

Topic- POVERTY AND INEQUALITY



Group Members: *Aman Ladia, Aahan Punjabi, Ishaan Tandon, Rohan Savla*

PROJECT STATUS – PROJECT GIFT A SMILE

DISCLOSURE OF GIFT DISTRIBUTION

Number of Gifts Donated	Type of Settlement	Location
MUMBAI		
45	Footpaths, Signals	Worli, Dadar, Juhu ,Andheri
35	Slum	Bandra Reclamation
21	Primary School	Slum in Bandra €
17	Shanty homes	Ghatkopar
12	Doorstep School*	Grant Road
10	Lantern Workshop for street children	Vithal Wadi, Dadar
REST OF INDIA		
40	Deaf and Dumb School	Dungarpur, Rajasthan
20	Children at construction sites	Bengaluru, Karnataka

*** Segregation of toys into different age groups to suitably match toys with the needs of children-**
Over time, we started realizing that we are receiving lots of board games which can be very interactive and can be used for underprivileged kids who are studying in slum schools and other orphanages etc., where they can play with them under adult supervision. So we started connecting with them.

Our awareness-action campaign picked up pace within just a few days as people from different parts of Mumbai started responding to our aggressive publicity campaign through pamphlets and social media sites like Facebook (<https://www.facebook.com/smile.scout/>) and Instagram. Preliminary surveys revealed a large potential for the success of our campaign among the well-off strata of society, most of which had old toys lying that were in good condition for donation to street children. The creation of our awareness-cum-mobile app at www.giftsmiles.co.in allowed us to receive donation requests from people across town. In Mumbai alone, **4 core smile scouts** collected **over 140**

toys from approx. 65 donors. We covered the pick-ups primarily from our residential localities and our school to begin with. Later, we started receiving response from people from other parts of the city as well. The success of our mobile app was well visible as about **65% of responses were received with the help of the mobile app.**

Our regular pleas for donation during Diwali festival were answered actively as we collected over 80 old and new toys during the festival holidays alone. One of our generous donor was so moved that she gifted us 40 old toys from her twin kids' collection. These toys were then distributed, as in the table.

Campaign hits whole of the country- Breaks cross cultural background

(all details posted on <https://www.facebook.com/smile.scout/>)

- We received response from a school in a **tribal town in Rajasthan Dungarpur Public School'**. The principal of the school replicated the campaign in his school with the help of our mobile app. With a large tribal population in the town, children of this Public school collected over 20 toys in their first run and gifted then to a deaf and dumb school in the town. A primary teacher opted to be the smile scout for this town and children gave very hearty and welcoming response to this mission. We have received pictures, videos regarding this campaign and letter of appreciation from the school.
- Along with this **Mrs Vibha Gupta** an entrepreneur opted to be out **Bangalore Smile Scout**. She started this campaign in her locality and within few days, she started getting request for toys pick up from her locality. She collected over 25 toys from her locality and distributed to the needy kids. We have pictures of this campaign received from her.
- Soon enough we added **another smile Scout "A fitness trainer" a person from a lower middle class family in Dadar Mumbai**. He agreed to support with collection and donation in slums. He collected 10 toys from his wadi and in turn we passed him 10 games for the kids making paper lantern in his wadi. We have pictures and videos received from him.
- We received new toys through amazon from our hearty donors from Bangalore and pune, who fulfilled the wish lists posted by us on our facebook page. We received about 10 video games, a binocular and some spinning tops.
- **We had a big win when Lions Club International acknowledged our campaign** -they will use our portal to collect toys and games for the kids and will club the campaign with their other social projects for kids. Their request for modification of app structure to suit their needs is under way. We have received a letter from them.

RESULT -Over all due to this campaign about **65 donors have donated over 140 toys in Mumbai alone**. From 4 smile scouts in Mumbai, we are now 7 smile scouts in India and many more ready to join us. Our 3 new smile scouts in other part of country have collected over 60 toys making a tally over 200. **In nutshell, 200 street children received smiles through 7 smile scouts within a period of 1 month of active execution of this campaign.**

SNAPSHOTS OF OUR OUTCOME - <https://www.facebook.com/smile.scout/>



LETTER OF APPRECIATION BY LIONS CLUB INTERNATIONAL



2019-21
INDIA 323 E-2

लायन्स क्लब्स अंतर्राष्ट्रीय
ग्रन्थ 323-E-2



लायन डॉ. आलोक व्यास
(ग्रन्थपत्र 2010-11)

Dated : 27.10.2017.

To

"Gift a smile campaign+ Mumbai

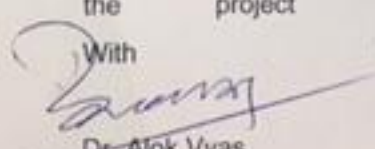
Dear Aman, Aahan, Rohan and Ishaan,

It gives me immense pleasure to inform you that your presentation on "Gift a Smile" campaign for donation of old toys/ games to underprivileged children has been very well appreciated by us.

Lions club International is committed to the cause of upliftment of society and looks forward to such unique initiatives. We would be glad to associate with this project and have decided to club this donation campaign with our current projects on books, clothes etc. for poor Children We thank you for offering us a modified mobile app platform to include projects under one platform and look forward to joint co-operation in the project

Congratulations once again for this initiative and we wish the project a grand success.

With best wishes,


Dr. Alok Vyas
Past District Governor
District 3233E-2

Lion Dr. Alok Vyas
District Governor (2010-11)
Alok Eye Hospital
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नेत्रदान - महादान

LETTER OF APPRECIATION BY A PUBLIC SCHOOL IN RAJASTHAN



DUNGARPUR PUBLIC SCHOOL

(Sr. Sec. English Medium, Co-Educational, CBSE Affiliated School)

CBSE Affiliation No. 1730171, School No. 03753

Bichchhiwara Road, Dungarpur (Raj.) Contact No. : 02964-302488, Email : principal@dps@srsi.in, Website : www.mydps.in

Ref. No. : DPR/DPS/PRINCIPAL/1702
16th October 2017

Date : _____

To

Gift a Smile Campaign
MUMBAI

Dear Aman,

Many thanks for your detailed presentation on "Gift a Smile Campaign. Donation of old toy is indeed a very pleasurable and much needed thought for the unequal part of our society.

We are a public school located in a small town of Dungarpur in Rajasthan. School was started with a vision to provide education to the children of this remote town having predominantly Adiwasi population. Our school runs under charitable mission and about 35-40% kids in our school belong to poor Adiwasi community. 70% percent of kids in the town don't go to school and instead help their parents in the fields and other daily chores. I think campaign like this has more social relevance and importance for us here.

I agree with your thought that recreation is ever child's right and by donating an old toy, we can help to build a happier society. Mrs Deepika Mishra, our primary school teach has volunteered to become Smile Scout and in matter of just a week, she has collected more than 20 toys, many of the were new. We planned a visit to deaf and dumb school in the town and distributed the toys to kids there. It was indeed very heartening to see the interaction among the kids. I am sharing some clips and pictures.

I must mention here that mobile app with a smile scout feature is a very convenient and interesting way to donate the toys. One doesn't have to bother to think when and how to dispose and old toy. The campaign has created a spirit of sharing among the kids in our school and we hope to carry this campaign all through year.

Contd...2/-

Handwritten signature
C.J.S. Jaisda

PRINCIPAL
DUNGARPUR PUBLIC SCHOOL
DUNGARPUR

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As requested by you, I am also reaching to my colleagues and friends in other colleges and schools to adopt this campaign. I am sure this campaign can act a very relevant and fruitful social project for the schools and colleges. I think if each kid in our school donates just 1 toy per year, we can surely bring 1000 smiles a year. We have placed your project donation link on our school website.

Congratulations once again for initiative and helping us to become a part of its.

Regards

For Dungarpur Public School


Principal

CJ-S-1443da91
PRINCIPAL
DUNGARPUR PUBLIC SCHOOL
DUNGARPUR