. I went home and spoke to my parents, insisting that I should visit a dentist. When we finally went, the doctor told us it was an early-stage cavity that could be treated easily. I felt relieved and proud that I took the initiative at the right time. This experience has made me more aware of my health, and I now encourage my family members also to pay attention to early signs instead of ignoring them.”

8. CASE STUDIES



Shivani Kumar

Class IX Student

PM Shri Gorakh Nath Surya Dev High School
Vaishali District, Bihar

Habit Correction at Home

“In my house, brushing was something we did quickly without much attention. I also followed the same habit without knowing the right way. During the *Colgate Bright Smiles Bright Futures (BSBF)* session in my school, I learned about the correct brushing technique, duration, and the importance of brushing twice a day.

When I went back home, I started noticing how everyone, including my father, brushed in a hurry. I shared what I had learned and even demonstrated the correct method and message, we need to brush 2 times a day for 2 minutes. Initially, it felt unusual to guide elders, but they listened patiently. Slowly, we all started brushing properly, both in the morning and at night. Today, it has become a regular habit in our home. It makes me feel happy that a simple lesson from school helped improve the daily routine of my entire family.”



Kajal Gupta

Class IX Student

Adarsh Academy School
Gopalganj District, Bihar

From Awareness to Self-Discipline

“Earlier, I never paid much attention to my daily habits. I used to brush my teeth only once a day and often ate junk food without thinking about how it could affect my health. I did not realize that these small habits could have a long-term impact.

During the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in my school, I learned about the importance of maintaining proper oral hygiene and a healthy lifestyle. The trainer explained why we should brush twice a day, how to use the correct brushing technique, and how unhealthy food and tobacco can harm our teeth and overall health.

This session made me think about my own routine. I decided to make some changes – I started brushing my teeth twice a day, following the correct method, and became more careful about what I eat. I began choosing healthier foods like vegetables, milk, and curd instead of junk food.

As I continued these habits, I noticed positive changes in myself. I felt fresher, confident, and disciplined in my daily routine. Seeing this, my family members became curious and asked me about these changes. I shared everything I had learned during the session and encouraged them to follow the same practices.

Slowly, my family also started adopting better habits. It feels good to know that the changes I made for myself also influenced the people around me.

Today, I feel proud that a simple learning from school helped me become more responsible for my health and also inspired my family to lead a healthier lifestyle.”

8. CASE STUDIES



Aashish Raj

Class X Student
U.H.S. Sultanpur
Vaishali District, Bihar

Turning Learning into Daily Practice

“Before attending the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in my school, I used to brush my teeth regularly but without paying much attention to the correct method or duration. I thought brushing quickly was enough and did not realize that improper brushing could still lead to dental problems.

During the session, I learned in detail about the correct brushing technique, the importance of brushing twice a day for two minutes, and how maintaining good oral hygiene is essential for overall health. The practical demonstration made it easy for me to understand where I was going wrong.

After the session, I decided to improve my routine. I started brushing more carefully, following the proper method and ensuring I brush both in the morning and before going to bed. Within a few days, I noticed that my mouth felt cleaner and fresher.

I also began reminding my younger siblings to brush properly and shared what I had learned with them. Sometimes, I even guide them to make sure they follow the correct steps. Slowly, this has become a habit in our home.

Now, I feel more responsible about my own health and motivated to help others improve their habits too. This experience has shown me that small changes in our daily routine can make a big difference in the long run.”



Rahul Kumar

Class IX Student
Shelter Mission School
Hajipur Block, Vaishali District, Bihar

A Step towards Healthier Choices

Rahul Kumar, a Class IX student, had never really thought deeply about how his daily habits were affecting his health. Like many others, he brushed his teeth every day, but without following the proper technique or maintaining a consistent routine.

His perspective changed after attending the *Colgate Bright Smiles, Bright Futures® (BSBF)* program conducted at his school. Through engaging activities and live demonstrations, Rahul learned how proper brushing, twice a day for two minutes, plays a crucial role in preventing dental problems. He also understood the importance of changing toothbrushes regularly and maintaining a healthy diet for strong teeth and overall well-being.

Inspired by these learnings, Rahul began to make conscious changes in his daily life. He started brushing twice daily with the correct method and became more mindful of his food choices. Gradually, he reduced his intake of junk food and included healthier options like vegetables, milk, and curd in his diet.

What made his journey more meaningful was his effort to involve others. Rahul started discussing these habits with his family members and encouraged them to follow better oral hygiene practices. Over time, his family also began adopting these positive changes.

Today, Rahul feels more aware and responsible about his health. His experience shows how the right guidance at the right time can help students build lifelong healthy habits and influence those around them in a positive way.

8. CASE STUDIES



Fousana Thangal

Class VI Student

Govt. U.P. School Muttathara
Thiruvananthapuram, Kerala

Food Habit Shift

“In our house, everyone has a sweet tooth, and having desserts or packaged snacks was a daily routine. The recent *Colgate Bright Smiles, Bright Futures® (BSBF)* session at my school made a strong impression on me. The trainer not only explained the correct brushing technique and the importance of brushing twice a day, but also spoke about how frequent consumption of sugary and junk food can harm our teeth and overall health.

That session made me reflect on my own habits at home. I realized how often we were choosing sweets over healthier options. I spoke to my mother about what I had learned, and together we decided to make a small but conscious change. Now, we try to replace snacks with fruits at least a few days in a week. It feels good to see that even my parents are following this new habit, and it has become a shared effort towards better health for our family.”



Bhagyanath Menon

Class III Student

Govt. LPS Panavoor
Thiruvananthapuram, Kerala

**From Routine to Fun:
Brushing Transformation**

“Before the BSBF session, brushing was just something I did quickly without thinking. But during the session, the trainer showed us how to brush ‘round-round’ and made us practice it in a fun way by counting together for 2 full minutes. We even laughed and tried to follow the steps like a game.

That made a big difference for me. Now, whenever I brush, I remember that fun activity and follow the same ‘round-round’ method for 2 minutes.

It no longer feels like a routine – it feels like a fun activity I enjoy every day.”

8. CASE STUDIES



Abhirami Pillai

Class X Student
Government High School,
Pappanamcode
Thiruvananthapuram, Kerala

Spreading Awareness
through Small Actions

Abhirami, a Class X student, gained better understanding of oral hygiene after participating in the *Colgate Bright Smiles, Bright Futures® (BSBF)* programme at her school. She learned the importance of proper brushing, regular care, and a healthy diet.

She started following these habits in her daily routine and became more conscious about her oral health. Abhirami also shared her learnings with her family and friends, encouraging them to adopt better hygiene practices.

Her small efforts helped increase awareness and bring positive changes among people around her.



Haripriya C

Class VI Student
MNUPS Nedumpaikulam
Kollam, Kerala

Learning and Leading Change

Haripriya, a Class VI student, earlier followed basic brushing habits but was not fully aware of the correct method or the importance of regular oral care. She rarely thought about how daily habits could affect her dental health.

After attending the *Colgate Bright Smiles, Bright Futures® (BSBF)* session in her school, she learned about proper brushing techniques, the need to brush twice daily, and the role of healthy food in maintaining good oral health.

Motivated by this, Haripriya began improving her own routine. She started brushing more carefully and consistently, and paid attention to healthier eating habits. Seeing these changes, her family members became curious, and she took the initiative to explain what she had learned.

She also shared these messages with her friends and neighbors, encouraging them to follow better oral hygiene practices. Over time, her efforts helped create greater awareness and positive changes in her surroundings.

9.

STAKEHOLDER FEEDBACK

Voices from educators and families across Assam, Bihar & Kerala

9. STAKEHOLDER FEEDBACK



Bijaya Borah
Headmistress

Tribeni High School

Golaghat, Assam

After the Colgate Bright Smiles, Bright Futures® (BSBF) session in our school, we began to observe gradual but meaningful changes in students' daily behavior. One noticeable shift was in their personal hygiene practices – students became more conscious about brushing regularly and maintaining cleanliness.

Many students started reminding each other about brushing twice a day and even discussed these habits during school hours. Some of them shared that they had spoken to their parents and siblings about the importance of oral hygiene, which shows that the learning was extending beyond the classroom.

We also noticed increased curiosity among students. They were asking questions, sharing experiences, and taking a more active interest in adopting healthy habits. This kind of engagement is very encouraging for us as educators.

The BSBF programme was thoughtfully conducted and created a strong impact on our students. It not only improved their awareness but also encouraged them to practice and promote healthy habits in their daily lives. We truly appreciate this initiative and look forward to more such meaningful programmes in the future.



Lina Bora
Teacher

Bogorijeng Jatiya Vidyalaya

Central Block, Golaghat
District, Assam

Our school recently organized the Colgate Bright Smiles, Bright Futures® (BSBF) programme, which brought a noticeable change in students' awareness about oral health. The session was interactive and easy to understand, helping children learn the correct brushing technique and the importance of maintaining daily oral hygiene.

After the programme, students became more attentive towards their habits. Many of them started brushing twice a day and discussing healthy practices with their families. We also observed that students were more aware of the effects of unhealthy food and harmful habits like tobacco.

Some children even shared that their family members have started improving their habits after these discussions. This shows how effectively the message has reached beyond the classroom.

We appreciate this initiative, as it is helping students build healthier routines and encouraging positive change in the community. We look forward to more such programmes in the future. Thank you.

9. STAKEHOLDER FEEDBACK



Ms. Mamu Saikia Bor
Tamuli
Headmistress
Podumoni Jatiya Vidyalaya
East Block, Golaghat District,
Assam

The Colgate Bright Smiles, Bright Futures® (BSBF) programme conducted in our school proved to be highly impactful for our students. The session was informative and interactive, helping children understand the importance of oral hygiene and its role in maintaining overall health.

Following the training, we noticed positive changes in the students' daily routines. They became more consistent with brushing twice a day and more conscious about maintaining proper hygiene. Many students also shared these learnings with their families, which led to better practices at home.

The awareness created about the harmful effects of tobacco was especially significant. In some cases, families have started reconsidering such habits after discussions initiated by the students.

It is encouraging to see how the programme has influenced both students and their families. We sincerely appreciate this initiative and look forward to more such programmes in the future. Thank you.



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

The Colgate Bright Smiles, Bright Futures® (BSBF) programme conducted in our school was well-planned and effectively delivered. The sessions helped students understand the importance of maintaining good oral hygiene and adopting simple daily practices for better health.

Following the programme, we observed encouraging changes in students' behaviour. They became more mindful about brushing regularly and showed increased interest in maintaining cleanliness. The practical demonstrations and interactive approach made the concepts clear and easy to follow.

What stood out was the way students carried these learnings beyond the classroom. Many of them discussed these habits at home, encouraging their families to adopt healthier practices.

Overall, the programme has contributed significantly to improving awareness and promoting healthy habits among students. Such initiatives play an important role in shaping responsible and health-conscious individuals.

9. STAKEHOLDER FEEDBACK



Sambhaw Kumar
Teacher

Vidya Vihar Vidyalay

Hajipur Block, Vaishali
District, Bihar

After the BSBF session, we began hearing something remarkable – brushing at night had turned into a family activity in many homes.

Children started reminding their parents and siblings, and gradually, families began brushing together before bedtime. What was once an individual habit transformed into a shared family routine.

Students shared how they now wait for each other and brush together, making it both engaging and consistent.

This is deeply encouraging, as it shows that the message has not only been understood but truly adopted. When such habits become part of family life, it reflects sustained behavioural change.



Mr. Sanjeev Kumar

Vice Principal

Pattom Govt Model Girls Higher
Secondary School

Thiruvananthapuram, Kerala

The Colgate Bright Smiles, Bright Futures® (BSBF) programme conducted in our school was both informative and inspiring for the students. The session created a strong awareness about the importance of oral hygiene and encouraged students to adopt better daily practices.

We observed active involvement from the students throughout the programme. They were curious, asked questions, and showed genuine interest in understanding the correct way to care for their teeth. The demonstrations made it easier for them to grasp and remember the key messages.

After the session, many students expressed their commitment to improving their habits, especially brushing twice a day and maintaining proper oral care. It was encouraging to see their enthusiasm and willingness to bring positive changes in their routine.

Overall, the programme has made a meaningful impact by motivating students to take responsibility for their health. We appreciate such initiatives that contribute to building healthier habits among young learners.

9. STAKEHOLDER FEEDBACK



Ajitha Susheelan
Headmistress

Neelakeshi Vidhyapeedom English
Medium High School

Thiruvananthapuram,
Kerala

In the days following the session – Colgate Bright Smiles, Bright Futures® (BSBF), we noticed something very real – children who earlier carried fried snacks and packaged items in their tiffin started bringing fruits instead. This was not something we instructed or enforced; it came as a natural shift from the awareness created during the session.

Students began discussing among themselves what is healthy and what is not, and many shared that they had spoken to their parents about making better food choices. Over time, we could clearly see a pattern – more fruits, simpler meals, and a more conscious approach towards what they were eating.

It may seem like a small change, but for us as educators, this reflects a deeper impact. When children start making informed choices on their own and influence their homes as well, it shows that the learning has truly gone beyond the classroom.



Jyothi G V
Headmistress

Government LP School, Chathannoor

Kollam, Kerala

The Colgate Bright Smiles, Bright Futures® (BSBF) programme conducted in our school brought a refreshing learning experience for our young students. The session was simple, interactive, and well-suited to their age, helping them easily understand the importance of taking care of their teeth.

After the programme, we noticed that students became more attentive towards their daily habits. They started talking about brushing regularly and showed excitement in practicing what they had learned. The awareness created through the session helped them realize how small habits can prevent dental problems.

It was also encouraging to see students sharing these messages at home, which gradually influenced their families as well. Such initiatives play an important role in shaping healthy habits at an early age.

We truly value this programme and its contribution towards improving awareness and promoting better oral hygiene among children.

9. STAKEHOLDER FEEDBACK

I have been consuming tobacco for many years, and no one could really stop me.

After my grandchild attended the BSBF session, things started changing at home. Every time I reached for tobacco, I would hear a small voice reminding me – 'Baba, this is not good for your teeth.'

At first, it felt like a light-hearted moment, but gradually it made me reflect. Slowly, I started reducing my consumption.

I never thought I would say this, but sometimes a child's simple reminder can have a stronger impact than any advice.



Himen Borah — Grandfather (Age 75)
Village Gopalpur, Lakhimpur District, Assam

After my child attended the Colgate Bright Smiles, Bright Futures® (BSBF) session, we started noticing a small but interesting change at home. Earlier, brushing used to be rushed, but now my child insists on doing it 'round-round' and for a full 2 minutes, exactly as taught in school.

What surprised us even more is that he puts a 2-minute timer on my phone and makes sure we follow it properly. It has almost become a fun challenge at home, with him reminding and guiding us every day.

Today, brushing is no longer a hurried routine in our house. It has become a more mindful and sometimes even enjoyable activity that we all follow together.

It is remarkable how a simple session has made such a visible and positive difference in our daily habits.



Somuel Kandir — Parent (Age 30), Tea Garden Worker
Village Bhugpuria, Lakhimpur · Student: Haren Kandir, Class VI

CONCLUSION



The BSBF Program across Assam, Bihar, and Kerala demonstrates the power of collaboration between **corporate, government, and civil society** in delivering large-scale preventive healthcare interventions.

With over **1.5 MILLION CHILDREN REACHED** — the program has achieved its targets with 100% success.

Built Awareness

Millions of children educated on correct oral hygiene practices

Enabled Behavioural Change

Lasting habits formed in homes, schools and communities

Strengthened Institutions

Teacher-led model ensures sustainability and replication at scale

This model is **highly scalable** and can be expanded to reach **millions more children across India**.

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