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Sustainable Projects Can Be The Panacea To Challenge Of COVID-induced Nutrition Issues In Children From Resource-poor Background

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The India Child Well-being Report 2020 released last November talks about the unsettling effects of the pandemic and how it has deepened the issue of malnutrition among children in the country.



24 May, 2021
by Tahering Bhutia

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In March last year, as the government announced a strict nationwide lockdown to contain the spread of coronavirus, 14-year-old Mantasha Ansari's (name changed) family struggled for survival. Mantasha's father, an autorickshaw driver had met with an accident a little before the lockdown and was still recuperating. The sudden lockdown disproportionately hurt Mantasha's four-member family with a loss of livelihood and lack of food even to meet their basic needs.

Thirteen-year-old Prachi Bhosale (name changed) too faced a tragic life during the lockdown. Prachi's father, a daily wage worker lost his income while her differently-abled mother needed support. The family of seven struggled for survival during the initial months of lockdown with almost no food at home. The challenge to procure food was even more significant because Prachi's area was soon declared to be a containment zone.

Mantasha and Prachi were just a few of the children whose lives and food patterns were severely disrupted following the lockdown. While the COVID-19 pandemic and the ensuing lockdowns have been global and unprecedented human catastrophes, one of their biggest impact has been on nutrition among children – especially those from resource-poor backgrounds.

The India Child Well-being Report 2020 released last November talks about the unsettling effects of the pandemic and how it has deepened the issue of malnutrition among children in the country. According to the report, COVID-19 and the subsequent lockdown has put almost 115 million children at the risk of malnutrition.

With thousands of households losing their incomes, essential health services disrupted and economic activity dwindling, the problem of food insecurity increased manifold with children being affected the most. Since the lockdown led to the closure of schools, it also meant the discontinuation of the Mid-Day Meal (MDM) schemes – one of the largest supplementary nutrition programmes in the world for children from marginalised communities attending government schools. Several households did not receive their take-home ration (THR) under the public distribution scheme by the government.

Sadly, as the pandemic rages in India, the cases of malnutrition, especially among children and adolescents from resource-poor backgrounds, are only likely to increase.

But we have learnt from our experiences that when an issue like nutrition is multifaceted, it requires collective and collaborative action.

The role of everyone including community-based organisations, social organisations, NGOs, parents, teachers and other members of the community becomes paramount. Moreover, when access to healthy and nutritious food becomes a serious concern, it is necessary to come up with innovative solutions.

However, to address the issue of nutrition, it is not enough to rely on short term solutions that only offer food for a particular duration of time. There's an ancient saying that goes 'Give a man a fish and he will eat for a day. Teach a man how to fish and you feed him for a lifetime.' This, perhaps, sums up the approach to finding sustainable solutions to the issue of nutrition, combating hunger and food security.

The first lockdown was a learning experience which proved that community-based processes which are empowering and enable to mobilize populations are essential components of nutrition programmes. While we were instrumental in arranging food for our students and their families, we realised that the need was to address long-term food insecurity. Even before COVID, we were working on school-based Health and Nutrition programmes where children from municipal schools are appointed as what we call 'Health Monitors'. The aim is to encourage them to become ambassadors of healthy practices within their community and promote the importance of proper nutrition among their peers. Now, during the pandemic, these 'Health Monitors' are being trained in various life skills and have been responsible for disseminating knowledge about balanced meals and nutrition among their own families and communities.

All these aspects also gave birth to the idea of creating small school kitchen gardens with locally available, supplemental and nutritious plants and vegetables. Under expert guidance, our children who are students of government schools, and their teachers began working on the school garden project once the lockdown eased a little. The gardens have helped a great deal in helping them know about fruits, vegetables, microgreens etc and supporting them to become more familiar with the world of fresh produce. The overall focus has been to boost the chances that the children and their families will choose to incorporate healthful fruits and vegetables into their diets. Besides, we have realised that tending a garden has helped to teach the children lessons about teamwork, responsibility and perseverance while benefitting the community as a whole too.

While the government is playing its part by launching the Mission Poshan 2.0 this year with the aim of developing practices that will accelerate health and wellness among children, there is still need for more cognizance to ensure that interventions reach the right beneficiaries. For this, NGOs and Community Based Organisations can help plug the gaps in health and nutrition programming by working in tandem with local governments. Their role is seminal as they can integrate evidence-based nutrition interventions into their work which could directly add to the collective capacity to eschew malnutrition.

In general, it has to be a joint effort. More awareness about elements like low-cost, nutritious ready-to-eat snacks and knowledge about nutrient-dense local food can help families who are constrained for resources. It is now time to join hands and take comprehensive efforts to create robust messaging around the importance of nutritional outcomes, and try to save our children from falling further into the abyss of malnutrition.

Publication: Financial Express

Date: 31st May, 2021

FINANCIAL EXPRESS
Read to Lead

World No Tobacco day: More people quit smoking during Covid-19 pandemic

By: FE Online | May 31, 2021 2:50 PM

The Webinar titled "Tobacco Cessation in India: Policies, Practice and Challenges" highlighted the importance of tobacco cessation policies in the country and checked different modalities of cessation practiced in India and challenges faced by the practitioners

Advertisement



Webinar to highlight the importance of robust policies to curb tobacco use ahead of World No Tobacco Day

The Covid-19 pandemic has seen a rise in the number of people strengthening their commitment to quit smoking or tobacco consumptions, said panelists on World No Tobacco Day webinar conducted by Salaam Mumbai Foundation on May 31. Dr. Pratima Murthy, professor of Psychiatry and Head of the Department of the National Institute of Mental Health in Bengaluru said that 90 percent of the callers during Covid seeking counseling to quit smoking has health concerns around the disease, medical practitioners were time and again warned that Covid symptoms are much worse among smokers. Many of them were also worried about exposing their children to tobacco smoking.

Dr. Murthy also shared that the number of people who actually quit smoking was also very high during the pandemic. Citing figures she said they attained success with three fourth of the cases and 40 percent of them quit in one month from attaining counseling, double of what would happen in pre-covid times. Currently, counselors at NIMHANS are running their sessions from home.

The Webinar titled "Tobacco Cessation in India: Policies, Practice and Challenges" highlighted the importance of tobacco cessation policies in the country and checked different modalities of cessation practiced in India and challenges faced by the practitioners while dealing with issues like adolescent tobacco use, smokeless tobacco cessation, etc. It also discussed the role of oral healthcare experts in handling tobacco cessation.

Dr. L. Swasticharan, Additional Deputy Director General and Director (EMR) in Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India informed that the Centre will soon launch a digital platform that will maintain the numbers or the outcome of the quit tobacco programs for the convenience of the experts. He also informed that there they are trying to augment the tobacco cessation helpline service, 'Quitline'

As per the Global Burden of Disease study, till 2019, India had the second-highest number of tobacco consumers from ages 15-24 (nearly 2 crores). The increase in adolescent smoking reached its peak in 1990. As in 2019, tobacco smoking caused 7.7 million death, globally.

The panelists stressed on the importance of proving access to these cessation programs, policies that can help smokers to forgo the habit, more structured orientation for tobacco cessation. One of the panelists recommended retaining people in the program through follows ups and involvement of the youth to create awareness about tobacco cessation and services available.

Dr. Himanshu A. Gupte, Lead – LifeFirst Tobacco Program Cessation Program, Narotam Sekhsaria Foundation affirmed that if the various models of tobacco cessation that were discussed are implemented it will be able to support every tobacco user including vulnerable populations like adolescents or those who are socio-economically disadvantaged.

Publication: Divya Bhaskar

Date: 1st June, 2021

નો ટોબેકો ડે નિમિત્તે મજબૂત નીતિ ઘડવા ભાર

ભાસ્કર ન્યૂઝ | મુંબઈ

સલામ મુંબઈ ફાઉન્ડેશન, નરોત્તમ સખસેરિયા ફાઉન્ડેશન અને લાઈફફર્સ્ટ દ્વારા 31 મેના રોજ વર્લ્ડ નો ટોબેકો ડે પૂર્વે રાષ્ટ્રીય વેબિનારનું આયોજન કરવામાં આવ્યું હતું. ટોબેકો સેસેશન ઈન ઈન્ડિયા: પોલિસીઝ, પ્રેક્ટિસીઝ એન્ડ ચેલેન્જીઝ શીર્ષક હેઠળ આ વેબિનારમાં દેશમાં તમાકુના ઉપયોગને રોકવા નીતિઓના મહત્વને આલેખિત કરાયું હતું અને પડકારો સાથે તમાકુના ઉપયોગને રોકવા અલગ અલગ પાસાં પર વિચારણા કરવામાં આવી હતી. પેનલના નામાંકિત વક્તાઓમાં આરોગ્ય અને કુટુંબ કલ્યાણ મંત્રાલયના ડૉ. એલ. સ્વસ્તીચરણ, હીલિસ સખસેરિયા ઈન્સ્ટિટ્યૂટ ઓફ પબ્લિક હેલ્થના ડૉ. પ્રકાશ સી. ગુપ્તા, નેશનલ ઈન્સ્ટિટ્યૂટ ઓફ મેન્ટલ હેલ્થ એન્ડ ન્યુરો સાયન્સીસ (NIMHANS) બેંગલુરુના ડૉ. પ્રતિમા મૂર્તિ, ઈન્સ્ટિટ્યૂટ ઓફ પબ્લિક હેલ્થ, બેંગલુરુના ડૉ. ઉપેન્દ્ર ભોજાણી, મૌલાના આઝાદ ઈન્સ્ટિટ્યૂટ ઓફ રિન્ટલ સાયન્સીસના ડૉ. વિકાંત મોહંતી અને અંબુજા સિમેન્ટ મગદલ્લા (સુરત)નાં મનીષા ખેરકરનો સમાવેશ થતો હતો.

Publication: Outlook India

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Outlook

THE NEWS SCROLL

01 JUNE 2021 Last Updated at 1:14 AM | SOURCE: PTI

COVID-19: Tobacco control organisations raise awareness on quitting smoking



(Eds: dropping extra word in 2nd para)

New Delhi, May 31 (PTI) From mass media campaigns to thematic webinars, organisations working for tobacco control in India are urging smokers to quit at a time when the country is reeling under the second wave of the coronavirus pandemic.

Marking the World No Tobacco Day on Monday, global health organisation Vital Strategies launched a nation-wide campaign "When You Quit" which will urge people who smoke to kick the butt.

In a statement, the organisation also said the campaign "highlights multiple benefits of quitting tobacco and brings to fore the heightened risk of COVID-19 for tobacco users".

COVID-19 caused by the coronavirus in many cases attacks the lungs of a patient and shortness of breath is one of the common symptoms of the disease.

Doctors have been emphasising that in the second wave, more youth were getting infected compared to their affliction in the previous wave of the pandemic last year.

Many doctors have underlined that a smoker's lungs are already damaged and so makes them vulnerable to infection from coronavirus.

"India is in the midst of a virulent second wave of the COVID-19 pandemic. Recent World Health Organization (WHO) and the government of India guidelines state that tobacco use puts people with chronic conditions, including lung disease, diabetes, cardiovascular disease, and cancer at a higher risk for developing severe illness or death when affected by COVID-19," Vital Strategies said in the statement.

The organisation in its statement claimed that the WHO has supported the campaign which explains how smoking cigarettes or "bidi" (rolled tobacco) can cause heart attack and may also increase the risk of severe COVID-19, it said.

Developed in multiple Indian languages and to be aired across 15 states on various platforms, the campaign also depicts the health benefits tobacco users experience when they quit, it said.

It aligns with this year's World No Tobacco Day theme "Commit to Quit" and urges people to quit tobacco using the National Tobacco Quitline (1800-11-2356) for resources and help, the statement said.

Also, to mark World No Tobacco Day, a webinar was organised by a tobacco control foundation, during which leading experts laid emphasis on "how the COVID-19 pandemic has led to a strengthening of resolve among tobacco users in their commitment to quit", a spokesperson of the foundation said.

Salaam Mumbai Foundation started in 2007 to create tobacco-free schools across Maharashtra, hosted the webinar on Saturday.

The panel constituted of eminent speakers such as Dr L Swasticharan from the Ministry of Health and Family Welfare, Dr Prakash C Gupta from Healis Sekhsaria Institute of Public Health, Dr Pratima Murthy from the National Institute of Mental Health and Neuro Sciences (NIMHANS) Bengaluru, among others.

Pratima Murthy, professor of psychiatry and head of the department at NIMHANS, highlighted certain important aspects of the cessation programme during Covid times and how it has impacted all those who wanted to quit smoking.

"Our counsellors shifted from centre-based counselling to home in lockdown, so we were able to exploit technology to make sure whatever calls landed on our system were diverted to the counsellors, and they were able to run it from their homes," she was quoted as saying in a statement by the foundation.

Titled "Tobacco Cessation in India: Policies, Practices and Challenges", the webinar highlighted the importance of tobacco cessation policies in the country and looked at different modalities of cessation being practised along with the challenges faced, it said.

Delhi Health Minister Satyendar Jain on Monday tweeted on the occasion: "Covid has made everyone realise the true meaning of life. Don't let it wither away in smoke. Smoking doesn't only take away ones life but also harms people around. Quit smoking & give life a chance. #WorldNoTobaccoDay2021 #NoTobaccoDay". PTI KND RHL

Publication: Yourstory

Date: 15th July, 2021

SOCIALSTORY

STORIES

How a 17-year-old was able to scale her beauty business during the pandemic

By Divya Periyasamy Acharya | July 15, 2021



On Youth Skills Day, SocialStory shares the story of Divya Periyasamy Acharya from Mumbai, who braved the odds and opened her own beauty parlour.

Growing up in Mumbai, I always wanted to work in the **beauty industry**. But, coming from a conservative family, I found it difficult to pursue this dream as my family was completely against the idea.

In 2018, I heard about the skilling programmes at the **Salaam Bombay Foundation's skills@school**, and signed up for their **Beauty and Wellness Programme**. During the course, I even interned at a beauty parlour, which helped me get basic training in various beauty services.

After completing the course, I was able to open my own beauty parlour at my house and named it '**Divya's Beauty Parlour**'. At the parlour, I used to provide **various beauty services**, including facial, manicure, pedicure, make-up, mehndi art, etc.

However, due to the pandemic, I was unable to sustain this venture due to a number of lockdowns being imposed. Moreover, things became even more difficult with social distancing and the uncertainty of the COVID-19 pandemic.

Moreover, being a 17-year-old, it was hard for me to access any relevant government schemes for upskilling myself, since all of the programmes and schemes pertaining to skill development and entrepreneurship targeted youth above 18 years.

Luckily, I came across another programme by SBF 'Entrepreneurship Incubator for Grassroot Adolescents', which aims to help adolescents in the age group of 16-20 years.



I was fortunate enough to be a part of the pilot batch of this programme. Once I enrolled myself, I was introduced to **new business concepts** and learnt useful skills such as budgeting, customer approach, maintaining records of products purchased and services provided.

I also learnt how to use social media platforms like Instagram, through which I was able to create an account and showcase some of the **beauty-related work** that I had done in the past.

Moreover, with the introduction of **simple designing apps like Canva**, I could design posters and creatives for my social media profile.

Now, along with the beauty parlour, and I am also making my own hair oil. I have designed a board – mentioning my name and the services I provide – and set it up in front of my house.

While I did face a lot of opposition from my family in pursuing my **dream of becoming a beautician**, today, they are happy to see that all my hard work has paid off.

In the coming years, I want to become a **full-time beautician** and set up my own studio, where I can employ and empower more people of my age.

Edited by Kanishk Singh

BEAUTY SERVICES

WORLD YOUTH SKILLS DAY

ENTREPRENEURSHIP



होम > करिअर

Success: कोरोना काळातही 'तिन' जिद्दीनं व्यवसाय केला उभा; जिद्दीच्या जोरावर गाठलं शिखर



आजच्या युवा कौशल्य दिनानिमित्त दिव्याची ही यशोगाथा सर्वांनाच प्रेरणादायी ठरेल.

● TRENDING DESK

● LAST UPDATED: JUL 15, 2021 10:24 PM IST

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सध्याच्या कोरोना काळात बेरोजगारीची (unemployment) समस्या भेडसावत असल्यानं तरुणाईलाही निराशेनं ग्रासलं आहे. नोकऱ्यांची कमतरता, व्यवसायातील अनिश्चितता, अस्थिर वातावरण यामुळं तरुण पिढीही सैरभैर झाली आहे. आर्थिक

संकटानं (Financial crisis) लोक खचले आहेत. अशावेळी वयानं लहान असूनही जिद्द आणि कष्टाच्या, कौशल्याच्या (Skill) जोरावर स्वतःच्या पायावर उभं राहत कुटुंबाचाही आधार बनणाऱ्या दिव्या पेरीयासामी आचार्यसारख्या मुली प्रेरणादायी ठरत आहेत. आजच्या युवा कौशल्य दिनानिमित्त दिव्याची ही यशोगाथा सर्वांनाच प्रेरणादायी ठरेल. युवरस्टोरी डॉट कॉमनं याबाबतचं वृत्त दिलं आहे.

भारत सरकारनं गेल्या काही वर्षांत कौशल्य विकासावर (Skill Development) भर दिला आहे. कौशल्य प्रशिक्षण देऊन तरुणाईला स्वयंरोजगारासाठी सज्ज करण्याचं उद्दिष्ट आहे. अशाच कौशल्य प्रशिक्षणाचा आधार मिळाल्यानं स्वतःच स्वप्न पूर्ण करणाऱ्या दिव्याची ही कहाणी आहे. मुंबईत (Mumbai) राहणाऱ्या अवघ्या 17 वर्षांच्या दिव्याचं लहानपणापासून सौंदर्य क्षेत्रात काम करण्याचं स्वप्न होतं; पण तिच्या घरी मात्र या गोष्टीला विरोध होता. तरीही दिव्यानं आपला हट्ट सोडला नाही. तिला ब्युटी पार्लरचा कोर्स करायचा होता पण घरातून त्यासाठी सहकार्य मिळालं नाही. मात्र 2018 मध्ये सलाम बॉम्बे फाउंडेशन (Salam Bombay Foundation) या संस्थेच्या कौशल्य कार्यक्रमाचा तिला आधार मिळाला. त्यांच्या ब्युटी अँड वेलनेस (Beauty and Wellness) कार्यक्रमात सहभागी होत दिव्यानं ब्युटी पार्लरचं प्रशिक्षण घेतलं आणि नंतर घरीच आपलं छोटसं 'दिव्याज ब्युटी पार्लर' (Divya's Beauty Parlour) सुरू केलं; पण कोरोनामुळं (Corona Pandemic) तिचं पार्लर बंद पडलं.

अशावेळी खचून न जाता दिव्यानं नविन मार्ग शोधला. या कामात तिला पुन्हा एकदा मदतीचा हात दिला तो सलाम बॉम्बे फाउंडेशननं. संस्थेनं सुरू केलेल्या तळागाळातील युवांसाठी उद्योजकतेची संधी (Entrepreneurship Incubator for Grassroot Adolescents) या कार्यक्रमात तिचं भाग घेतला. याद्वारे 16 ते 20 वर्षे वयाच्या मुलांना स्वयंरोजगाराची संधी दिली जाते. या उपक्रमात दिव्यानं सध्याच्या काळात उपयुक्त ठरणारं आधुनिक तंत्रज्ञान शिकून घेतलं. व्यवसायाचे बारकावे जाणून घेतले. इन्स्टाग्राम, फेसबुक याचा व्यवसायासाठी वापर कसा करून घ्यायचा हे तंत्र आत्मसात केलं. कॅनवासारखे (Canva) नवीन अॅप्स शिकून घेतले आणि ऑनलाइनचा मंत्र जपत नव्यानं आपल्या व्यवसायाला सुरुवात केली.

आता ती सर्व आधुनिक तंत्रांचा वापर करून व्यवसाय करते. तिचं स्वतः केसाचं तेल (Hair oil) बनवलं असून त्याची जाहिरातही ती सोशल मीडियावर करते. आता तिच्या पार्लरचा बोर्ड तिच्या घराबाहेर अभिमानानं झळकतो आहे. घरच्यांचा विरोधही आता मावळला असून ते अभिमानानं आपल्या मुलीची कर्तृत्वगाथा इतरांना सांगत असतात. दिव्याला त्यांचाही आता मजबूत पाठिंबा मिळत आहे. पुढील काळात तिला पूर्णवेळ ब्युटीशियन म्हणून कारकीर्द करायची असून, स्वतःचा स्टुडिओ उभारायचा आहे. तिची जिद्द आणि धडपड बघता ती नक्की आपलं स्वप्न पूर्ण करेल असा विश्वास वाटतो.

First published: July 15, 2021, 10:24 PM IST

Publication: The Hindu

Date: 22nd July, 2021

THE  HINDU

EDUCATION

News from the world of education - July 22, 2021

**Information on admissions, new courses, webinars, partnerships, awards
and more**

SBF promotes entrepreneurship for youth

Mumbai-based NGO Salaam Bombay Foundation (SBF) is all geared-up to provide a platform for skill-trained youngsters to think and act as entrepreneurs under its 'Entrepreneurship Incubator for Grassroot Adolescents' programme. The initiative was launched on the occasion of World Youth Skills Day in the presence of Chintan Bakshi, Partner-Incubation at CIIE.CO, IIM-A; Harshal Shah, CEO AIC-NMIMS Incubation Centre; Sobins Kuriakose, Head, State Government and Citizen Engagement (South) at National Skill Development Corporation (NSDC); Sijo Varghese, Manager-Innovation and Start-up, MSInS, Department of Skill Development and Entrepreneurship, Government of Maharashtra; and Preeti Telang, Former CEO, Swadhaar FinAccess, currently Consultant to Suryoday Foundation, CSR to Suryoday Small Finance Bank. Speakers stressed that this programme would help adolescents play a vital role in economic participation that could subsequently fuel India's Human Development Index (HDI) value.

Publication: The New Indian Express

Date: 9th August, 2021



biz tricks

BUILDING THE NERVES FOR BUSINESS

The Salaam Bombay Foundation is trying to address the major skill gap in the Indian education system, finds **Juveria Tabassum**

Skill development courses and opportunities are offered to school drop-outs frequently, but it isn't done for school students," believes Gaurav Arora from Salaam Bombay Foundation. The not-for-profit organisation has been working with municipal and government school kids, trying to equip them with vocational skills and complementary learning. Gaurav says that although there are government schemes and CSR initiatives from companies to 'help' these kids; they aren't going deep enough. "The moment they turn 14 years old, their parents don't see value in education. They turn to menial jobs such as car washing or newspaper delivery. There is actually a very real pressure on kids to drop out," observes Gaurav.

To fill this particular skill gap, the not-for-profit organisation had started the skills@school campaign seven years ago. It has been providing kids with skill development courses in areas such as wellness, technology, graphic design, robotics, and beauty, among others. "We are trying to bring aspirations to the students, allowing them a chance to dream independently," says Gaurav.

It was in the course of this campaign that they realised that the students they were working with had the ability to transform these skills into something more substantial. They had already started monetising their abilities in various areas. Some of the students who had taken the baking and confectionery course at the programme had started creating and selling simple cakes made in pressure cookers.

"Skills are not enough for these who want to be entrepreneurs," says Gaurav, adding that internship opportunities and training is required to bridge that gap. That's when the need to nurture their drive for business was felt and the foundation came up with an initiative to offer incubator facilities to students who pass out from the skills@school campaign at age 16. The programme is titled 'Entrepreneurship Incubator for Grassroots Adolescents'.

The incubator's main purpose is to allow kids from potentially resource-crunched backgrounds to capitalise on the skills they have mastered so far and lay the groundwork to get their business up and running.

SCAN THIS CODE TO READ THE WHOLE STORY



salaambombay.org

कोविड काळात सेवा देणाऱ्या फोटोपत्रकारांना जागतिक छायाचित्रण दिन समर्पित

प्रतिनिधी/मुंबई

कोविड काळात जगाला सेवा वाहिलेल्या फोटोपत्रकार या फ्रंटलाइन योद्ध्यांना सलाम बॉम्बे फाऊंडेशनने (एसबीएफ) जागतिक छायाचित्रण दिन समर्पित केला. याप्रसंगी प्रदर्शन, वेबिनार आणि मास्टरक्लासच्या माध्यमातून व्यवसाय म्हणून फोटोपत्रकारितेवर भर देण्यात आला.

जागतिक छायाचित्रण दिनानिमित्त मेन्टॉर्स म्हणून पाच प्रतिष्ठित फोटोपत्रकारांनी योग्यरित्या फोटो कॅप्चर आणि त्याबाबत फोटो संग्रह करण्याच्या तांत्रिक पैलूंबाबत वर्कशॉप्सची शृंखला आयोजित केली. पोट्रेट्स, स्कायलाइट, लँडस्केप आणि ब्लॅक अँड व्हाइट फोटोग्राफी अशी विविध तंत्रांबाबत माहिती देण्यात आली. विद्यार्थ्यांना



फोटोपत्रकारीता कामाच्या शैलीबाबतदेखील ओळख करून देण्यात आली. विद्यार्थ्यांच्या मोबाइल्सवर क्लिक करण्यासोबत तयार करण्यात आलेल्या ३० फोटो संग्रहांची निष्पत्ती शिक्षण विभाग, त्रिवेणी संगम बीएमसी शाळा इमारत, करी रोड येथे प्रत्यक्ष दाखवण्यात आली. 'एक्सपोज: न्यू स्टोरीज थ्रू ए लेन्स' या कार्यक्रमाला प्रमुख अतिथी म्हणून बीएमसी शिक्षण विभागाचे शिक्षण अधिकारी राजा तडवी आणि बीएमसीच्या शिक्षण समितीच्या

अध्यक्षा संध्या दोशी उपस्थित होत्या. तसेच, बीएमसी शिक्षण विभागामधील कला विभागाचे प्रमुख दिनकर पवार यांनी विद्यार्थ्यांचे कौतुक केले.

सलाम बॉम्बे फाऊंडेशनच्या प्रोजेक्ट्सच्या उपाध्यक्षा राजश्री कदम म्हणाल्या, संस्थात्मक कार्यक्रम, ज्ञान देणारे वर्कशॉप्स व सेमिनारसवर कोविड-१९चा परिणाम झाला असला तरी एसबीएफ या स्थितीवर मात करत अध्ययनाशी अनुकूल वातावरण निर्माण करण्याप्रती कटिबद्ध आहे. व्हर्च्युअल प्रदर्शन, वर्कशॉप्स आणि यासारख्या मास्टरक्लासच्या माध्यमातून सिद्धांतासह व्यावहारिक ज्ञान देण्यामध्ये यशस्वी ठरलो आहे. त्यांना असलेल्या विशेषाधिकारांना डावलण्याचे कोणतेच कारण नाही, असे त्यांनी सांगितले.

Publication: The CSR Journal

Date: 24th August, 2021



HOME > CATEGORIES > EDUCATION AND SKILL TRAINING > WORLD PHOTOGRAPHY DAY 2021: SALAAM BOMBAY FOUNDATION PARTNERED WITH ACE PHOTOJOURNALISTS TO...

EDUCATION AND SKILL TRAINING PRESS RELEASE SPORTS & CULTURE

World Photography Day 2021: Salaam Bombay Foundation partnered with ace photojournalists to impart vocational skill training to resource-challenged children

By The CSR Journal | August 23, 2021



Salaam Bombay Foundation (SBF) dedicated World Photography Day 2021 to those frontline warriors we call photo journalists, for their service to the world during these Covid times. The occasion also emphasized the potential of photo-journalism as a vocation through an exhibition, a webinar and a masterclass.

On World Photography Day 2021, five eminent photo journalists as mentors conducted a series of workshops on the technical aspects of capturing the right image and creating a photo essay of the same. Lessons were imparted on various techniques and features like portraits, skylight, landscape and black and white photography. The students were also acquainted with the working style of photo journalists.

The outcome of 30 photo essays, clicked and created on the students' mobiles, were physically displayed at the Education Department, Triveni Sangam BMC School Building, Curry Road.

The event titled 'Exposed: Newstories Thru' A Lens', was attended by chief guests Raja Tadvi, Education Officer, BMC Education Department and Sandhya Doshi, Chairperson, Education Committee, BMC. Also appreciating the students' talent was Dinkar Pawar, Principal, Art Department, BMC Education Department.

Chief guest Sandhya Doshi, Chairperson, Education Committee, BMC, while inaugurating the exhibition, said, "Salaam Bombay Foundation's work is commendable. It has been 19 years and they have achieved what no other institution has. We have seen a remarkable and visible difference in BMC students, especially the art they have created. SBF has polished their students' skills, especially in photography. They not only clicked the photos but also collected information regarding it. After seeing today's exhibition, I realized they have given a lot of attention to detail while clicking these pictures. Their thoughts and emotions were visible through their photos, and I want to salute their thoughts. SBF has executed this exhibition beautifully."

The webinar on 19th August featured keynote speaker Dinkar Pawar, Principal, Art Department, BMC Education Department. A panel discussion focusing on photo journalism as a career for resource-challenged youth was the focus among panelists including photographer Ritesh Uttamchandani, Jerroo Mullah, Visiting Faculty of Sophia Polytechnic, Mumbai, and documentary photographer Indrajit Khambe, each one contributing from personal and professional experience. The webinar was followed by a masterclass by a renowned photojournalist.

Sharing his experience, Omkar Jadhav, Alumnus, Salaam Bombay Media Academy said, "The workshops with photojournalists were very enriching. This is the first time I had exposure to photo journalism as a career. The mentors also spoke to us about the working style of a photo journalist, on-ground challenges and the opportunities. My learning has not been compromised due to the lockdown thanks to SBF."

Rajashree Kadam, Vice President – Projects (Arts & Media), Salaam Bombay Foundation "Even though Covid-19 has challenged the organisation of events, knowledge-imparting workshops and seminars. SBF is committed to creating an environment conducive to learning despite this. Through virtual exhibitions, workshops and a masterclass like these, we are able to combine both theory with practise and keep our students engaged. There is no reason for them to lag behind their more privileged counterparts."

In the Media Academy, the underprivileged students from municipal schools are trained in journalism, photography, print production, digital production and creative design. This helps them develop soft-skills, writing and interpersonal skills while improving their confidence and self-image. The Academy also introduces students to Media related careers, and provides them with the right platforms to showcase their skills. During the pandemic, the Media Academy in-class modules were converted into a digital format to suit the requirements of the new normal.

Publication: Indian Express

Date: 22nd October, 2021

Anti-tobacco activists write open letter thanking Bachchan

**EXPRESS NEWS
SERVICE**

PUNE, OCTOBER 21

IN AN open letter to actor Amitabh Bachchan, several cancer care organisations have applauded his decision to terminate the contract with a paan masala brand and return the entire amount received towards promotional duties.

"This shows your concern for protecting children and young people, the intended targets of such surrogate advertising. Over the years, the Tobacco Control advocates have been steadily gaining ground in their fight against cigarettes, bidi, pan masala, gutka, and other addictive tobacco products. However, that progress is under continuous threat from underhanded marketing tactics such as surrogate advertising of seemingly innocuous 'mouth fresheners' from brands widely seen selling Paan Masala in India and overseas," read a letter from organisations like the Indian Cancer Society, Salaam Bombay and others.

तंबाखूविरोधी कार्यकर्त्यांनी मानले बिग बीचे आभार

पानमसाला
जाहिरातीचे करार
रद्द केल्याने
मानले समाधान

■ मुंबई : बॉलीवूडचे ज्येष्ठ अभिनेते अमिताभ बच्चन यांनी तंबाखू उत्पादनाच्या जाहिरात अभियानातून बाहेर पडावे, अशी विनंती राष्ट्रीय तंबाखू विरोधी संघटनेने केल्या नंतर त्यांनी हा निर्णय घेतला. यामुळे तरुणांमधील तंबाखूच्या व्यसनाचा प्रतिबंध होईल, असा दावा संघटनेने केला होता. पानमसाला ब्रॅण्ड सोबत केलेला करार रद्द करण्याच्या आणि या उत्पादनाच्या प्रमोशनमधून मिळालेला संपूर्ण पैसा परत करण्याच्या, अमिताभ यांच्या निणर्वाची, प्रमुख तंबाखू नियंत्रण संस्थांनी एक खुले पत्र लिहून प्रशंसा केली आहे.

हे प्रमोशन 'सरोगेट अँडव्हर्टाईजिंग'मध्ये मोडते हे माहीत नव्हते असे कारण देत अमिताभ बच्चन यांनी गेल्या आठवड्यात पानमसाला ब्रॅण्डसोबत केलेला करार रद्द करवून घेतला. अमिताभ बच्चन या जाहिरात अभियानातून बाहेर पडले तर अनेक तरुणांना तंबाखूच्या व्यसनापासून दूर ठेवणे शक्य होईल, असा दावा करत राष्ट्रीय तंबाखू विरोधी संघटनेने त्यांना या जाहिरातीतून बाहेर पडण्याची विनंती केली होती. सरोगेट जाहिरातवाजीच्या इच्छित

लक्ष्यगटामध्ये मोडणाऱ्या लहान मुलांच्या व तरुणांच्या संरक्षणा प्रती तुम्हाला वाटत असलेली कळकळ यातून दिसून येते. गेल्या काही वर्षांत तंबाखू नियंत्रणाचा पुरस्कार करणारे सिगरेट्स, बिडी, पानमसाला, गुटखा आणि अन्य व्यसन लागू शकतील अशा उत्पादनाविरोधातील लढ्यात स्थिरपणे प्रगती करत आहेत. मात्र, या प्रगतीवर कायमच छुप्या मार्केटिंग क्लृप्त्यांची टांगती तलवार असते. सार्वजनिक आरोग्याच्या हितासाठी तुम्ही त्वरेने केलेल्या सुधारणेची प्रशंसा करण्याची संधी आम्ही घेत आहोत. यामुळे अन्य सेलिब्रेटीजसाठी ही एक उदाहरण स्थापित झाले आहे, असे या पत्रात म्हटले आहे. पत्राखाली सलाम बॉम्बे फाऊंडेशनच्या उपाध्यक्ष त्सेरिंग डी. भुतिया, इंडियन कॅन्सर सोसायटीचे सीईओ कर्नल अजय तोमर, नॅशनल ऑर्गनायझेशन फॉर टोबॅको इरेडिकेशन - इंडियाचे डॉ. शेखर सरकार, इंडियन डेण्टल असोसिएशनचे सरचिटणीस डॉ. अशोक ढोबळे, हीलिस सेखरसिया इन्स्टिट्यूट ऑफ पब्लिक हेल्थचे संचालक डॉ. प्रकाश गुप्ता यांच्यासह अन्य काही जणांच्या स्वाक्षऱ्या आहेत.

Publication: TV 9

Date: 26th October, 2021

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कमला 'ना'पसंद! क्या दूसरे एक्टर्स को भी अमिताभ बच्चन की राह पर नहीं चलना चाहिए?

फिल्मी सितारे कहानियां तैयार करते हैं और उन्हें साकार भी करते हैं. उनकी फिल्मी किरदारों से उनकी छवि बनती है. पूरी दुनिया में अमिताभ बच्चन अकेले एक्टर हैं जो सबसे लंबे वक्त तक सुपरस्टार रहे हैं. इसलिए वो जो करते हैं या कहते हैं उसका लोगों पर असर पड़ता है.



पिंतिन गिरीश मोदी
Updated On - 12:36 pm, Tue, 26 October 21

Edited By: संजय श्रीवास्तव

अब देश है थाम 4 बजो की ताज़ा ख़बरें

▶ 0:00 / 4:35



अमिताभ बच्चन (फाइल फोटो)

कमला पसंद पान मसाला के सरीगेट विज्ञापन से खुद को अलग करने पर जानेमाने एक्टर अमिताभ बच्चन (Amitabh Bachchan) को सराहा जा रहा है. दरअसल, कमला पसंद ने अपने उत्पाद को 'सिल्वर-कोटेड इलायची' कहते हुए, एक तरह से सरीगेट विज्ञापन तैयार किया था. यह विज्ञापन पिछले महीने टीवी पर आया, इसमें अमिताभ बच्चन और रणवीर सिंह को बतौर पिता-पुत्र दिखाया गया, जिसमें पिता को ब्लासिकल म्यूजिक पसंद होता है, जबकि बेटे को रॉक म्यूजिक. हालांकि, पान मसाला के मामले में दोनों की पसंद एक ही होती है.

23 अक्टूबर को, मुंबई की बास्तियों में किशोरों के कल्पना का काम करने वाली संस्था सलाम बोम्बे फाउंडेशन ने 'बॉलीवुड के राह-राह' को 'लोक स्वास्थ्य के हित के लिए अपने सुधारात्मक कदम के लिए' धन्यवाद देते हुए एक वीडियो जारी किया. इसमें कहा गया कि अमिताभ बच्चन का यह कदम दूसरे सेलेब्रिटीज के लिए भी एक उदाहरण बन सकता है. साथ ही इसमें 'बच्चों और युवाओं की चिंता करने के लिए' अमिताभ बच्चन की सराहना भी की गई.

बता दें कि बीते 10 अक्टूबर को बच्चन ने अपने ब्लॉग में यह घोषणा की थी कि उन्होंने संबंधित ब्रांड के साथ अपना करार खत्म कर दिया है और उनका पैसा भी लौटा दिया है। उनका दावा था कि जब वह इस विज्ञापन से जुड़े थे, तब उन्हें यह नहीं मालूम था कि विज्ञापन 'सुरो गेट एडवर्टाइजिंग की श्रेणी' में आता है। नेशनल ऑर्गेनाइजेशन फॉर टोबैको इंडिकेशन (NOTE) ने बच्चन से अपना करार तोड़ने की अपील की थी। अब इस संस्था ने भी उनके फैसले का स्वागत किया है।

इससे पहले भी कई अभिनेता कर चुके हैं पान मसाले का विज्ञापन

लंदन में ट्रोपोलिटन यूनिवर्सिटी में क्रिएटिव राइटिंग एंड इन्वेलुजन इन द आर्ट की प्रोफेसर सनी सिंह ने सांस्कृतिक तौर पर असाधारण व्यक्तित्व और ग्लोबल ब्रांड के सदर्भ में बच्चन की फिल्मी यात्रा और स्टार लाइफ पर रिसर्च किया है। उनकी किताब Amitabh Bachchan (2018) में इस रिसर्च को शामिल किया गया है। वह कहती हैं, "फिल्मी सितारे कहानियाँ तैयार करते हैं और उन्हें साकार भी करते हैं। उनकी फिल्मी किरदारों से उनकी छवि बनती है। पूरी दुनिया में अमिताभ बच्चन अकेले एक्टर हैं जो सबसे लंबे वक्त तक सुपरस्टार रहे हैं। इसलिए वो जो करते हैं या कहते हैं उसका लोगों पर असर पड़ता है।"



पान मसाला का विज्ञापन करने पर बच्चन के फैसले का भी हुए, उनको निराशा हुई कि एक पान मसाला के लिए उन्होंने अपनी साख को दांव पर लगा दिया। इसी साल एक्टर महेश बाबू और टाइगर श्रॉफ ने 'पान बहार' का विज्ञापन किया था, जिसे 'हेरीटेज इलाइची' के रूप में पेश किया गया। इस विज्ञापन पर दोनों एक्टर्स के फैसले ने नाराजगी जलाई थी। दो साल पहले, अजय देवगन के एक फैन, जो कैसर का इलाज करा रहे थे, ने एक्टर से अपील की थी कि वो विमल इलाइची का प्रचार न करें। फैस की तीखी प्रतिक्रिया के बाद भी इन कलाकारों ने, सिवाय अमिताभ बच्चन के, संबंधित विज्ञापनों से खुद को अलग नहीं किया।

सिंह यह बताती हैं कि बच्चन इस तथ्य से वाकिफ हैं कि फिल्मी सितारों को अपनी छवि कैसे संभालनी चाहिए, इसलिए वह फैस की प्रतिक्रिया को गंभीरता से लेते हैं। वह कहती हैं, "वह बेहद संपन्न पृष्ठभूमि से आने के बावजूद एक एंथ्रोपॉलॉजी में अपनी छवि बनाने की क्षमता रखते थे, बाद में उन्होंने खुद को नए रूप में पेश किया, 'मोहब्बतें' और 'काभी खुशी काभी गम', जैसी फिल्मों के जरिए उन्होंने बुजुर्ग की भूमिका में नैतिकता का पाठ पढ़ाया। फिर टीवी शो 'कौन बनेगा करोड़पति' से सब पर छा गए।"

क्या अच्छा पैसा मिलेगा तो फिल्मी सितारे किसी भी उत्पाद का विज्ञापन कर लेंगे?

Stoned, Shamed, Depressed: An Explosive Account of the Secret Lives of India's Teens (2020) की लेखिका ज्योत्सना मोहन का तर्क है कि आज युवा वर्ग फिल्मी सितारों की ऑफ-स्क्रीन लाइफ को फॉलो करते हैं और उम्मीद करते हैं कि उनकी कथनी और करनी में फर्क ना हो। यदि फिल्मी सितारे किसी मुद्दे पर 'उपदेश' देते हैं लेकिन करते उससे ठीक उलट हैं, तो नई पीढ़ी उनकी पोल खोलने में देर नहीं लगाती।

वह कहती हैं, "ईमानदारी से कहा जाए तो अमिताभ बच्चन, महेश बाबू और अजय देवगन को तंबाकू से जुड़े उत्पाद के विज्ञापन से मिलने वाले पैसे की जरूरत भी नहीं है। उन्हें ब्रांड को लेकर ज्यादा सतर्क रहना चाहिए, खास तौर पर तब जब उनके खुद के बच्चे और नाती-पोते हैं।"

फैस अपने पंसदीदा कलाकारों से इतनी उम्मीद क्यों रखते हैं?

Understanding Bollywood: The Grammar of Hindi Cinema (2021), की लेखिका उत्का अजारिया कहती हैं, "भारत में फिल्मी सितारों का प्रशंसक होना, एक तरह से उनकी पूजा करने जैसा दिखाई पड़ता है, लेकिन यह उपयोगी तरीका नहीं है।" वो बॉलीवुड को 'हस्तशिल्प का सिनेमा' कहती हैं क्योंकि इसका संबंध "वास्तविक कहानियों या नई रचना से कम होता है, बल्कि इनमें लोगों को हंसाने, रलाने और साथ गुनगुनाने का काम ज्यादा होता है। गीत या डायलॉग के मुताबिक ही दर्शकों की भावनाएं सामने आती हैं।"



Brandeis University में इलिश की प्रोफेसर अजारिया के मुताबिक, भारतीय दर्शकों का फिल्मी सितारों के साथ गहरी भावनाओं का जुड़ाव होता है, ऐसे में वे फिल्मी किरदार और उस किरदार को अदा करने वाले व्यक्ति को अलग-अलग करके नहीं देख पाते, वृत्त कहती हैं, "कभी-कभी, फैस स्वयं ही बॉलीवुड की गंभीर इच्छाओं को कलाकारों पर थोप देते हैं और इसे हम अवास्तविक उम्मीद कह सकते हैं."

अमिताभ बच्चन बॉलीवुड के पितामह की भूमिका में नजर आने लगे हैं

सामाजिक मनोविज्ञान के क्षेत्र से संबंध रखने वाली ब्रांड स्ट्रैटेजिस्ट तोर शावेरी का मानना है कि मीडिया, खेल और मनोरंजन ऐसे 'स्वाभाविक क्षेत्र' हैं, जहाँ भारतीय फैस 'दोषरहित चरित्र' की तलाश करते हैं, क्योंकि वो अपने बच्चों के सामने इन्हें रोल मॉडल के रूप में प्रस्तुत करना चाहते हैं, इनके रास्ते पर चलने की प्रेरणा देना चाहते हैं, क्योंकि, वो इन्हें प्रतिभा और कबिलियत के प्रतीक मानते हैं.

तोर शावेरी कहती हैं, "बच्चन भारत के हिंदी भाषी जनमानस का हिस्सा हैं, जो स्क्रीन पर अच्छाई के लिए लड़ते हुए नजर आते हैं. समय के साथ वो बॉलीवुड के पितामह की भूमिका में नजर आने लगे हैं. उनके काम में उनकी उस भी झलकने लगी है और उनके फैस में कई पीढ़ी के लोग शामिल हैं, इसलिए अधिकतर लोग उनसे प्रत्यक्ष या अप्रत्यक्ष जुड़ाव महसूस करते हैं. इससे उम्मीद और बड़ जाती है."

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SOCIALSTORY

[Survivor Series] The COVID-19 lockdown left me feeling lonely and vulnerable

By Vipula | November 16, 2021




This week in Survivor Series, we have 12-year-old Vipula, who shares how she got over her difficult mental phase during the lockdown

I am 12-year-old Vipula*. My father is a domestic help, and his meagre earnings barely cover our household expenses, especially as most of it went into my 14-year-old brother's treatment for an atrial septal defect.

Despite all the challenges, I never imagined that my family would see more difficult times during the lockdown. My father, the sole breadwinner, lost his job overnight, leaving the family in immense financial strain and staring at an uncertain future.



What was more terrifying was the **lack of access to bare necessities**, and this horror stared my family right in the face when they were left running pillar to post to get transportation to the hospital for my brother's monthly injection. **Tensions at home left me feeling lonely and vulnerable.**

Every experience pushed me into a feeling of helplessness and looming despair – now taking a toll on my mental health as well. Thankfully, a timely call from a facilitator at the **Salaam Bombay Foundation**  was able to take some pressure off the family, and gave me a renewed sense of hope.

The **'Happy Call'** is part of the Foundation's initiative to engage students in a variety of games and activities, which the kids and their family members thoroughly enjoyed. This also consisted of an informal conversation that helped raise the morale of the kids when they needed it the most.

On this call, I opened up about my family's challenges and was thankful to have someone to speak with. The facilitator also spoke to my parents to get a better understanding of all that we were going through. This was met with support from Salaam Bombay Foundation through ration arrangements and that helped ensure that my family could still manage our medical expenses.

*Name has been changed to protect their identity.

Edited by Anju Narayanan

SURVIVOR SERIES

COVID-19

LOCKDOWN

SALAAM BOMBAY FOUNDATION
