

Date: 20th August, 19

Publication: Asian Age

UNDERPRIVILEGED KIDS DISPLAY PHOTO EXHIBITION



Mumbai: City's underprivileged youth narrate the sad story of our oceans through poignant photographs on world photography day. They displayed an incredible photo exhibition at CSMT in Mumbai.

Date: 6th October, 19

Publication: Hindustan Times

shortstories

'KALAMAHOSTAV' A HIT IN CITY

PUNE: Mumbai-based NGO Salaam Bombay Foundation recently organised a Kalamahostav at Pune's Jyotsna Bhole Sabhagruha. Close to 500 students from 20 different government schools across the city rendered a range of performances in dance, music and theatre. Those present included Dinkar Temkar, joint director, primary education.

Date: 20th August, 19

Publication: Hindustan Times



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Publication: Hindustan Times

WOMANPOWER



• In the long-term, playing a sport decreases girls' risk of health-related issues, including breast cancer, diabetes, heart disease and obesity. It also helps improve focus

HT

We must strive for real gender equality in sport

India needs programmes that work towards providing girls with access to mentors and strong female role models



With its power to offer myriad health benefits, sport has always played a seminal role in the lives of youngsters. It promotes health and wellness, improves self-esteem, teaches leadership, team skills and perseverance. Youngsters who are active often discover just how beneficial participation in sport can be in managing stress or depression. In today's competitive world, this is of importance.

The role of sport is pivotal in the lives of young people in general, but participation in sport holds a special significance for girls and women. In India, it is not uncommon for girls and women to be denied equal opportunities because of factors like poor education, early marriages and a general lack of freedom to make decisions. Sport helps conquer this by teaching girls resilience, helping them meet new people, and most importantly, teaching them to accept and appreciate their bodies. In the long-term, playing a sport decreases girls' risk of health-related issues, including breast cancer, diabetes, heart disease and obesity. It also helps improve focus.

Another aspect in which sport plays a momentous role is in breaking gender stereotypes. While it may traditionally be viewed as

a male domain, the participation of girls breaks deep-rooted negative attitudes about the connection between sport and females.

Yet, despite so many benefits associated with sport, it is often dismal to see that many girls who may have played and enjoyed sports, give it up during adolescence. Their reasons for quitting point to the wider societal limitations that they face even today. Without intervention, this issue will never be solved.

We need well-designed programmes that work towards providing girls with access to mentors, strong female role models and the social support of a team or group of peers. It must also ensure access to public spaces.

Mumbai-based NGO, Salaam Bombay Foundation, is an example of an organisation working towards this. Through its inter-school cricket tournament, Little Masters Challenge (LMC), it is encouraging girls to take up sport. This year, LMC will have 13 all-girls teams playing in the tournament for the first time. It is also a recipient of the International Olympic Committee's Sport and Active Society Commission Grant for promoting sports among girls who come from difficult backgrounds.

There is still a long way to go before we will see full equality in the world of sport for girls and boys, but it is important to take steps towards achieving it. Sport is one of the most effective ways to give girls the skills and confidence to break down many social barriers.

Jemimah Rodrigues is an Indian cricketer and the Jagmohan Dalmiya awardee for best domestic junior women's cricketer by the BCCI. The views expressed are personal

Date: 19th September, 19

Publication: Indian Express

State govt to revive crackdown on e-cigarette after Centre imposes ban

**TABASSUM
BARNAGARWALA**
MUMBAI, SEPTEMBER 18

WITH THE Union Cabinet promulgating an ordinance banning electronic nicotine delivery system (ENDS) on Wednesday, the Maharashtra government will finally be able to renew its crackdown on e-cigarettes and e-hookah suppliers.

ENDS, advertised as a safe alternative to cigarettes, is a smoking device that operates out of a battery and uses liquid nicotine, propylene glycol, water, glycerin and flavour to give the feel of smoking a conventional cigarette. The smoke released from the electronic device, called vaping, has remained a contentious subject with manufacturers calling it is just vapour and activists claiming it contains toxic chemicals.

On March 5 this year, Maharashtra Food and Drug Administration (FDA) had issued a circular banning storage, distribution, manufacture and sale of ENDS across state. Since May, the FDA began a crackdown, conducting 74 inspections and seizing Rs 1.01 lakh worth e-cigarettes and e-hookahs.

On June 25, FDA had seized vaping devices from warehouse and company of Godfrey Philips India Ltd following which it issued a show cause notice to the tobacco giant. Godfrey Philips had approached the Bombay High Court against the seizure claiming there is no central law banning vaping devices and succeeded in getting a stay order in the matter.

Officials from FDA said since March they had issued notices to Verge, Godfrey Philips and JUUL tobacco company where they found manufacture and sale of e-cigarettes. With a High Court granted stay, further inspections had to be stopped since July. "There was no law under which we could act against suppliers. ENDS product use liquid nicotine which comes under no regulation in India," an FDA official said.

On Wednesday Union Finance Minister Nirmala Sitharaman announced a blanket ban on production, import,

export, manufacture, distribution, sale, storage or advertising of e-cigarettes.

"We are waiting for Drug Controller General of India to issue a circular about the Cabinet decision. With Bombay HC stay order, we have been unable to take further action. We will implement Centre's order immediately after notification," Maharashtra FDA Commissioner Pallavi Darade said.

Dr PC Gupta, director at Healix Sekhsaria Institute of Public Health, said, "E-cigarette have become gateway for adolescents towards smoking". A 2015 study, published by Department of Surgical Oncology of Tata Memorial Hospital in Indian Journal of Medical and Pediatric Oncology, found that nicotine has "an increased risk of cardiovascular, respiratory, gastrointestinal disorders. There is decreased immune response and it also poses ill impacts on the reproductive health."

"Until now, state governments could not take much action in absence of a Central law. Punjab and Delhi faced issues similar to Maharashtra," head and neck surgeon and activist Dr Pankaj Chaturvedi said. He added that the ordinance will also pose a deterrent for customers.

In 2013, Punjab State Drug Controller was first to declare e-cigarettes illegal. In 2016, Punjab government took first action against an e-cigarette seller. Maharashtra followed suit, but could only seize vaping devices from three companies before HC order.

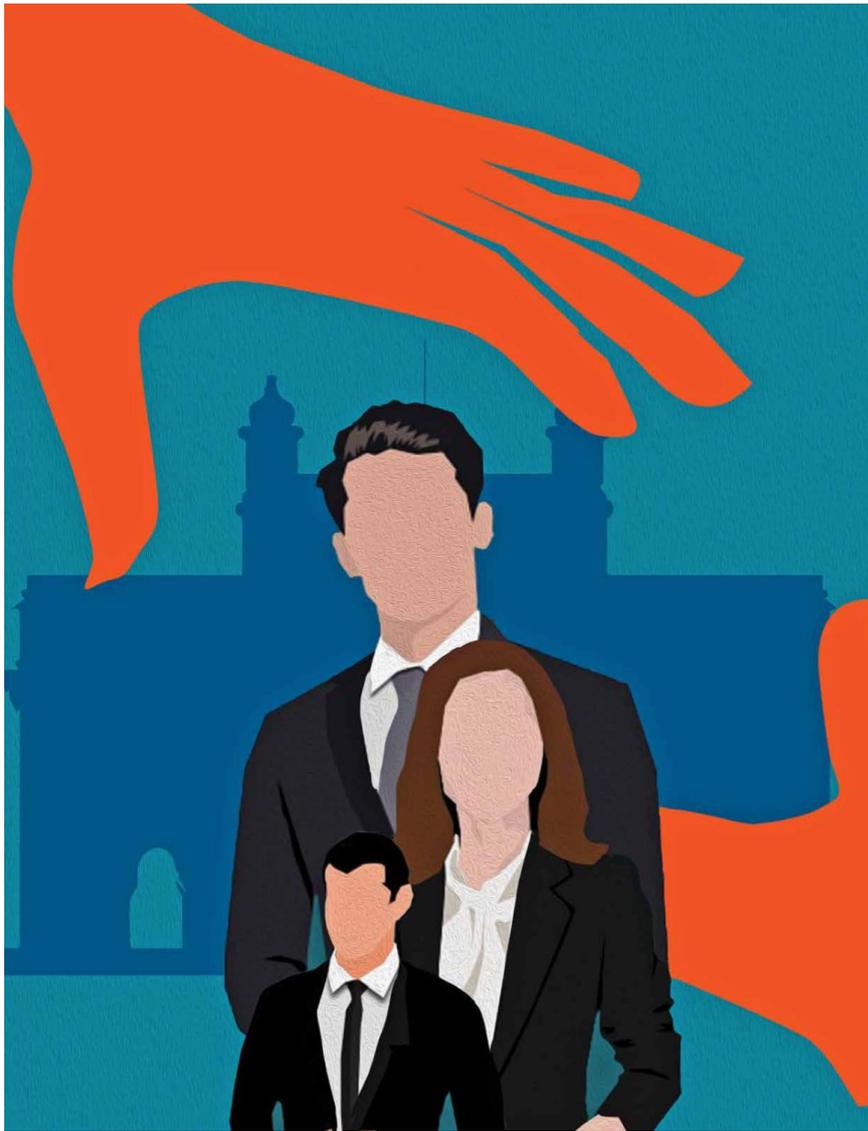
Tshering Bhutia, vice president at Salaam Bombay Foundation that has been fighting against ENDS products, said, "E-cigarettes have been targeting our youth with their colours and flavours that entice them and predatorily pull them towards tobacco addiction. Banning vaping products is one way to keep the youth away from future tobacco consumption."

Officials from FDA said e-retail sales remain higher than brick-and-mortar shops, making it difficult to track suppliers.

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Driven by the need to contribute to society, more youngsters are turning to NGOs.

◆ SMRUTI KASULWAR, SALAAM BOMBAY FOUNDATION

TREND

A big draw

The non-government sector has come of age in India over the last decade or so. Studies have shown that there has been a significant rise in the number of NGOs in the recent past.

In 2015, the CBI's exercise to map registered NGOs had disclosed that India had at least 31 lakh NGOs. This was the first-ever such exercise undertaken in the country. Three years later, the numbers must have most certainly risen and the reasons for it could be a legion, ranging from growing entrepreneurial spirit and rising wealth to increasing social inequality.

But the boom in the social sector has also led to another novel phenomenon. The non-profit sector is attracting more and more youngsters and has thrown open many new avenues and horizons for them. Youngsters have been choosing to work with NGOs with the aim to contribute towards making a change in society and in people's lives. It is common today to see young men and women armed with MBA degrees, who could have easily landed a swanky

job in the corporate sector, choosing to work with non-profits. In fact, globally too, more and more millennials are now looking for purposeful and meaningful work. A PwC report, *Millennials at Work—Reshaping the workplace*, states that “millennials want their work to have a purpose, to contribute something to the world and they want to be proud of their employer.”

In India, if placement figures are an indicator, as per a 2016 study by an educational institution that runs courses in MA Development and MA Education, about 90 per cent of students from the courses received 207 offers made by 57 organisations, a majority of whom were not-for-profit ones. The average salary was about ₹ 30,000 per month—almost in line with the average salary of a fresh graduate from an engineering college. Two years later, the shift to the social sector is even more prominent. One of the primary reasons for this move is the change in perception. Some years ago, it was a common misconception that the social sector is for the older and ready-to-retire section. Today, most non-profits have a young and dynamic workforce.



One of the primary drivers for the growing interest in the non-profit industry is its changing nature. The industry has become more rigorous and proficient providing the challenge and environment that young professionals thrive on. Corporatisation of the sector has been an important factor in attracting youth. Most NGOs today are being run with the same

More and more professionals are migrating to the social sector resulting in the best practices of the corporate sector being replicated here.

efficiency and system as corporate organisations, with impressive HR policies and practices including compensation benchmarking, training, and performance management. Many have taken cues from the private sector on how to operate efficiently by adopting marketing techniques to bolster their fund-raising efforts. Technology is an integral part of their functioning and most NGOs are up to speed with corporate practices, such as review and monitoring systems to align the goals of the organisation with those of the employees. Secondly, NGOs today are fastidious in ensuring that the benefits that are a part and parcel of corporate jobs no more elude

their organisations. Most have strong HR programmes in place to communicate changes in policies as well as invite feedback from employees. Many provide financial help in times of a family crisis, free medical facilities, and even aid for school-going children of employees. Almost all of them are comfortable speaking the corporate language and have implementation models that promise excellence in delivery with accountability, transparency, and flexibility.

Some have gone ahead and outsourced their administration processes to make them more professional and to keep track of the work. Some assign a substantial part of their budgets to training and development. Some have earmarked specific percentage of funds from the budget to staff development via professional development programmes and team-building exercises.

At Salaam Bombay Foundation, we operate with the brain of a corporate and the heart of an NGO. We also have several people-centric policies that foster loyalty and have resulted in lower turnover rates. We have a system where an employee can opt to donate his/her leave to colleagues in need of more days off in case of extreme medical situations. In addition to the regular maternity leave, from the eight month of pregnancy, a two-hour leeway is given to avoid rush hours.

This corporatisation of NGOs has a lot to do with the fact that in 2013, the Companies Act was amended to necessitate firms with a net profit of at least ₹ 5 crore to spend 2 per cent of their three-year average annual net profit on corporate social responsibility. This meant that while they were putting in funds, corporates also demanded better reporting systems and implementation, and NGOs started hiring talent to deliver and meet these corporate needs. The result has been that more and more professionals are migrating to the social sector resulting in the best practices of the corporate sector being replicated here.

Date: 7th September, 19

Publication: Lokmat-Hello Mumbai

१४,००० गणेश मंडळांना तंबाखूमुक्त गणेशोत्सव साजरा करण्याचे आवाहन

समन्वय समितीची आरोग्यदायी राहणीमानासाठी निकषांच्या पालनाची सूचना

लोकमत न्यूज नेटवर्क

मुंबई : शहरातील गणेश मंडळांची आश्रयसंस्था म्हणून ओळखली जाणारी बृहन्मुंबई सार्वजनिक गणेशोत्सव समितीने (बीएसजीएसएस) त्यांच्या आश्रयाखाली असलेल्या १४,००० गणेश मंडळांना पत्राच्या माध्यमातून तंबाखूमुक्त गणेशोत्सव साजरा करण्यासाठी आवाहन केले आहे. त्यामुळे यंदाच्या गणेशोत्सवामध्ये तंबाखूविरोधी मोहिम अधिक मोठी होणार आहे. सामाजिक

संघटना सलाम बॉम्बे फाऊंडेशन करत असलेल्या अथक प्रयत्नांमधून हे पत्र सादर करण्यात आले आहे. सलाम बॉम्बे फाऊंडेशन दशकाहून अधिक काळापासून बीएसजीएसएससोबत शहरातील गणेश मंडळे उत्सवादरम्यान तंबाखू-मुक्त असल्याची खात्री करत आहे. २०१० मध्ये मंडळांना उत्सवादरम्यान तंबाखूजन्य पदार्थांच्या जाहिराती न लावण्याचे सांगण्यात आले होते. अनेक मंडळांनी तंबाखूच्या

जाहिरातींवर बंदी घालत ही विनंती मान्य केली. वर्ष २०११ मध्ये बीएमसीने अधिक कठोर पाऊल उचलत सिगारेट आणि इतर तंबाखू उत्पादने कायदा (सीओटीपीए) नियमांची अंमलबजावणी केली.

आवाहना दरम्यान प्रत्येक मंडळाने त्यांच्या परिसरात 'धूम्रपान करू नका' आणि 'तंबाखूचा वापर करू नका' असे माहिती फलक लावणे अपेक्षित आहे. तसेच तंबाखूच्या घातक परिणामांबाबत माहिती सांगणारे पोस्टर्स व घोषवाक्यांचे फलक देखील लावले

पाहिजेत. तसेच मंडळांना १० दिवसांच्या उत्सवादरम्यान एका कार्यक्रमाचे आयोजन करण्याचे सांगण्यात आले आहे. या कार्यक्रमातून तंबाखू सेवनाच्या घातक परिणामांबाबत प्रबळ संदेश द्यावा असे मंडळांना सांगण्यात आले आहे. यासंदर्भातील कृतींमध्ये सजावटी, स्किट्स, संगीत कार्यक्रम, पोस्टर प्रदर्शन, चित्रकला स्पर्धा किंवा पारंपारिक हळदी-कुंकू

कार्यक्रमांदरम्यान तंबाखूच्या घातक परिणामांबाबत लहानसे भाषण यांचा समावेश करता येऊ शकतो. या सर्व निकषांचे पालन करणा-या मंडळाला बीएसजीएसएसद्वारे प्रशस्तीपत्रासह सन्मानित करण्यात येईल.

इंडियन कौन्सिल ऑफ मेडिकल रिसर्चने (आयसीएमआर) सादर केलेल्या माहितीनुसार गेल्या २६ वर्षांमध्ये भारतात तंबाखू सेवनामुळे होणा-या कर्करोगाचे प्रमाण दुप्पट झाले आहे. तसेच तंबाखू हाकार्डियो-व्हॅस्कुलरमुळे होणा-या मृत्यूंसाठी प्रमुख कारणीभूत घटक आहे. या पार्श्वभूमीवर सलाम बॉम्बे फाऊंडेशन तंबाखू-मुक्त गणेशोत्सवाच्या विचाराला चालना देण्यासाठी शहरातील प्रमुख गणेश मंडळांमध्ये काही अनोखे इन्स्टॉलेशन उभारणार आहेत. दरवर्षाला सलाम बॉम्बे फाऊंडेशनमधील स्वयंसेवक व्यक्तिशः शहरातील मंडळांना भेट देतात आणि परिस्थितीची तपासणी करत तंबाखूपासून दूर राहण्यासंदर्भात सल्ला देतात. यंदा देखील मंडळे शहराला तंबाखू-मुक्त करण्याप्रती योगदान देत असल्याची खात्री घेण्याकरिता टीम त्यांचे प्रयत्न सुरु ठेवणार आहे.



Date: 20th August, 19

Publication: Loksatta –Mumbai



जागतिक छायाचित्रण दिनानिमित्त 'सलाम बॉम्बे फाऊंडेशन' या संस्थेच्या मदतीने मुंबई महापालिका शाळांमधील विद्यार्थ्यांनी मध्य रेल्वेच्या छत्रपती शिवाजी महाराज टर्मिनस स्थानकावर छायाचित्र प्रदर्शन भरवले. समुद्रकिनार्यावरील स्वच्छता या विषयावर ही छायाचित्रे आधारित होती. 'समुद्र वाचवा' हा संदेश यावेळी या विद्यार्थ्यांनी दिला. (छायाचित्र : गणेश शिर्सेकर)

Date: 20th August, 19

Publication: Mumbai Samachar

MUMBAI SAMACHAR ■ મંગળવાર ■ તા. ૨૦-૮-૨૦૧૯

સિટી ન્યૂઝ

3



સમુદ્રી જીવોને બચાવો...

સમુદ્રમાં માનવી પ્લાસ્ટિક વગેરે કચરો નાખી પર્યાવરણને નુકસાન પહોંચાડે છે સાથે સાથે જળચરસૃષ્ટિનો નાશ કરે છે. આ મુદ્દે એનજીઓ દ્વારા સીએસએમટી પર આયોજિત પ્રદર્શનમાં વિદ્યાર્થીઓએ ભાગ લઈ જળચરસૃષ્ટિને બચાવવા હાકલ કરી હતી.

(અમય ખરાડે)

Date: 2nd February, 19

Publication: Navshakti

सेंट कोलंबा, अंजुमन-ए-इस्लाम विजेते



वृत्तसंस्था

मुंबई, शुक्रवार - 'लिटिल मास्टर चॅलेंज' आंतरशालेय क्रिकेट स्पर्धेचा आज ब्रेबॉर्न स्टेडियमवर समारोप झाला. विजेत्या संघांना द्रोणाचार्य पुरस्कार विजेते क्रिकेट कोच रमाकांत आचरेकर यांची कन्या कल्पना मुरकर यांच्या हस्ते ट्रॉफी देण्यात आली. मुलींमध्ये सेंट कोलंबा हायस्कूल तर मुलांमध्ये अंजुमन-ए-इस्लाम इंग्लिश मिडिअम स्कूल विजेते ठरले.

मुंबईतील ७१ शाळांमधील ९९४ क्रिकेटपटू या लीग फॉर्मॅटमधील क्रिकेटमध्ये सहभागी झाले. अंडर-१७ मुलींचा अंतिम सामना सलाम बॉम्बे फाऊंडेशन आणि सेंट कोलंबा हाय स्कूलमध्ये तर अंडर-१७ मुलांचा अंतिम

'लिटल मास्टर्स चॅलेंज'चा ब्रेबॉर्न स्टेडियमवर समारोप

सामना सलाम बॉम्बे फाऊंडेशन आणि अंजुमन-ए-इस्लाम इंग्लिश मिडिअम स्कूल यांच्यात रंगला.

यंदा लिटल मास्टर्स चॅलेंजने एक नवा इतिहास रचला. पहिल्यांदाच या टूर्नामेंटमध्ये मुलींचे १५ संघ उतरले होते. द्रोणाचार्य पुरस्कार विजेते क्रिकेट कोच रमाकांत आचरेकर यांचे २ जानेवारी रोजी निधन झाले. त्यांना दोन मिनिटांची श्रद्धांजली वाहून या कार्यक्रमाची सुरुवात करण्यात आली. अंडर १७ मुले आणि मुलींच्या विजयी संघाची ट्रॉफी आणि कॉर्पोरेट चेंज मेकर ट्रॉफी त्यांच्याच नावे ठेवण्यात आली होती.

स्पर्धेचे आयोजन सलाम मुंबई फाऊंडेशनच्या वतीने करण्यात आले. तळागाळातील मुलांनाही क्रिकेट साठी प्रोत्साहन मिळावे आणि विविध पार्श्वभूमीच्या व आर्थिक गटातील तरुण मुलांना समान व्यासपीठ मिळावे या हेतूने या टूर्नामेंटचे आयोजन करण्यात आले. गेल्या १४ वर्षांपासून समाजातील वेगवेगळ्या स्तरातील मुलांमध्ये स्पर्धात्मक खेळांना उत्तेजन देण्यात येत आहे.

Date: 3rd October, 19

Online: Prabhat

कलाविष्काराची विद्यार्थ्यांना संधी

पुणे, दि. २- किशोरवयीन मुला-मुलींना नृत्य, संगीत, नाट्य यांची अधिक आवड असते. या कलाप्रकारांचे उप अंग असते. त्यांना प्रोत्साहन देण्याच्या दृष्टीने सलाम बॉम्बे फाउंडेशनतर्फे कलामहोत्सवाचे आयोजन करण्यात आले होते. यात २० शासकीय शाळांमधील ५०० विद्यार्थ्यांनी सहभाग घेतला. यावेळी प्राथमिक शिक्षण संचालक कार्यालयातील शिक्षण सहसंचालक दिनकर टेमकर, पालिकेच्या माध्यमिक शिक्षण मंडळाचे शिक्षणाधिकारी दीपक माळी, जिल्हा परिषदेच्या माध्यमिकचे शिक्षणाधिकारी डॉ. गणपत मोर, अभिनेते व दिग्दर्शक धनजय पांडे, अभिनेत्री शुभांगी दामले, केशव कुंटे उपस्थित होते.

Date: 21st January, 19

Publication: Prahaar



सलाम बॉम्बे फाऊंडेशनच्या सर्व अकादमींमधील ५० मुलांनी टाटा मुंबई मॅरिथॉनच्या 'ड्रीम रन'मध्ये सहभाग घेतला. मॅरिथॉनमध्ये सहभागी होण्याचे फाऊंडेशनचे हे सातवे वर्ष आहे. तीन कॉर्पोरेट कंपन्यांमधील ४२ सदस्यही यात सहभागी झाले होते.

Date: 16th July, 18

Online: Sakal – Today

प्रभादेवी शाळेत 'युथ स्किल डे'

वडाळा, ता. १५ (बातमीदार)
: बेताच्या परिस्थितीतही
शिकून कुटुंबाचा आर्थिक स्तर
उंचावण्यासाठी प्रयत्न करणाऱ्या
विद्यार्थ्यांना व्यवसायाभिमुख प्रशिक्षण
उपलब्ध व्हावे यासाठी सलाम बॉम्बे
फाऊंडेशनतर्फे जनजागृती करण्यात
येत आहे. प्रभादेवीतील महापालिका
शाळेत नुकताच वर्ल्ड युथ स्किल
डे साजरा झाला. या वेळी तरुणांना
उपयोगी पडतील अशा कौशल्य
प्रशिक्षणाबाबत मार्गदर्शन करण्यात
आले. या स्वयंसेवी संस्थेने केलेल्या



प्रशिक्षण घेताना विद्यार्थी.

अहवालानुसार, सलाम फाऊंडेशनकडे
प्रशिक्षण घेतलेले ९२ टक्के विद्यार्थी
कुटुंबाला मदत करत शिक्षणही पूर्ण

करत आहेत, अशी माहिती उपस्थित
मान्यवरांनी दिली.

Date: 28th March, 19

Publication: The Hindu



THEATRE

Circle of Love

Students of Stanford University, in collaboration with the underprivileged children, who are a part of NGO Salaam Bombay Foundation Art's Academy, will perform this evening. The children from Salaam Bombay will perform a mime production of *The Caucasian Chalk Circle* as students from Stanford will sing along.

TIME: 7 p.m.

VENUE: Experimental Theatre, NCPA, Nariman Point

PHONE: 6622 3737

Date: 1st October, 19

Online: Times of India

Kalamahostav held in Pune

Swati Shinde | TNN | Oct 1, 2019, 15:54 IST

✉ 🖨 A- A+



PUNE: Close to 500 students from 20 different government schools across the city put their best foot forward as they rendered a range of performances in dance, music and theatre. NGO Salaam Bombay Foundation organised a special event aptly named Bhole Sabhagruha that was testimony to the power of the

performing art and the enormous difference it could make to the life of a young adolescent, a statement issued by the organisers said.

A highlight of the event was that participants of the eight best schools were chosen to be receivers of an 18-month free of cost training at the Salaam Bombay Academy of the Arts. The training would offer the young students a chance to enhance their creative expression, develop life skills and open doors to new career options for them. They would be trained by experts from their chosen field giving them an opportunity to experience professional-level coaching, added the statement.

The unique effort was supported by officials of the the Pune Municipal Corporation (PMC) joint director of primary education, Dinkar Temkar, education officer of the secondary education department at PMC, Deepak Mali and Ganpat More among others.

Kalamahotsav is an inter-school theatre, dance and music competition which began in 2018 in Mumbai to offer a platform to build self-expression, self-confidence and self-esteem to adolescents who are students of government schools. After two successful editions in Mumbai and Kolkata, this year, Salaam Bombay Foundation expanded the scope of the programme and replicated it in Pune as well, said the statement.

The event also aimed to motivate art teachers in government schools and encourage them to view performing art as an important part of the curriculum and an essential tool for the development of students.

Date: 13th July, 18

Publication: Times of India

Study backs skill development for youngsters

Mumbai: A study by a non-profit ahead of World Youth Skills Day on July 15 has revealed that 92% of the students who get trained in skill development are either pursuing higher education or have become earning members for the family.

Salaam Bombay Foundation conducted the study and released a report focusing on the importance of integrating vocational skill training with formal education.

The study showed that around 92% of their alumni are pursuing education while earning and supporting their families and around 93% are keen to pursue higher studies. Over 50% of the NGO's part-time earning alumni are earning more than Rs 5,000 and 50% wish to continue in their existing profession.—**Upali Saha**

Date: 7th March, 19

Online: Youth ki Awaaz



This Women's Day Salaam Bombay Foundation Endeavours To Empower Young Girls

 **Rosilian R in Women Empowerment**
2 days ago

This International Women's Day, NGO Salaam Bombay Foundation, endeavours to boost the morale of young girls, by presenting them with starter kits, pressure cookers, and bakery moulds, to encourage an entrepreneurial spirit among them.



For representation only.

A woman multitasks every single day, playing the role of a mother, a wife, a daughter, a professional, a homemaker and legion more roles – each with equal poise and grace. Her strength and indomitable spirit to excel in every profile that she lives, deserve a big salute. To honour women, each year, International Women's Day is celebrated across the world on March 8, as a day dedicated to championing women's achievements and challenging gender bias. This year, the day's campaign theme is #BalanceforBetter, which is a call-to-action for driving gender balance around the world.

In keeping with the theme, Mumbai-based NGO Salaam Bombay Foundation is undertaking a special initiative to celebrate this day. The underlying objective is the fact that it is important to empower young girls in order to achieve gender equality.

On March 7, on the eve of Women's Day, Salaam Bombay Foundation will felicitate young girls, who have excelled at the training programs organised by the NGO in the fields of beauty, wellness, and bakery in 2018. These training sessions were a part of a vocational skill development program that aims to equip underprivileged children with life skills that make them more employable, giving them a proper chance at getting real jobs and breaking their cycle of poverty.

The 14+ year-old girls hail from lesser-privileged homes, and have already started supplementing their families with additional income through the skills they acquired. Salaam Bombay Foundation wants to boost their morale by presenting them with starter kits, pressure cookers, and bakery moulds through the hands of a few women entrepreneurs, engage with them and get motivated by the stellar work they do.

Also read: Empowerment Of Women Is The Key To The Economic Development Of India

Over 6.5 million young Indians are unemployed despite millions of jobs getting created every year. A major reason for this is the number of students that drop out of school by 8th grade – about 36%, the majority of which are from underprivileged backgrounds. While the government offers skills training to adults, enough is not done for adolescents. That's why Salaam Bombay Foundation, a 17-year-old NGO, took up the cause to enable adolescents to continue their education and aspire for better careers.

In the current academic year, 1,946 Mumbai-based girls have been trained with 21st-century-relevant work skills by the Salaam Bombay Foundation team. Around 493 of them are already using these skills in entrepreneurial ventures to support their families and save for higher education.

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