



THE FIGHT
AGAINST TOBACCO
BEGINS BY
EMPOWERING
A CHILD.

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10TH ANNIVERSARY EDITION
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EVERY
3 SECONDS,
IN INDIA,
A CHILD TRIES
TOBACCO
FOR THE
FIRST TIME.

250 MILLION
INDIAN CHILDREN
ARE ESTIMATED
TO DIE IF THE
CURRENT TREND
OF TOBACCO
INTAKE CONTINUES.

1 OUT OF 4
CHILDREN ARE
EXPOSED TO
SECOND-HAND
SMOKE.

IF CHILDREN
AVOID TOBACCO TILL
THE AGE 18,
THERE'S A HIGH
PROBABILITY
THEY'LL STAY AWAY
FROM IT.

90% OF
ADULT SMOKERS
START
WHEN THEY
ARE KIDS.

INDIA HAS
THE WORLD'S
LARGEST
NUMBER OF
ORAL CANCER
CASES.



OUR
10TH ANNIVERSARY
IS AN OPPORTUNITY
FOR US TO ONCE
AGAIN PLEDGE OUR
COMMITMENT TO GUARD
THE NEXT GENERATION
FROM THE
THREAT OF TOBACCO.

Ten years ago Salaam Bombay Foundation began a journey to educate children about the effects of tobacco use. At the time, there were no other programmes of this kind in India. We knew we had to chart our own path and create our own methodology.

The enormity of the tobacco problem dawned on me when my father was diagnosed with oral cancer. I can still remember his words, "I wish I had known". There was a great lack of awareness, and many myths that made tobacco-use India's number one cause of preventable death. But my most shocking discovery was learning that tobacco had become a child development issue as well. Children as young as 9 and 10 years old were addicted to gutkha. I knew something had to be done to protect the 400 million children in India who were at risk.

We began working under the guidance of Dr. Pradhan at Prince Aly Khan Hospital. Our first challenge was finding a way to get children to listen to us. You can't just tell children not to smoke or use gutkha; they'll probably do the opposite! We had to find a way to engage the children and make a lasting impact in their thinking. Children who were part of the problem should become part of the solution. We created Super Army with our unique methodology of embedding our message in activities children enjoy, like sports and arts.

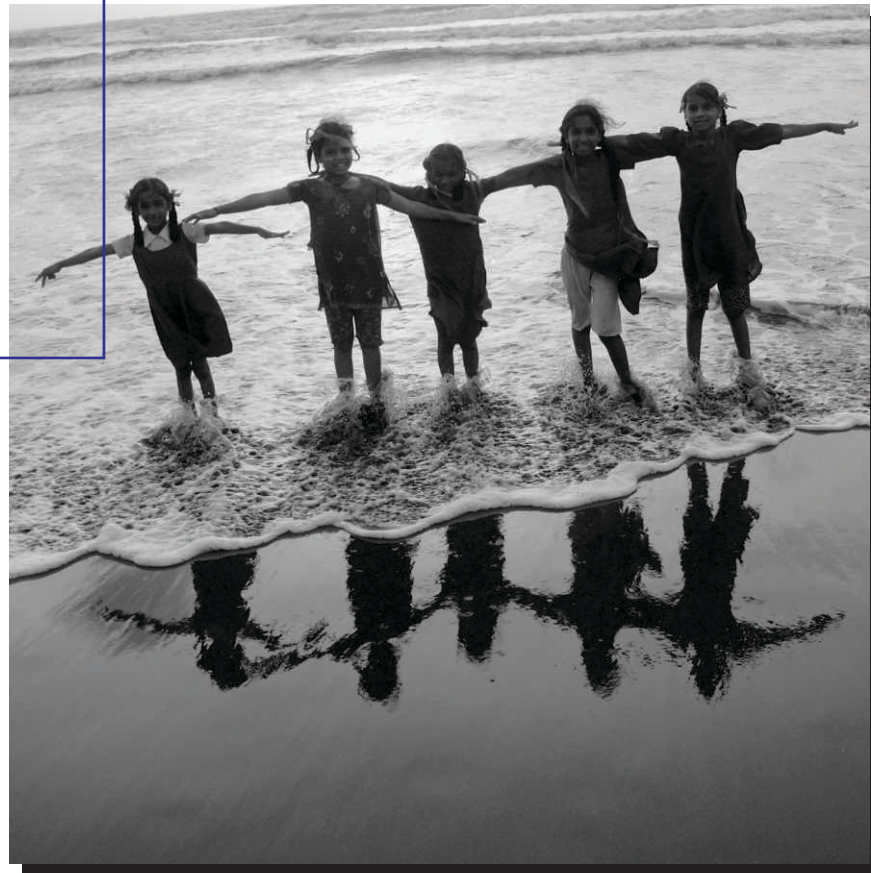
Over the years we found that our model was a lot more robust than we had imagined. It was also scalable and replicable. Not only did it keep children tobacco-free, but even more importantly, the children who enrolled in our school-based programmes imbibed 'life-lessons' on the playground. They came out of the programmes more confident and better able to deal with peer pressure. Some even got scholarships to college and better jobs and recognition in their chosen fields. Salaam Bombay kids had learned to navigate life with their heads held high.

From a modest beginning in 2 schools, today Salaam Bombay Foundation has a presence in over 200 government schools in Mumbai, and over 20,000 schools across Maharashtra. We have trained and gained the support of over 35,000 government functionaries and 500 NGOs in Maharashtra. And I can proudly say we have impacted the lives of over 3 million children.

While we have come a long way from where we started, this is just the beginning of a long road ahead. On our 10th anniversary we renew and strengthen our commitment to guard the next generation from the threat of tobacco.

Padmini Somani
Founder & Director,
Salaam Bombay Foundation

SALAAM
BOMBAY
FOUNDATION:
EMPOWERING
CHILDREN
BY BUILDING
LIFE-SKILLS.



In India, the most vulnerable victims of tobacco are our children. Salaam Bombay Foundation has been consciously working with children from resource-poor sections of society, making them aware of the hazards of tobacco through a variety of programmes.

We believe children can make the right decisions, if given access to information and the life-skills to deal with everyday situations. These skills contribute to their development and help them grow into young responsible citizens of tomorrow.

Super Army - From Awareness to Advocacy

An innovative 5 year life-skill and vocational development programme in government schools that uses art, theatre and music to deal with tobacco issues. This programme teaches children to build networks among stakeholders associated with tobacco control laws and to work with them to bring about change.

Media Academy

This programme helps to develop communication skills in children and encourages them to consider this as a vocational opportunity. The children work on a monthly newsletter - **Halla Bol**, which captures their thoughts, views and experiences.

Salaam Bombay Academy of the Performing Arts

Children learn life-skills through creative forms like theatre, dance and singing which help them grow as individuals.

Salaam Bombay Foundation Sports Academy

Children learn life-skills through sports like cricket, hockey and running which helps them grow as individuals.

Rural Intervention

This programme spreads awareness on tobacco control across all 33 districts of Maharashtra through stakeholders like teachers, health-workers and Zilla Parishad members.

Cessation Programme

A college level, student-led programme that works on tobacco control in colleges and plays an active role in advocacy efforts.

SHOUT

A college level, student-led programme that spreads awareness about tobacco in colleges, and plays an active role in advocacy efforts.

Conversational English Programme

This programme helps children improve their communication skills in English thereby, increasing their confidence and competence in the professional world.

"My experience of working with The Salaam Bombay Foundation is exhilarating as I get the rare opportunity to do something selfless and gratifying. I feel that the organisation is dynamic and has a unique approach. It covers ground that only a few NGOs in India do with its various academies and programmes that help to inculcate valuable life-skills in children helping them cope with life's future challenges. I cherish the opportunity to continue working with the Foundation."

Shantanu Mukherjee

Brand Ambassador for Tobacco Control, India

RAKESH FOUND
SOMETHING
UNEXPECTED AT
HIS UNCLE'S
WEDDING:
A POWERFUL
PLATFORM TO
EDUCATE PEOPLE.



Rakesh's life changed at school one day. Salaam Bombay Foundation conducted a class on the ill-effects of tobacco. Rakesh's eyes were opened. He knew that many people in his village, Talegaon, Raigad district, used tobacco. As a tradition it was even served at special occasions. He couldn't bear the thought of his loved ones in danger.

Armed with knowledge and some carefully saved anti-tobacco banners, Rakesh vowed to make a difference. He knew that to change the village, he would need the support of his father. Rakesh explained everything he knew about tobacco and its harmful effects. His father was touched and promised to support his son.

The day of his uncle's wedding arrived and his entire village was invited. Guests from the bride's family started serving paan and gutkha. Rakesh knew the time had come to voice his opinion. Without any hesitation he displayed his anti-tobacco banners near the wedding pandal. At first, the bride's guests were offended by Rakesh and his family for going against tradition. But Rakesh's father requested the wedding guests to gather around and let the boy speak. This was his chance. Rakesh left no stone unturned to explain to the guests how consuming tobacco could affect them in the long-run.

Even the sarpanch was taken aback by what he heard. With the sarpanch on his side, the rest of the village began to understand Rakesh's point of view. Some even decided to quit tobacco.

Rakesh dreams of making his village tobacco-free. Today, he's a step closer to seeing his dream come true.

Rakesh is a student in the Salaam Bombay Super Army Advocacy Programme.

"The Salaam Bombay Foundation champions a cause that is close to my heart - fighting the scourge of tobacco related cancer by nipping it in the bud. By keeping children between the ages of 10-17 away from tobacco, Salaam Bombay Foundation is helping reduce the future incidence of oral cancer in India."

Mr. Sanjay Parekh
We Care Pledge Raiser

Anil Matte had witnessed many people get addicted to tobacco. As a school teacher in Chandrapur, he would often admonish kids against smoking and consuming paan. One day as he entered the staff room, he was taken aback by what he saw – 6 of his fellow teachers were smoking. How would he convince students not to use tobacco, when all the staff did? Anil knew he had to do something, but the task seemed immense for one man.

One day the Salaam Bombay Foundation team came to Anil's school. As he attended the tobacco awareness programme, an idea struck him: he would create an army of volunteers to spread the message. Anil believed to educate the children, he first needed to educate the teachers. The facts he learned from Salaam Bombay about tobacco consumption truly helped him. He succeeded in making all 6 teachers quit tobacco.


It was now time to educate the kids. Six of his promising students formed their own Super Army Group. They made stringent anti-tobacco rules for the school. If anyone entered the premises with cigarettes or gutkha the kids would confront them with the harsh facts of tobacco and charge them with a fine of ₹100. Soon after, the Chandrapur Super Army's message spread throughout the village. Even neighbouring schools have implemented their anti-tobacco rules. The kids used the ₹2,200 collected in fines to buy books for needy children.

It just goes to show how one person can inspire a generation to bring about change.

Anil Matte is a school teacher in Sonapur, Chandrapur district.

"Our partnership with Salaam Bombay Foundation ensures that information against the use of tobacco reaches the villages of Chandrapur in a short span of time. With the focus on life-skill education for school children and teens, this programme protects children from a major vice in the community."

Pearl Tiwari
Joint President, CSR, Ambuja Cement Ltd.



HOW DO YOU
BAN TOBACCO
FROM
YOUR SCHOOL?
YOU BUILD
AN ARMY.



HOW DO YOU
KEEP CHILDREN
AWAY FROM
TOBACCO?
YOU CHANGE
THE RULES.

Ravi looked forward to meeting Arun before school every day. But this morning his best friend was late. Ravi waited anxiously and scanned the street outside the school gates. Suddenly he saw something that shocked him. Arun was standing by a paan shop trying to light a cigarette. Seeing this, he dragged Arun away from the shop. He tried to tell his friend about the damage he was causing to his body, but his pleas fell on deaf ears. Ravi felt helpless.

Soon he would find some hope. Salaam Bombay Foundation conducted a tobacco awareness programme in his school. Ravi learned that the sale of tobacco within 100 yards of an educational institute is prohibited. The SBF representative asked the children to write letters to the Municipal Corporation and demand a tobacco-free environment.

Ravi could barely contain his excitement. Not only would he fight for a law that was being violated, but here was a chance to protect his friend. Ravi put all his heart into writing a compelling letter.

Soon Ravi's letter, and many others like it, reached the offices of the Mumbai Municipal Corporation. All those young voices could not be ignored. The Municipal Corporation of Mumbai changed their compliance regulations. They ensured the prohibition of sale of tobacco within 100 yards of educational institutions became part of the licensing conditions for all shops. The fine for breaking the law was increased ten-fold. Through Ravi's efforts he not only protected his friend, but also thousands of school children across the state.

Ravi is an active tobacco control advocate and is part of the Salaam Bombay Super Army Programme.

"We need to keep children away from all types of tobacco products, provide them with a healthy environment and instill values of a responsible citizen. Therefore, children and teachers need to be sensitised on the tobacco issue. Teachers need to take the lead to create tobacco-free schools. The Directorate of Education, Pune and Salaam Bombay Foundation have made concrete efforts to work on tobacco control in the entire state of Maharashtra."

Mr. Shridhar Salunkhe
Director of Secondary Education, Pune

WHEN
YOU HELP
A CHILD,
YOU
CHANGE
THE WORLD.



1,582

children are enhancing their lives
through our Arts Academy.



2,758

children are being influenced
through our Sports Academy.



44,981

teachers have been trained under the
Training the Teachers' Programme.



5,66,281

children have been enrolled under
the Super Army Programme.



77,00,000

children have been enrolled under the
Salaam Bombay Foundation Rural Programme.

OUR APPROACH

BUILDING LIFE-SKILLS THROUGH PROGRAMMES.



Super Army

A 5-year school based modular programme, it creates an army of children to fight the battle against the enemy, tobacco. This curriculum is designed around classroom and extra-curricular activities. These activities are engaging and interactive and the tobacco control message is conveyed in a non-threatening, child-friendly manner.

Students from the 5th, 6th and 7th standards develop their ability to understand, communicate and internalise issues related to tobacco. This year approximately 70,000 children in 190 schools have been a part of this programme. Children from the 8th and 9th standards are trained to become

tobacco control advocates and are encouraged to work with different stakeholders including the Police, the Municipal Corporation, FDA, BEST, the Health & Education Department and Media to be change agents as well as bring about better enforcement of tobacco laws.

Programme	Annual cost	Cost per child
Super Army	₹1,05,65,000	₹500

Sports Academy

Sport inculcates the quality of team work, leadership, goal-setting and stress management. These qualities come together to develop positive role models and heroes within children. This exposure also gives them the opportunity to consider sports as a vocation.

Salaam Bombay Hockey Academy

Started in 2008, this initiative is specially targeted to encourage the participation of girls in sports. Under the able guidance of Mr. Mir Ranjan Negi, 120 girls from 4 schools practice hockey thrice a week. Six girls have won a scholarship to Guru Nanak Khalsa College under the sports category. Kavita Sonar, a graduate of the hockey academy was selected to be a part of the Maharashtra girl's hockey team and is now a part of the French United Club, Bandra representing them in tournaments.

Salaam Bombay Cricket Academy

Started under the guidance of the late Mr. Ashok Mankad and his team of experienced coaches, this programme trains children to excel at cricket in a world-class format. Currently, 180 children from over 23 schools practice this game thrice a week on 4 grounds. Over time, 18 boys have been working part-time as assistant coaches, scorers or umpires in various gymkhanas.

Academy	Annual cost	Cost per child
Cricket Academy	₹27,50,000	₹8,600
Hockey Academy	₹14,32,000	₹12,000

Arts Academy

The Arts Academy creates opportunities for children to identify their talents, further providing a platform to creatively express themselves.

Theatre Academy

The focus is around theatre techniques such as script-writing, direction and the technical aspects of production. 250 students from 7 schools in the Salaam Bombay Theatre Academy train twice a week under Ms. Meena Naik, a well-known Marathi theatre and film personality. They work on improving their acting skills while building confidence and improving their personality.

Kathak

Under the able guidance of Ms. Anjalie Gupta, an award winning Kathak exponent, 90 boys and girls train in this dance form twice a week. They have had the opportunity to perform at various events in the city such as, The Kala Ghoda Festival and with the Sangeet Kala Kendra.

Western Dance

90 children from 2 schools are being trained by Shiamak Davar and have been given the opportunity to learn western dance forms. 11 students were selected to perform in Raell Padamsee's play, The Sound of Music.

Academy	Annual cost	Cost per child
Theatre Academy	₹ 10,70,000	₹ 7,500
Kathak Academy	₹ 9,65,000	₹ 9,600
Western Dance Academy	₹ 5,80,000	₹ 3,600
Indian Music Academy	₹ 5,50,000	₹ 9,000
Media Academy	₹ 4,15,000	₹ 2,000

Music Academy

Mr. Suresh Wadkar and Mr. Shivam Pathak from Ajivasan Sangeet Academy train 60 children twice a week in Indian classical music.

Media Academy

The Media Academy started in 2010. In its first year, 100 children from 10 schools have been selected to complete a 3-year course which will enhance their reading, writing and communication skills. This will increase the scope of vocational opportunities available to them.

Halla Bol

With a monthly circulation of 70,000 newsletters, Halla Bol reaches out to children, teachers of government schools and other stakeholders with articles of interest across various topics such as sports, music and general knowledge.

Newspaper	Editions	Estimated cost	Cost per newsletter
Urban	9	₹ 31,40,000	₹ 4
Rural	2	₹ 3,10,000	₹ 16
Designing cost (11 editions)			₹ 1,65,000
Printing cost (1 lac copies, 11 editions)			₹ 23,70,000

In-Class Programmes

Programme	Annual cost	Cost per child
Conversational English (5 years)	₹ 20,22,000	₹ 650
Theatre Training (3 years)	₹ 10,80,000	₹ 1,400

Annual Special Events

Event	Estimated cost
Little Masters Challenge Mumbai's largest and only cricket tournament for students in BMC and Govt. aided schools in Mumbai.	₹ 20,00,000
Corporate Cricket Challenge A unique fund-raising cricket challenge open to corporate teams.	₹ 4,00,000
Rubber Ball Tournament Traditional gully cricket matches held between teams from urban slums in Mumbai.	₹ 1,80,000
VOICES Performing Arts event held each year with teams from private schools, BMC and government aided schools in Mumbai.	₹ 7,50,000

Board of Directors

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Founder and Director, Salaam Bombay Foundation

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Co-Founder and Partner, Economics Laws Practice

Dr. Anjali Chhabria

Psychiatrist, Founder, Mind Temple

Dr. Vispy Doctor

Founder and Director, Ormax Consultants Pvt. Ltd.

"Salaam Bombay Foundation programmes and interventions give the gift of healthy living to our youth through fun and games. It is a model for public health organisations all over the world. I have personally experienced the power of our children who bring about change. I have watched in amazement as the Salaam Bombay Foundation team channelised this enormous positive energy. I am proud to be associated with the Foundation as it sets new standards for credibility, transparency and accountability for their stakeholders."

Mr. Suhail Nathani

Co-Founder and Partner, Economics Laws Practice

"These 10 years of empowerment and effort of Salaam Bombay Foundation has shown a visible and tangible change in the child's personality. She has grown into a powerful human being, wanting to grasp and create her own destiny. She will not let gutkha stop her."

Dr. Vispy Doctor

Founder and Director, Ormax Consultants Pvt. Ltd.

In its short 10 year existence Salaam Bombay Foundation has formed the Super Army, which has trained over 5 lakh children from Mumbai's BMC and Government-aided schools in spreading the message of tobacco control and awareness amongst their fellow students and family members. Students and adults who have been recipients of their messages have been saved from the ill-effects of this pernicious habit by the soldiers of the Super Army.

Mr. B. K. Agarwal

Rtd. Additional Chief Secretary, Govt. Of Maharashtra

"I have been delighted to hear of Salaam Bombay Foundation's work in Mumbai and beyond, to prevent the habit of tobacco consumption, which is a threat to the lives of so many children. Congratulations on all their efforts, which makes the difference."

Peter Beckingham

Deputy High Commissioner, British High Commission, Mumbai

Kuch hi dino ka waqt tha,
Aur kitna kuch mil gaya,
Kuch log mil gaye,
Nayee manzil mil gayee,
Inhi kuch lamhon mein, zindagi ke baare mein aur kuch jaana hai,
Yeh zindagi toh humari hai, humein hi toh bitani hai,
Dil mein hosla ho, toh kya kuch nahi kar saktey,
Aansuon ko hazaaron muskurahaton mein kyun nahi badal saktey!

Paroma Neotia

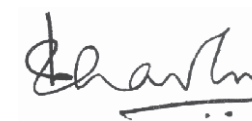
Student Volunteer, La Martiniere for Girls, Kolkata

"To leave the legacy of beauty and life for future generations, we must begin thinking like a river. Salaam Bombay Foundation Worksite Wellness programme in collaboration with Bajaj Electrical Employees at Ranjangaon have implemented an inclusive flow of a wellness programme amongst employees, students and families. I respect your belief in wellness and your sense of ownership and responsibility. Good luck."

Shekhar Bajaj

CMD, Bajaj Electricals Ltd.

"Tobacco is a real threat to our children and as leaders we have to take strong steps to fight back. The Maharashtra Government is the first to ban both - pan masala and gutkha. We commend Salaam Bombay Foundation on its efforts to keep children away from this menace."



Prithviraj Chavan,
Chief Minister,
Government of Maharashtra

Thank you for your support

Individuals

Ashmit Patel
Deepak Jayraman
Dilip Gohil
Mriduala Somani
N.S.Sekhsaria
Padmini Somani
Sanjay Parekh
Shantanu Mukherji

Government and Civic Authorities:

Government of India - Ministry of Health & Family Welfare
Government of Maharashtra - Ministry of Health & Family Welfare
Indian Council of Medical Research
Rashtriya Gramin Arogya Abhiyan, Maharashtra

Corporates:

Ambuja Cements Ltd.
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Procam International Ltd.
Proline India Ltd.
Shree NM Electricals Ltd.
Shinrai Automobiles
The Loot
Trent-Westside
USL

Indian Trusts / Foundations / Organisations:

Cowasji Shavaksha Dinshaw Adenwalla Trust
Create Foundation
Indian Institute of Sports Management
Jammalal Bajaj Foundation
Kampani Charitable Trust
Le 15
Madangopal Maheshwari Foundation
Mukti Foundation (Smita Thackeray)
Narotam Sekhsaria Foundation
New Vista Charitable Institute
Noor Baug Charitable Trust
Radha Madhav Investments Ltd.
Rotary Club of Bombay Charities Trust
Saraswatibai Bishwambharlal Charity Trust
Shree Hazarimal Somani Memorial Trust
Shree Ram Mills Charitable Trust
Sunflower Nursery School
Sunil Rajendra Memorial Trust
Tata Memorial Centre
Welspun Foundation

International Agencies:

American Cancer Society
American Thoracic Society
Bill and Melinda Gates Foundation
Bloomberg Family Foundation
Campaign for Tobacco-Free Kids
Cancer Research, UK
Centre for Disease Control
Hockey Australia
Inebriation Development Research Centre
International Union Against Tuberculosis & Lung Diseases
International Union for Health Promotion & Education
International Union for Cancer Control - National Cancer Institute
NHS Health Scotland Finance
Sid Lahiri Cricket Academy Ltd.
Tobacco-Free Kids Action Fund
University of Minnesota
World Health Organisation
World Lung Foundation

Awards & Recognition

2007

MUKTI FOUNDATION,
In recognition of outstanding contribution to tobacco control

2010

QIMPRO GOLD STANDARD 2010
Statesman for Quality in Healthcare

2011

AMERICARES - SPIRIT OF HUMANITY
Best NGO of the Year

WORLD HEALTH ORGANIZATION
In recognition of outstanding contribution to tobacco control

OFFICE OF THE MAYOR, CITY OF NEW YORK
In recognition of outstanding contribution to tobacco control

FICCI SPORTS AWARDS
In recognition of outstanding contribution to tobacco control

PUBLIC RELATIONS COUNCIL OF INDIA
Best NGO of the Year

Select Image courtesy - Santosh Verma

Brochure courtesy

