

We celebrate

15

*Years
of selfless
service*

We're thrilled to announce that we've reached 15 years of selfless service, during which we've touched many lives and carried out numerous projects. This milestone wouldn't have been possible without the support of our dedicated volunteers, sponsors, and corporate partners who have been with us on this incredible journey.

We extend a special thanks to government entities such as the Community Development Authority (CDA), The Permanent Committee of Labour Affairs in Dubai (PCLA), Dubai Chamber of Commerce, Dubai Police, Consulate General of India (Dubai), Consulate General of Bangladesh (Dubai), and many others.

Our journey continues as we strive to implement even more innovative ideas to support our blue-collar friends.

Ramadan Outreach 2024

As we bid farewell to March and the conclusion of Ramadan, the SmartDistribution team proudly reflects on a month filled with impactful efforts to reach more beneficiaries and bring added joy to our blue collar friends. Our extensive distributions were primarily carried out in Al Quoz with additional events held in Sonapur and Dubai Investment Park. We thank CDA & all the corporates who made it happen. Some of the highlights of our achievements in Ramadan:

51,000+
Beneficiaries
Reached

84
Sponsors /
Entities

125+
Events through
the month

2000+
Volunteers
involved

15+
Project
Managers



SmartLife Unveils New Office

On the 30th of March 2024, Smartlife inaugurated its new office in Al Quoz, marking a significant milestone in our growth journey. The state-of-the-art facility is designed to inspire learning and productivity; it houses modern infrastructure where learning programs will be delivered. The new office has two fully equipped classrooms, a dance studio and a MEP skills workshop.

In a generous gesture of support, KPMG, a long standing partner of SmartLife, has donated 30 laptops and chairs, and a large screen TV to equip the new learning center. These essential contributions will enhance the learning experience for individuals attending Computer and English classes, empowering them with valuable skills for personal and professional growth. The office inauguration ceremony was graced by esteemed dignitaries, including Emilio Pera, CEO and Senior Partner of KPMG Lower Gulf, and Mohammed Al Muhairi, Business Administration, Ministry of Human Resources.

We are also thankful to Chetan Arora and Kumar Iyer from Pan IIT for launching the Smart Skills Workshop last Saturday. Pan IIT has partnered with SmartLife as the knowledge partner for this initiative.

We aim to help blue-collar workers coming to the UAE as helpers who do not have any particular skills. This segment constitutes the bottommost layer of the community. Once they possess skills like electrical work, plumbing, etc., we expect them to climb up their career ladder within their companies.



SmartWoman

In the month of March, SmartWoman and Dubai Emerald Lions Club (DELC) enthusiastically collaborated in a session celebrating International Women's Day. Held in Al Ghurair MBM ladies camp and attended enthusiastically by 40 ladies, renowned ayurvedic expert, Dr Vyapti Joshi covered pertinent topics including personal and menstrual hygiene, stress management and women empowerment. Additionally, Dr. Amee from DELC shed light on postural awareness and the need for correct postures especially in today's digital world. This collaborative effort aimed to promote awareness for a healthy body and mind among the attendees, leaving a lasting impact on all participants.

SmartWoman also held a second session in March at Ejadah Asset Management Group ladies camp where 26 participants attended a 'Power of Purity Meditation' session. Facilitated by Seema and Padmini the session focused on deep breathing techniques and 40 minutes of profound meditation. The session centered on the accepting the past, living in the present moment, releasing negative emotions and expressing gratitude. As the session concluded, a sense of calm and peace enveloped the attendees, leaving them filled with gratitude and a desire for more such enriching experiences.

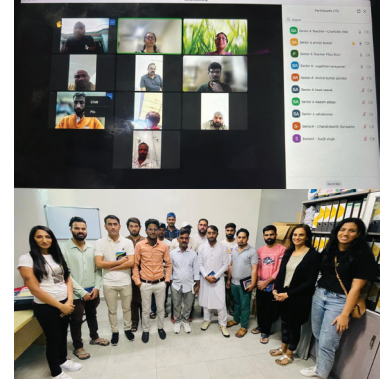


SmartReading

SmartReading continued its H1 2024 intake in March with its new format and curriculum. We are happy to report that students in all four levels of learning (beginner, junior, senior and advanced) are confidently progressing on their learning journeys.

The on-site Sobha Group reading program also continued with its 22 enthusiastic students all focused on their lesson plans. Classes are held in-person every Sunday; we also take great care to provide support in between classes by answering questions and reviewing homework through WhatsApp.

As we move ahead with both the reading programs, we hope to see our students (online and on-site) grow and excel with their improved command of the English language, empowering them to thrive not only in their careers but also in their personal lives.



SmartElder

Continuing our work with Sobha Group, the SmartElder program witnessed active participation from 30-40 elder attendees. The session delved into crucial aspects of financial support for elders, including housing plans and financial literacy.

Leading the financial session was Nilay Ranjan, the Head of State Bank of India, UAE. With his expertise, attendees gained valuable insights into various financial schemes and investment opportunities tailored to their needs. Moreover, in a proactive move towards financial independence, an initiative was launched to assist elders in opening bank accounts, ensuring their access to essential banking services.



SmartRelaxation

The SmartRelaxation virtual program at Lamprell Group remained strong in March fostering a sense of overall well-being among participants. In addition to this, the program has now been extended to a select location for Al Ghurair Group, making it a cross-organization endeavour.

The creative and impactful program, that connects three of Lamprell Group camps, has benefited a total of 250 residents so far. Held once a week, the webinars witness active participation from 20-30 blue-collar workers who walk through a structured format of stretching exercises for warm-up, followed by yoga, breathing techniques, and concluding with a calming meditation session.

SmartRelaxation eagerly awaits continuing our work with both Lamprell Group and Al Ghurair Group in April, focusing on our mission to improve the general wellness of attendees.



SmartComputer

SmartComputer classes delved into the enriching curriculum of Google Docs in the month of March. Students enthusiastically learned about formatting documents and practiced their typing skills. Some students were even able to apply their learnings outside of class, using Google Docs for individual projects.

Moreover, our efforts gathered interest from organizations such as Vivo and the Tamil Ladies Society during their visits to the GEMS Education camp. We warmly welcomed their interest in joining our volunteering endeavors and extend an open invitation to everyone eager to contribute to our program – the more volunteers, the merrier!



SmartMedic

The month of March saw SmartMedic continue delivering on its commitment to enhance the health and wellness of the blue-collar workforce.

In collaboration with Cigna Health Insurance, we orchestrated a medical camp for the employees of Scuderia Motors in Al Quoz. Through this initiative, 57 workers received vital health screenings, facilitated by a team of two general practitioners. Additionally, provisions of Vitamin C were made available to bolster their overall health.

Given the focus on the holy month of Ramadan, we held a “No Smoking Campaign” alongside insightful health awareness sessions for Al Ghurair. Led by pulmonologist Dr. Syed Arshad Husain, these sessions, which raised awareness into the detrimental effects of smoking and environmental pollutants on lung health, impacted over 200 workers across the garage and workers camp. Along a similar theme, a “Ramadan Health Campaign” was organized with Dr. Vyapti Joshi imparting valuable knowledge on general nutrition, healthy fasting practices and specialized care for individuals managing hypertension, diabetes, and high cholesterol. The campaign comprised of 4 sessions spanning locations in Al Quoz, Sonapur and Muhaisanah and also included 400 workers receiving personal hygiene kits.

Also in March, in celebration of International Women’s Day, SmartMedic organized a Holistic Wellbeing Program for woman workers at Berkeley UAE camp. This initiative emphasized the importance of embracing health across physical, mental, emotional, and spiritual dimensions, empowering women to prioritize self-care. In addition to this, our efforts extended to a women’s camp in Sonapur, where an education session on women’s health and gynecological issues was organized. Attended by 50 women workers, this session underscored the importance of self-care, with personal hygiene kits distributed to support their wellbeing.

Lastly, collaborating with Smart Living, we conducted a mental health awareness session for workers from a construction project site, emphasizing the significance of personal hygiene. As part of this session, 140 workers received personal hygiene kits, promoting cleanliness and overall health.

Across all the campaigns and programs, we have consistently received positive feedback from both the attendees and the management of organizations who we work with. We look forward to continue our efforts over the upcoming months.

