

The cover features a dark grey background with two overlapping circles: a large light green one on the right and a smaller black one on the left. A white circle is centered within the black circle. A thin orange arc is positioned at the bottom right. The title 'ANNUAL REPORT 2015-2016' is in white text on the green circle. The logo 'SALAAM BOMBAY FOUNDATION' and the tagline 'A CHILD IN SCHOOL HAS A FUTURE' are in dark blue text on the white circle.

ANNUAL REPORT 2015-2016

**SALAAM
BOMBAY
FOUNDATION**

A CHILD IN SCHOOL HAS A FUTURE



SUPER ARMY

Tobacco Control and
Leadership Programme

At the core of Salaam Bombay Foundation's tobacco control mission, is Project Super Army - a programme that recruits and trains children to become soldiers who fight the menace of tobacco. Project Super Army uses an intensive, multi-pronged strategy that includes :

- Building awareness of the harmful effects of tobacco or health
- Developing life skills needed to refuse tobacco
- Empowering students to become advocates for change in their communities

The Super Army Programme has a two-tier system working at the Awareness and Advocacy level :

Two-year Super Army Programme is implemented with students in the 8th and 9th grade. This programme is run in schools where secondary education is introduced in the 8th grade and continues till the 10th grade. (These schools have been set up for only secondary education).

Three-year Super Army Programme is implemented with students in the 7th, 8th and 9th grades. This programme is run in schools where primary education ends at the 7th grade and secondary education starts at the 8th grade. (These schools have set up for both primary and secondary education).

We strongly believe that inherent capabilities with correct attitudes, create students who become agents of change in society. They take on the task of protecting future generations from the harmful effects of tobacco.

Creating interactive platforms for the students to hone their leadership skills

Empowering students to become advocates of change in their communities by increasing their awareness of the law

Developing life skills required to refuse tobacco



Increasing awareness about the harmful effects of tobacco on health



HIGHLIGHTS

- Competitions were organised amongst schools at the zonal level with the anti-tobacco theme, to provide an opportunity for children to showcase their talent. Children expressed their views through posters, skits and songs. The platform provided an opportunity to 898 students from 118 schools to showcase their talent.
- 151 Bal Panchayat leaders from 102 schools engaged in a one-to-one interaction with invited stakeholders at the annual Bal Parishad, the Super Army's very own mock health parliament.

FUTURE PLANS

- Maximum use of technology for
 - Monitoring and Evaluation of the programme
 - Documentation
- Conversion of the Super Army module into AV format in order to reduce dependence on Salaam Bombay facilitators and increase participation of students



PROJECT RÉSUMÉ

Programmes that reduce dropout & enhance employability

While there are several vocational training initiatives offering short-term courses to young school dropouts, including those backed by the government, they do not necessarily improve employability. Studies show that only a small fraction of this group retains jobs for more than a year. Further, hampered by a lack of formal education and the required soft skills, many fall behind on their career progression.

Between an education system that imparts knowledge but doesn't help secure a job, and a skilling environment that guarantees jobs but not long-term careers, the Indian youth find themselves in a vulnerable position.

Can vocational training
in its current form bridge
the gap?
Perhaps not.

THE NEED OF THE HOUR - PROJECT RÉSUMÉ

A HOLISTIC, CHILD-FRIENDLY PROGRAMME THAT INTEGRATES WITH FORMAL EDUCATION



SKILLS@SCHOOL

Since its inception in 2013, skills@school has focused on providing vocational skills as well as market and career orientation to help children consider progressive career paths. Through this initiative, they are encouraged to continue regular schooling while they improve their employability skills.

Each child enrolled in the skills@school programme completes specific training for skills across fields like Beauty and Wellness, Mobile Repair, Home Appliance Repair, Retail Management, Hospitality Management, Jewellery Design, Fashion Design, and Computer Hardware.

REACH

In the year 2015-2016, skills@school has trained 464 students in 12 BMC schools in Mumbai.



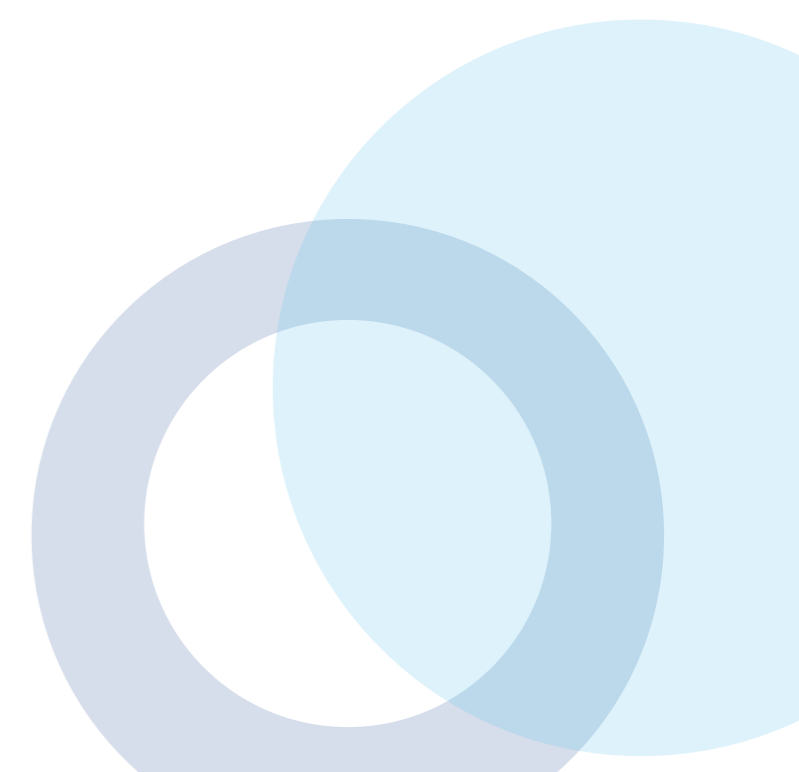
SPORTS ACADEMY

Initiated in 2005, the Sports Academy aims to nurture sportsmanship and develop healthy minds and bodies, by training boys and girls in cricket and hockey. Through sports, children are encouraged to express themselves and learn life skills such as goal-setting, teamwork, and stress management. Moreover, training at the Sports Academy opens up avenues for scholarships as well as part-time jobs such as scorekeepers, umpires, assistant coaches, and ground administrator

REACH

Cricket: In the year 2015-2016, our Cricket training programme provided basic training to 215 children and advance training to 30 children in 17 BMC schools in Mumbai.

Hockey: In the year 2015-2016, our Hockey training programme trained 58 in 2 BMC schools in Mumbai.





ACADEMY OF THE ARTS

Working with children, we know that the one thing they are interested in is 'playing'. Nothing captures their imagination more. At play, children are the keenest to learn. Given these ground realities, this Academy is a refuge for youth whose lives are bereft of opportunities and facilities, of creative spaces and personal attention. The Academy has harnessed innovative education tools such as Indian Classical Dance, Western Contemporary Dance, Theatre, Creative Arts and Music to teach life skills such as teamwork, discipline, respect and leadership necessary for them to lead better, healthier lives.

These skills introduce them to possible vocations, equipping them with the required skills to make them more employable in their youth, giving them a proper chance at getting real jobs and breaking their cycle of poverty. Salaam Bombay Foundation believes that youth equipped with life skills and job specific skills are empowered and grow up to be positive contributors to society. Our focus is on ensuring they develop into well-rounded individuals who take the right decisions for their health, education and livelihood.

REACH | In the year 2015-2016, Salaam Bombay Academy of the Arts has trained 458 students in BMC schools in Mumbai.



MEDIA ACADEMY

The Media Academy offers intensive training in media related fields such as journalism, photography, print production and design amongst others. It helps children to develop strong communication, writing and interpersonal skills. It also exposes them to Media as a potential vocation. Children of the Media Academy have transferred aspects of their training into their regular academics. 'Voice of Hallaboli', the only newspaper in this target group for the children, by the children, provides an experiential opportunity to the Media students to practice writing editorials, articles and news features, publish their photographs and interact with their peers.

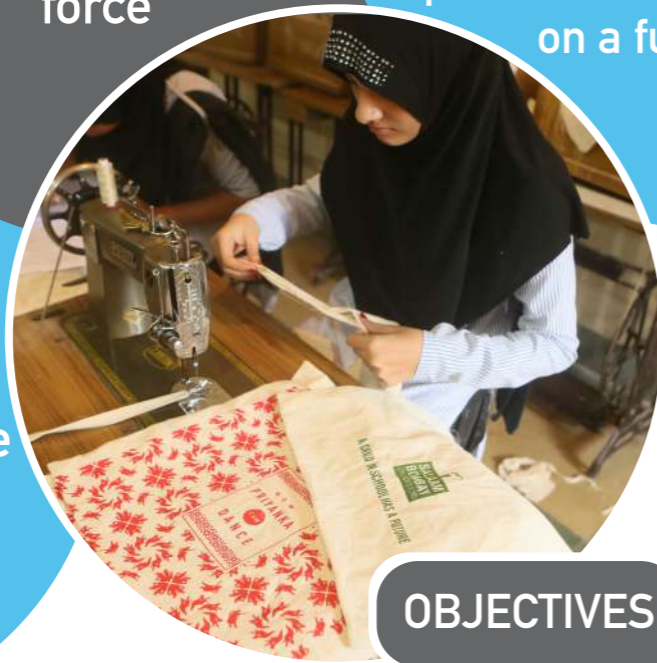
REACH | In the year 2015-2016, Salaam Bombay Media Academy reached 347 students in 12 BMC schools in Mumbai.

SKILLS@SCHOOL

To prepare students for the formal work force

To provide trade skills to students for employment while still in school so that they may find remunerative part-time employment and contribute to low family incomes. This helps them withstand the pressure to drop out and work on a full time basis

Increase retention rates and reduce the skill gap



OBJECTIVES

TRAINING PARTNERS

- SHED
- Ambuja Cement Foundation
- IJ (Indian Institute of Jewellery)
- Yuva Parivartan (Kherwadi Social welfare Association)
- FICCI
- Quality Hitech Training Institute
- Talent Edge
- ITI College Kandivali

HIGHLIGHTS

- One of our students participated in a Robotics workshop organised by Intel at Bangalore where he was awarded for his innovative thoughts and seven students were selected for the next level of training
- Beneficiaries have begun to monetise their training. This additional income helps them save up for higher education which their parents cannot afford, thus expanding their horizons. 20 of our trained students across trades have begun using their skillsets and are earning between Rs. 500 to Rs. 2,500

FUTURE PLAN

- Providing skill training to 1,200 children in BMC, night schools, aided schools and night colleges. Enhancing entrepreneurial skills along with English to selected students
- Appear for the NSDC exam as the NSDC certification has a National level validation. Pursuing other technical courses will become easier for the children with the NSDC certificate
- Advance training for interested alumni via sector wise tie-ups

SPORTS ACADEMY

To view sports as a tool to enhance creativity, communication and emotional skill

To boost confidence and help children meet the challenges of life

To build life and sports skills amongst the children



OBJECTIVES

To use sports as a platform to promote our message of Healthy Bodies-Healthy Minds

HIGHLIGHTS

- 12 boys from the Cricket Academy were selected for the KP 24 Tournament at Dubai, where they received international-level training by making use of bowling machines, intensive fitness training, exposure to world class cricket grounds like the ICC, Shaikh Zayed Stadium, day-night matches, and experience of a live match between England and Pakistan. KP 24 is the foundation of English cricketer great Kevin Pietersen that promotes the training of youth from developing countries in Cricket
- An Exhibition match was organized between KP 24 teams with Kevin Pietersen as the captain & Sprite Cricket Stars with Mr. Shoaib Akhtar as the captain. Two of our children, Sumeet Kandari and Amar Bhayde, as part of the Indian team, got the privilege to be part of this a match
- N.M. Joshi Municipal School Girls team won the quarter final of District Sports Office Tournament (DSO) and came 3rd in the finals
- 4 students were short listed for District Sports Office (DSO) State level selection

FUTURE PLAN

- Advance training in other vocations viz. umpiring, score keeping, fitness training, yoga training & assistant coaching to be introduced
- Improve the quality of basic level training
- Explore other sports that are also of interest to youth such as kabaddi or football.
- Tie up with aided schools with grounds to provide children with the amenities required
- To keep a track of the students to enhance their potential by providing advance level training and continue giving them opportunities

ACADEMY OF THE ARTS

To provide 21st century relevant employability skills that enhance their economic prospects

To build life skills in children in order that they may make better decisions for their health, education and livelihood

To encourage them to stay in school thereby reducing their exposure to child labour and substance abuse, tobacco in particular



OBJECTIVES

ACADEMY STRUCTURE

LEVEL 1 - BASIC

We provide basic technical knowledge which helps them understand the art better.

LEVEL 2 - ADVANCE

The students move forward to Level 2 in which advance training is provided. Their technical knowledge improves and Salaam Bombay provides them with performance opportunities, both in school and on the public platform.

LEVEL 3 - GRADUATION

This year students graduate from the Academy. Public performances, advanced training in niche areas by experts, vocational guidance, career guidance are part of the final year of preparation.

LEVEL 4 - REPERTORY

Those alumni who show promise and express an interest in pursuing a career in the Arts, will form the Salaam Bombay Repertory Company. Support will take the form of vocational guidance workshops on acting, voice and speech modulation, theatre techniques and elements, realistic acting and communication skills to name a few.

SALAAM BOMBAY DANCE ACADEMY

- The Western Dance Academy focuses on Bollywood free style and Western Contemporary dance under the guidance of Shiamak Davar's Victory Art Foundation and Mr. Norden Sherpa respectively
- Kathak is taught by Guruji Anjalie Gupta and Ms. Rajashree Shirke, Founder, Lasya Kathak Training Centre

HIGHLIGHTS

- Dancers from the Academy won the 5th Annual 'Create Trophy for Artistic Excellence' at an inter-school dance competition on the theme "Be the change you want to see in the world", bagging the first prize
- 22 students performed in a dance video under the Yash Raj Films banner to a song sung by the grand daughter of renowned play back singer Asha Bhosale
- Kathak Academy students got an opportunity to show case their talent at a gathering of Harvard University representatives



ACADEMY OF THE ARTS

SALAAM BOMBAY MUSIC ACADEMY

The Salaam Bombay Music Academy was established with the objective of creating personal and economic empowerment through experimental platforms of learning for children. The Academy functions under the guidance of eminent professionals such as singer Suresh Wadkar, founder of Ajivasan Sangeet Academy and tabla maestro, Aditya Kalyanpur founder of Shyamal Music Foundation, assisted by experienced coaches



SALAAM BOMBAY THEATRE ACADEMY

Under the guidance of 5 trainers, children are provided with basic theatrical skills such as body language, concentration techniques, use of space, narration, light and set design amongst others

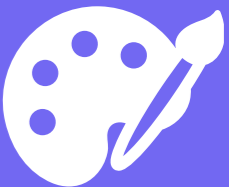
HIGHLIGHTS

- "Naeema Ek Udan Ki Kahani" performed by the students of Sandesh Vidyalay has been selected to perform at the NCPA Drama Festival 2016
- "Ghera", a mime by the R.P. Marg School Theatre Academy children play won the 1st prize in the NCPA inter-school Drama competition.



SALAAM BOMBAY CREATIVE ACADEMY

The newest offering in the Arts, training in the Creative Arts has commenced this year under the tutelage of Ms. Arpita.



MEDIA ACADEMY

To achieve the aim of Voice of Hallabol - for the children, by the children

To introduce children to the wide career opportunities in the field of media



OBJECTIVES

To build life skills and enhance vocational skill opportunities with relevant training (reading, writing, communication, comprehension)

HIGHLIGHTS

- 32 articles published in eight editions of the Voice of Hallabol

Our students conducted the interviews of celebrities such as actress Manva Naik, the famous charcoal painting artist Mr. Gautam Patole, musician Mrs. Aruna Chaudhari, our stakeholders like police representatives, local leaders etc. These interviews were conducted for the career column in "Voice of Hallabol".

- The SSC result of the Academy students is also an indicator of success. The Media Academy training helped them in their studies. The training of writing reports, news, articles, and features has had a positive impact on the academic performance of children in the Media Academy with most of them scoring better in their written papers

FUTURE PLAN

- Advance training of photography for the final year batch
- Tie up with main stream newspapers for publishing articles written by Media students
- More exposure visits to local media houses
- A book on poems and stories written by our children to be exhibited

Thank you for your support.

You make the world a better place.

INDIVIDUALS

Jayshali Tambe	Usha Soman
Maya D Kothari	Ramesh V Somani
Gita Banker	Ashish Kotecha
Devika Chadha	Leeladevi V Somani
Rajashree Kadam	Jehil Ashok Thakkar
Tshering Doma Bhutia	Arvind Nopany
Mashood M. Manikoth	Mohit Arora
Sumangali Gada	Padmini Somani
Asha A. Javeri	Narayan Patodia
Sonali S Thakker	Jeroo P Bilimoria
Gootam Emmanuel David	Green Products Inc
Narotam Sekhsaria	Puja Sunil Shah
Sachin Bhansali	Beroze Paurush Govadia
Rustom Kapadia	Arivoo Sandhya Kandaswamy
Rajesh Kumar Dugar	Parag Parikh
Shrenik Mahendra Khasgiwala	Niyati Gandhi
Rahul R Bhat	Twishmay Shankar
Aditya Vikram Somani	Saraswati R Sapkale
Radhika Nazir	Sangita S Kadam
Sumer Shankardass	Nikhil Dilip Swadi
Shaleen Parekh	Amit Khanna
Rachita Salhotra	

TRUSTS

Shri Kailasanath Trust
D. H. Bakhru Foundation
Aroni Charitable Trust
Vinod Keshavdeo Nevatia Charity Trust
Sir Dorabji Tata Trust
Ramdin Gangadevi Daga Charitable Trust
Kissandasji & Parmananddasji Mundhra Charitable Trust
Create Foundation
Aroni Charitable Trust
Everest Foundation
Kissandasji & Parmananddasji Mundhra Charitable Trust
Parsi Panchayet - Bombay
Cowasji Shavaksha Dinshaw Adenwalla Trust
The Lotus Trust
Prerana Pratishthan
Shri Jhaverbhai Tarjabhai Patel Smarak Trust
Seth Shiv Ratan Lal Maheshwari Charitable Trust
World Health Organization
Confusion Fashion Accessories
United Way of Mumbai (Donation)
Give Foundation

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Jai Pharma Ltd
Blue Frog Media Private Limited
Stallion Impex Pvt. Ltd.
Asian Paints Limited
Think Creative Service

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Tobacco Free Kids Action Fund
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KPCA Consultancy DMCC



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A CHILD IN SCHOOL HAS A FUTURE

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