<u>Salaam</u> <u>Bombay</u> <u>Annual</u> <u>Report</u>

<u>2018-19</u>





Salaam Bombay's success is not our growing numbers, but how our children have grown.

Since our report last year, we are present in two more regions across India, our programmes have been adopted by more than 600 schools, and our courses are conducted in more languages to connect with over 2,30,000 students across the country.

As much as all this fills us with joy, our true source of pride are the confident and ambitious youth who still see themselves as part of Salaam Bombay, and live by the lessons they learnt in our academies. We are just as honoured to continue being a part

One of the ways in which we plan to continue our relationship, is through our new initiative - DreamLab. This initiative was created especially for our alumni - to help them secure internships at companies across various fields and launch them

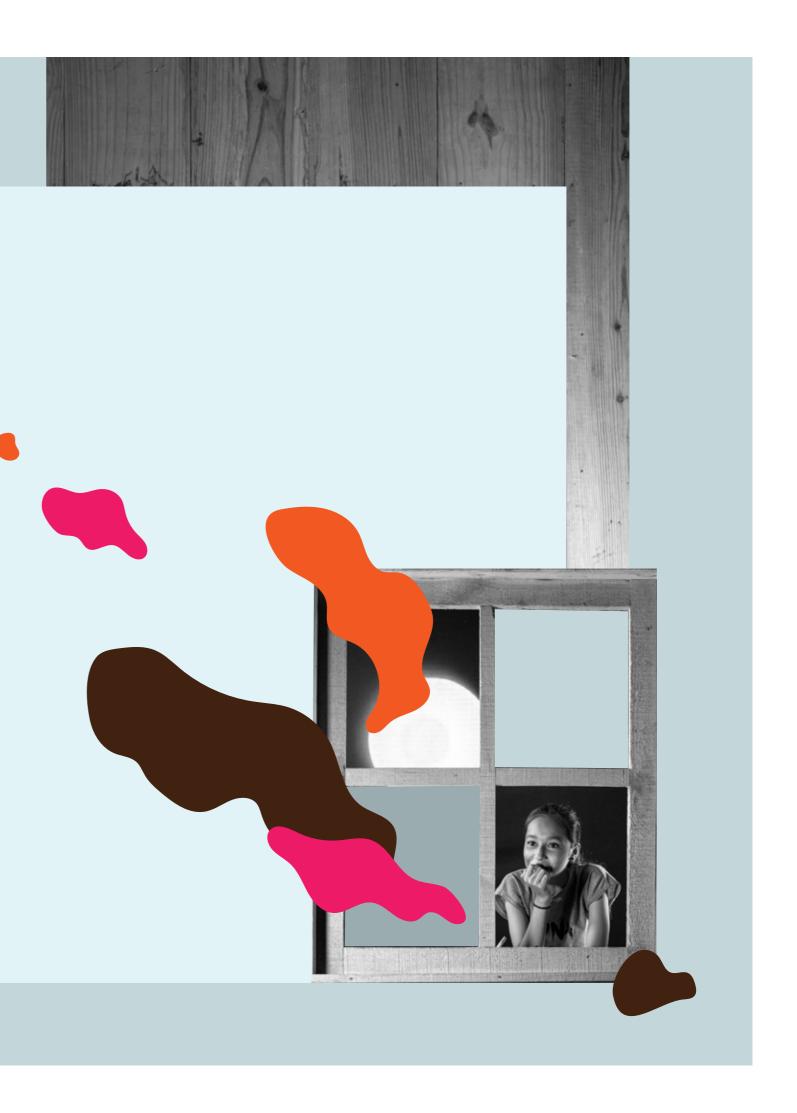
The journey from a struggling, at-risk teenager to a proud, independent member of society is far from easy. We are determined to stay with our students every step of the way.

OUR VISION

Keep children in school by empowering them to make the right choices about their health, education and livelihood thereby ensuring that they can thrive with a bright future.

OUR MISSION

We engage 'at risk' children through in-school leadership programmes and after-school sports, arts, media and vocational training academies. These programmes build their self-esteem and give them the confidence to stay in school.





<u>This year we embarked</u> on the journey we began paving the way for in 2017.

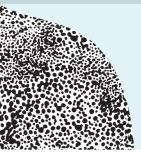
It has been a year of many incredible milestones. As of 2019, Salaam Bombay is present in four new cities – the result of years of research, hard work, and finding the right NGO partners to implement our programmes in new regions.

The work culture we have endeavoured to foster was recognised by Great Places to Work, who ranked us amongst India's top 10 NGOs.

And our pilot project – DreamLab – had a very promising start. The programme resulted in many successful internships for our alumni, and the former students of our various academies continue to thrive thanks to our learn, earn, and grow model.

We certainly have come a long way, but we have no intention of slowing down. Our success has given new impetus to our mission – keeping adolescents from dropping out of school. We owe this success to our supporters. You have brought us this far; we hope you will continue to help us reach new heights.

Nandina Ramchandran CEO, Salaam Bombay Foundation





"This organisation nurtures growth, innovative thoughts, and a healthy balance between personal and professional life. All of us celebrate festivals together and are equally committed to our cause."

 Tasnim

 Senior Manager – Resource Management

"It gives me immense satisfaction to help children from an underprivileged background. I had a similar childhood – now I can contribute to the bright future of others."

> Atul Arun Jadhav Sr. Field Facilitator (skills@school)

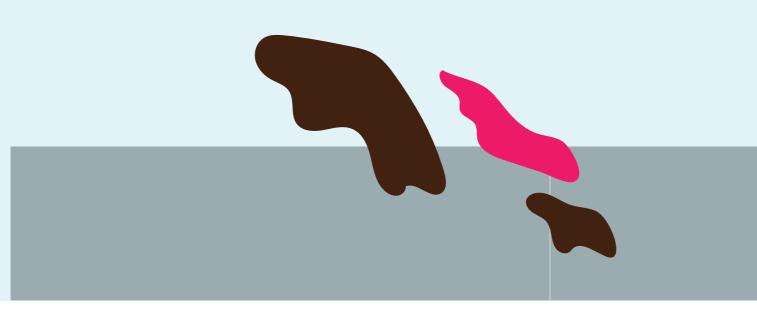
"I used to work as an external vendor for Salaam Bombay. The office culture, and respect for the staff and visitors won me over. As soon as I heard about a vacancy, I applied to join. I love being here!"

> Rohit Ghawali Office Assistant

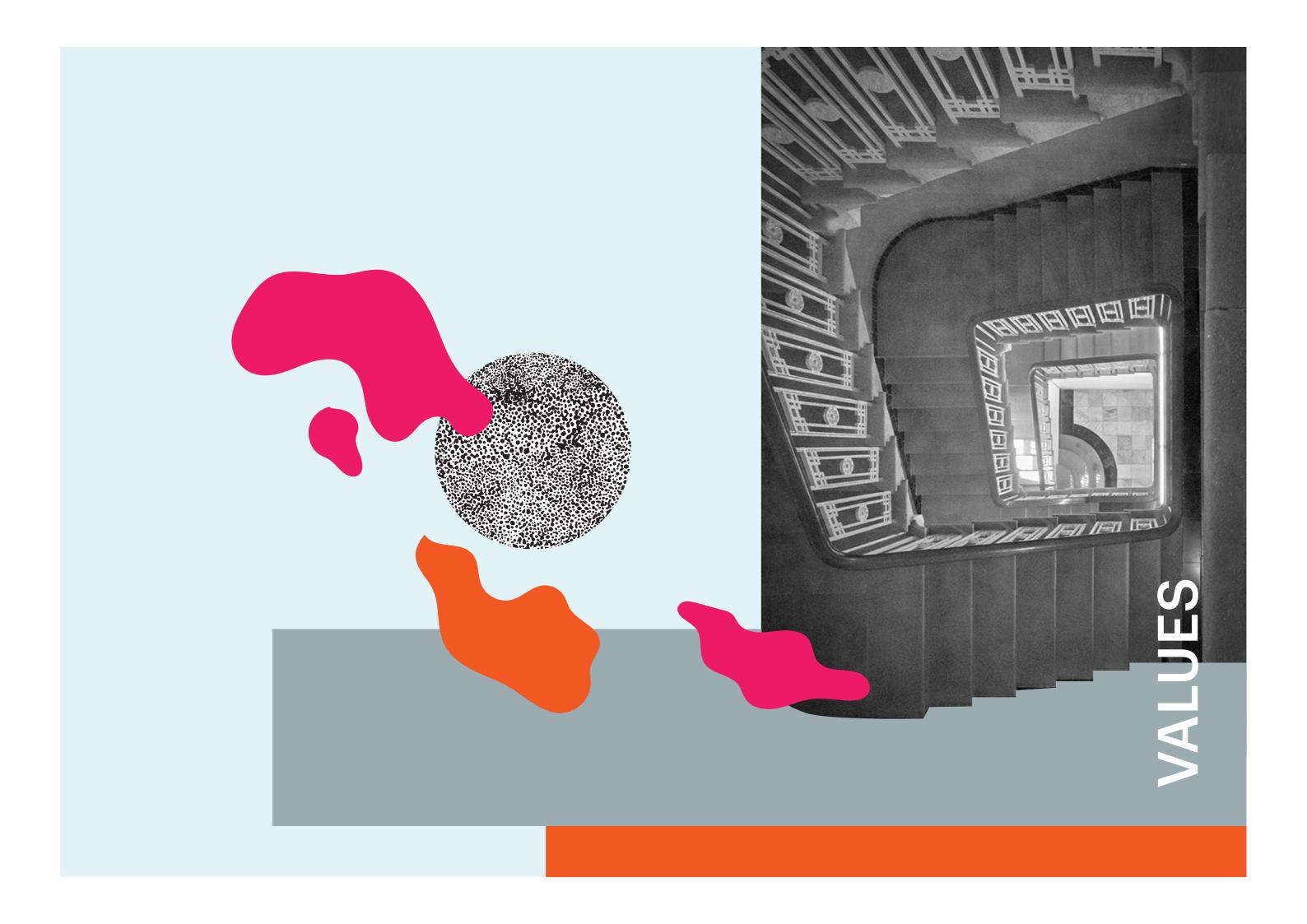
To change lives, you need a good foundation.

If you step into our offices, you'll notice that our effort to improve lives begins with our organisation. We have worked hard to sustain an environment that makes our team feel valued, fulfilled, and inspired to do their best.

Our employee-friendly policies and culture have been recognised by the global authority on workplace culture assessment – the Great Places to Work Institute. We are now ranked amongst the top 10 NGOs to work in. As gratifying as this recognition is, our true reward is the appreciation of our employees.







OUR VALUES

The pillars that hold us to a higher standard.

Passion for Purpose.

Helping underprivileged children stay in school is not just our job, it's our calling. We work with single-minded intensity to realise it.

VALUES AT WORK A future realigned.

"Why should he join this graphic design course?" Anuj's father asked Ashwini Nalavade. "Why should I let him stay home instead of spending the summer with us in our village?"

Graphic design was not within Ashwini's purview, but Anuj had turned to her to convince his father to let him join. She began by telling Anuj's father about how she had seen a glimmer of his latent talent in the jewellery

design course and learning graphic design would let it shine brighter, but he was unmoved. That's when she tried a different approach. "Anuj could get a job - a good job in an office" she told him. "Won't he have to go to college for that?" asked his father sceptically. "Yes" she replied, "This will help him get in, and pay for it too." Finally, Anuj's father relented. Ashwini was able to make him see that, in the end, he and his son shared the same dream - a brighter future for their family.

Ashwini Nalavade **Field Facilitator**

Anuj went on to join the graphic design course and go to college. Soon, he will be on his way to a life outside the slums.



Actual Impact.

We believe in creating real change by going to the core of an issue and building lasting solutions.

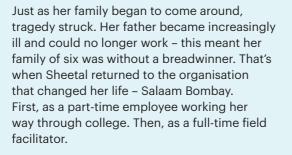
VALUES AT WORK An encore for Sheetal

Sheetal first came to Salaam Bombay as a young girl who wanted to learn Kathak, against her family's wishes. "What will people say?" asked her father. "It's not respectable." Her community was against it, fortunately, her mother was on her side. "Go" she said, "I'll make them understand." Eventually they did.

What endless imploring couldn't achieve, Sheetal's transformation did. Over the years, she learnt more than how to move to the beat - she learnt discipline, time-management, and responsibility.

"I am who I am, because of Salaam Bombay Foundation," she says. "It changed the course of my life."

Sheetal **Team Leader**



Celebration of Collaboration.

We work together. Teamwork is at the heart of everything we do - both within the organisation and with all stakeholders - to ensure a win-win for all. Mutual respect and support are the pillars of our workplace.

VALUES AT WORK **Teaming up with Thermo Fisher Sceintific**

We often collaborate with partners who share our vision to take our projects farther. In early 2019, Thermo Fisher invited our skills@school students to visit their corporate offices and interact with professionals to spark their sense of ambition. The company also sharpened our students' interest in STEM (science, technology, engineering, and math)

Mr. Amit Chopra Managing Director, Thermo Fisher Scientific, India and Middle East

fields by encouraging them to build models for a cleaner and greener India. As children from schools that rarely have the resources for elaborate projects, this went a long way towards making science come alive.

"We are pleased to partner with Salaam Bombay Foundation - an organisation that shares our values and objectives for CSR. I truly appreciate the entire team for creating an effective platform for our initiatives in the country."

Boundless Dreaming.

We go above and beyond the call of duty to turn our vision into reality.

VALUES AT WORK Repertory: the next stage.

Over the years, our arts academy has reached out to almost 4,500 students. We have seen them grow - with no small amount of pride - into confident, enterprising young artistes. Even so, we wanted to do more. Our young graduates too, were reluctant to leave an academy they'd come to consider as family.

That's what led us to establish Repertory - a theatre group that invited the alumni of the arts academy to take their talents into the real world.

Repertory already has two commercial productions to its credit.

"Salaam Bombay Foundation has given us access to mentors and opportunities even after we graduated from their academies. I often perform in Repertory plays, and I even got the chance to attend an advanced film-making course that helped me understand the difference between performing on stage, and in front of a camera."

Sarthak Repertory and alumnus of the Salaam Bombay Academy of the Arts

Happy Minds.

We radiate positivity, camaraderie, and a 'can-do' spirit.

VALUES AT WORK The indomitable Ramesh Arekaris.

Our Account Assistant Ramesh Arekaris can't speak or hear as others do, but he can out-smile every last one of them. As an organisation, we want to understand and support him through the challenges he faces. He, in turn has rewarded us with steadfast loyalty, excellent work ethic, and a deeply infectious smile.

If there's anything we've learnt as an organisation it is this: the surest way to move forward is to foster an environment where everyone can thrive.



Ramesh Arekaris



Integrity is Honour.

We work with complete transparency. The highest standard of accountability, in everything we do, is our hallmark.

VALUES AT WORK Recognised for transparency by the most recognisable names in the business.

As an organisation, we pride ourselves on our integrity and accountability. We have taken steps to ensure that we meet the highest standards of transparency, and that every rupee is put to good use.

Our commitment to transparency and accountability has been recognised by some of the most credible bodies in the field. GuideStar – India's largest and most reliable source of NGO information – awarded us the GuideStar India NGO Transparency Award. We also met, and surpassed, the rigorous requirements of two of the most exacting NGO platforms: GiveIndia and BSE Sammaan





PROGRAMMES

In-School Preventive Health Programme

For a healthy body, you need an enlightened mind.

Tobacco Control and Leadership Programme

On a typical day, a child from the slums will pass tobacco shops on their way to school, spend time around children with tobacco in candy-coloured packets, and return to a home where the adults around them chew or smoke the substance. And so, in the war against tobacco, tobacco usually wins.

Since addiction starts early, we need to act quickly too. Our programme reaches out to youth just before they reach their teens

- to educate and empower them in the fight against tobacco. Our aim is to create young changemakers who are motivated to spread awareness about the ill effects of tobacco.

The programme motivates them to be young leaders by helping them form in-school councils like the Balpanchayat and the Balparishad, and helps them effect change by helping them collaborate with policymakers.

OBJECTIVES

- Create awareness about the harmful effects of tobacco.
- Develop life skills that condition students to refuse tobacco.
- Give students opportunities and platforms to hone their leadership skills.
- Empower students to become advocates of change in their communities.

REACH (2018 - 2019)

REGION	SCHOOLS	STUDENTS
Mumbai	350	46,376
Thane	301	84,206

Students who join our Tobacco Control and Leadership Programme are 50% less likely to experiment with tobacco.

*Source: Promoting Life Skills and Preventing Tobacco Use among Low-Income Mumbai Youth; Sorensen et.al, 2012

HIGHLIGHTS

- 220 schools declared tobacco-free in Mumbai.
- Balpanchayats were formed in 651 schools: 5,208 school-level Balpanchayat leaders have been recruited and trained in the academic year 2018-19.
- Salaam Bombay Foundation played a key role in organising the National Conference on Tobacco or Health (NCTOH). The conference provided a platform for government and non-government organisations, researchers, scientists and public health professionals to discuss these glaring issues and to take steps on a war footing to curb tobacco use in India.

The Balpanchayat and the Balparishad are student bodies formed by the members of our **Tobacco Control and Leadership Programme.** This initiative gives students the power to collaborate with officials, and a platform



Knowledge on Health and Nutrition for Adolescents (KHANA)

Because of its effectiveness as a hunger suppressant, children in the slums are more likely to chew tobacco than eat a full meal. Naturally, the effect this has on their mental and physical development is devastating. Undernourished children tend to perform poorly in school, which impacts their life and career choices, and the circle of poverty and poor nutrition continues.

This is why, we have expanded our area of focus to include nutrition. Through our new programme - KHANA (Knowledge on Health and Nutrition for Adolescents), we're encouraging a more nutrition-conscious society, by educating its most vulnerable members students who live in slums. This initiative impresses on them the importance of a healthy meal, and encourages them to share their knowledge with their family. After all, a healthy child is more likely to do better in school. And a child in school has a future.

OBJECTIVES

- Increase awareness about nutrition and dietary practices among adolescents.
- Training students to act as Health Monitors (Balpanchayat members) and increase nutrition awareness in their communities.
- Motivating parents to change unhealthy dietary practices by educating them on the importance of nutrition for a healthy body and mind.
- Optimise household budgets to create affordable and nutritious recipes for breakfast and tiffin.

REACH (2018 - 2019, MUMBAI)

SCHOOLS	STUDENTS
100	11,398

"Listening to my daughter and her friend speak about good eating habits inspired me. Now, I want to invite others to listen to them so that they can learn too. This knowledge can change the way we live."

Mrs. Nasiba Bano Shaikh Mother of a health monitor

HIGHLIGHTS

- We formalised KHANA module and guidelines.

- We created child-friendly information, education, communication (IEC) materials to help health monitors educate their communities.
- Recipe books for health monitors and their parents were developed and shared with community members.
- We started community-based nutrition workshops for parents and initiated community-level food festivals. Our recipes made use of the ingredients commonly found in the houses of our students and the markets they frequented.

LifeFirst

While our in-school programme focuses on steering children away from tobacco before they begin experimenting with it, LifeFirst is a tobacco treatment programme that uses proven methods to empower those who are already addicted to recover from tobacco dependence.

The three components of LifeFirst are:

- Counselling.
- Training on tobacco cessation.
- Research on cessation.

REACH (2018 - 2019, MUMBAI)

Over 6,475 students from grades 7 - 9 sensitised.

HIGHLIGHTS

- 52% of students reported that they had stopped using tobacco and areca nut by the end of the programme.

"My sister and I were addicted to supari (chewing tobacco). No one had ever told us that it could cause cancer and other deadly diseases. But then our school began LifeFirst sessions and I learnt about how it could affect my health. This programme helped me quit tobacco, and it gave me the information I needed to help my sister quit supari too."

Sapna (name changed) Marol Muncipal Urdu Branch

Project Résumé

Empowerment through sports, arts, media and vocational skills.

Salaam Bombay Academy of the Arts

Municipal schools often lack the resources to support programmes for the arts. And so, their students often have no means to discover any spark of creativity that they may have. Which is why, we go to these schools to give children access to training in the arts.

We cannot emphasise enough just how much the arts can transform a child's life. It builds

their confidence by enabling them to express themselves, sparks a sense of ambition by revealing talents they didn't know they possessed, and opens up a world of careers and opportunities they never knew existed. All this goes a long way towards motivating them to stay in school.

HIGHLIGHTS

- Our theatre group collaborated with Stanford Talisman, Stanford University's a cappella group for the mime-musical performance Circle of Love at the NCPA Experimental Theatre.
- The multilingual book Dream On, India! endorsed by Padmashree laureate Arvind Gupta and gifted to the Indian President, features the works of 19 of our students. Their work was selected out of 15,000 entries (only 147 of which were published).
- Eka Dhotrachi Gosht, a new play by our theatre's alumni body (Repertory) was praised by the theatre community and critics alike, with glowing reviews in several Marathi publications.
- At the 20th anniversary of the Kala Ghoda Art Festival, our students created a prize-winning installation using recycled material.

OBJECTIVES

- Helping students gain confidence by giving them a platform to express themselves.
- Imparting life skills like responsibility, teamwork, leadership etc. so that students make better decisions for their health, education, and livelihood.
- Revealing a range of new careers that they could consider pursuing in their future, by offering them experience as performers, set-designers, directors and so on.
- Using the arts to motivate at-risk youth to stay in school, thereby reducing their exposure to child labour and substance abuse.

REACH (2018 – 2019)

SUB-ACADEMIES	REACH (NUMBER OF STUDENTS)
Theatre	690
Western Dance	707
Kathak	184
Music	1,610
Creative Arts	1,600



Salaam Bombay Media Academy

The media academy encourages children to interact with the world, and express their opinions through writing and photography. The academy offers intensive courses in journalism, photography, videography, print production, and design amongst others. It also encourages students to contribute to their newsletter *Voice of Hallabol*, and develop skills that could help them consider media as a potential vocation.

- Motivating students to stay in school, thereby

reducing their exposure to child labour and

substance abuse.

OBJECTIVES

- To introduce the idea of media to children as a potential career opportunity.
- To motivate students to express themselves through writing, film-making and photography
- To teach valuable life skills like critical thinking so that they make better decisions for their health, education, and livelihood.

REACH (MUMBAI – THANE)

SCHOOLS	STUDENTS
25	694

HIGHLIGHTS

- 20 of our students got the opportunity to participate in a workshop by Raell Padamsee's Create Foundation.
- Six articles by our students were published in mainstream newspapers.
- Our students made four short films under the guidance of Pomegranate Eduworkshop Pvt. Ltd. The films dealt with issues that concerned them – ranging from school and their need for playgrounds to the plight of stray dogs.



Salaam Bombay Sports Academy

Launched in 2005, our sports academy uses sports as a means to teach children vital life skills like goal-setting, teamwork, and stress management. We have noticed that these lessons taught on the playground have a positive effect on our students' performance in the classroom. Moreover, training at the sports academy leads to opportunities to earn scholarships and gain valuable exposure to a wide range of sports-related careers (including scorekeepers, umpires, assistant coaches, and so on).

OBJECTIVES

- To use sports as a means to motivate students to stay in school, teach them valuable life skills, and hone their talent in sports.
- To broaden vocational horizons.
- $-\,$ To increase the participation of girls in sports.

REACH (MUMBAI – THANE)

SUB-ACADEMIES	NO. OF STUDENTS
Cricket	615
Hockey	100
Football	220

HIGHLIGHTS

- Salaam Bombay Foundation Sports Academy was invited to participate in the International Olympic Committee conference held at Argentina, 2018, which focussed on sports as a development tool.
- For the first time, the finals of the all-girls teams for the Little Masters Challenge, were held at the Brabourne Stadium.
- We launched the Corporate Change Maker Tournament.
 The event invites corporate organisations to compete to play at the
 Brabourne Stadium. The aim of the event is to raise funds for our sports academy.

Little Masters Challenge is the largest and only cricket tournament in Mumbai open to both municipal and private schools.



skills@school

The aim of this programme is to motivate adolescents to continue their education and aspire for better careers, by offering skills training while they are in secondary school. Many of our students use the skills they learn to get part-time jobs, which help them support their families and save up for higher education, without dropping out of school. Our courses also give students the means and motivation to pursue higher education, internships and sustainable employment. Each student enrolled in the skills@school programme completes specific training for skills across fields like beauty and wellness, mobile repair, computer hardware, fashion design, jewellery design, conversational English, bakery and confectionery, automobile repair, graphic design, web design and robotics. On completing their courses, our students receive a certificate from the National Skills Development Corporation (NSDC) or its affiliated partners.

REACH (MUMBAI – THANE)

The programme reached out to 5,000 students from 160 schools.

HIGHLIGHTS

- The skills@school programme has trained 10,000 students since inception.
- 834 girls out of the total 2,869 enrolled in technical STEM courses like Mobile Repair, Computer Hardware Repair, Home Appliance Repair, Graphic Design, Web Design and Robotics in the academic year 2018-19.
- Four students from the Robotics batch made a smart dustbin and a Wi-Fi controlled car out of waste material, under the guidance of trainers from Kohinoor Technical Institute. They went on to participate in The Nehru Science Innovation Exhibition, VES (Versatile Education System) and Homi Bhabha Research Science Exhibition.

TRADE	MUMBAI
Automobile Repair	19
Beauty & Wellness	1,296
Bakery & Confectionery	82
Computer Hardware Repair	101
Conversational English	385
Fashion Design	80
Graphic Design	236
Home Appliance Repair	222
Jewellery Design	108
Mobile Repair	925
Robotics	25
Web Design	51
TOTAL	3,530





THE BEGINNING OF A NEW CHAPTER

Beyond Mumbai.

<u>This year,</u> we expanded our reach to four new cities.

In our endeavour to touch more lives, Salaam Bombay began laying the foundation for its nation-wide growth in 2017. We began by designing a model that could be seamlessly adapted to, and implemented in, different regions across India. And built a bank of resources, knowledge, and technical assistance to aid the expansion process.

The next step was to find implementation partners who shared our vision and values, and had a deep understanding of the challenges and cultural nuances of their respective regions.

Building

a bank of

resources

How we gained ground without losing our spirit

Partnering

with the right local NGOs



Today, we have a presence in all four regions of India, with operations in four new cities - Pune, Kolkata, Jaipur, and Bengaluru. Our programmes in other cities are tested against the same benchmarks as our programmes in Mumbai. The tests for our vocational skills students are carried out by the regional NSDC (National Skill Development Corporation) or their affiliated assessors.

Launching programmes in all four regions of India



Meeting national standards across all regions





PROGRAMMES

- In-School Preventive Health and Leadership Programme.
- Vocational skill development programmes.
- Sports programmes: cricket and football.
- Arts programmes: dance, music and theatre.



PARTNERS

- Kohinoor Technical Institute Pvt. Ltd.
- All India Institute of Local Government
- Graminya Institute for Education Excellence
- Mega Pro Academy

- Just For Kicks - Glory Sports

- Robotics India

"It is a privilege to partner with Salaam Bombay Foundation. The programme has been designed to benefit financially weak adolescents so that they become capable individuals."

Mr. Uday Tade Trainer, Kohinoor Technical Institute, Pune

PROGRAMMES

- In-School Preventive Health and Leadership Programme.
- Vocational skill development programmes.
- Conversational English, Financial Literacy, and Jewellery Design.
- Arts programmes such as dance and theatre.



PARTNERS

- Tomorrow's Foundation
- Honcho Commercial Pvt. Ltd.
- Enguru

"This is a great initiative and a noble cause. We are proud to be associated with Salaam Bombay Foundation, a trendsetter among NGOs."

Mr. Swarup Ghosh Co-Founder & Governing Body Member, Tomorrow's Foundation, Kolkata



5,036 STUDENTS





PARTNERS

- Society for People's Action for Development (SPAD)
- LabourNet Services India Pvt. Ltd.

PROGRAMMES

- In-School Preventive Health and Leadership Programme.
- Vocational skill development programmes: Beauty & Wellness, Computer Hardware Repair, Mobile Repair and Home Appliance Repair



PARTNERS

- School Health Annual Report Programme (SHARP)
- LabourNet



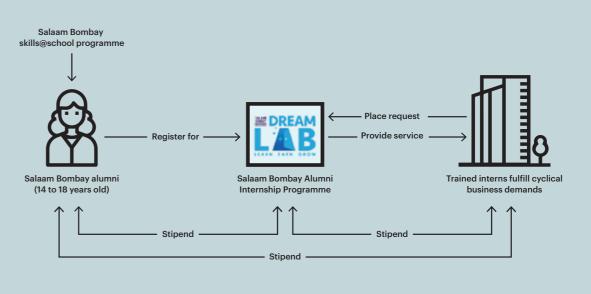
Introducing DreamLab. Helping our alumni learn, earn, and grow.

While our students are brimming with skills, talent and ambition, they lack industry-based opportunities. That's where DreamLab comes in. This initiative acts as a bridge between the alumni of our various academies and industries seeking part-time interns.

These internships go a long way towards helping our alumni earn an income to help them support themselves (and their families), and increase their job-readiness skills to ensure that they are employed in the future. It's all part of what we call our learn, earn, and grow model.

Created to empower our alumni:

- Enables our alumni make informed decisions about their future careers.
- Helps them broaden their horizons and set realistic career goals.
- Impresses on them the importance of continuing their education and helps them grow with rising industry standards.
- Transforms them into productive, work-ready citizens.



- Gives organisations the opportunity to participate in the Skill India Mission.
- Gives companies access to untapped talent that can be developed and eventually
- absorbed into the workforce.
- Offers vital personnel support during peak
- business seasons, with access to NSDC-certified interns

As on 31st March 2019, 27 of our alumni secured internships.

- 14 in fields related to beauty and wellness. 7 in baking and confectionary. - 5 in retail.
- 1 in computer hardware.

We aim to secure internships for at least

Designed to help organisations:

100 of our alumni by World Youth Skills Day 2019.

DONORS

Our biggest supporters.

You have the gratitude of thousands of young lives.

INDIVIDUALS	CORPORATE DONORS	INDIAN TRUSTS, FOUNDATIONS AND ORGANISATIONS	INTERNATIONAL AGENCIES
Padmini Somani	Radha Madhav Investments Pvt. Ltd.	Ambuja Educational Institute	India Youth Fund
Narotam Sekhsaria	Siddhesh Capital Market Services Pvt. Ltd.	Ambuja Cement Foundation	Vital Strategies
	Goldman Sachs India Securities Pvt. Ltd.	United Way of Mumbai (Donation)	Campaign For Tobacco-Free Kids
	Trent Limited	Rotary Club Bombay Charities Trust No.3	
	Thermo Fisher Scientific India Pvt. Ltd.	Gunwanti M. Jain Charitable Trust	
	Karmatex Apparels Private Limited	Stanford University Alumni Association Of India	
	Satyanarayan Sekhsaria Private Limited		
	OnProcess Technology		
	Concordia International (India) Services Pvt. Ltd.		
	CLP India Pvt. Ltd.		
	Trapu Investments Pvt. Ltd.		
	Rusan Pharma Ltd.		

All the images in this report were captured by the students of our Media Academy.



A CHILD IN SCHOOL HAS A FUTURE

Nirmal Building, 1st Floor Nariman Point, Mumbai 400021

T +91 22 6149 1900 F +91 22 2204 4931

info@salaambombay.org www.salaambombay.org

ended March 2019 & March 2018		
	All figures in Rs. Lakhs	
INCOME (A)	For the year ended 31st March 2019	For the year ended 31st March 2018
Donations & Grants	911.69	352.83
Registration & Sponsorship Fees	11.24	3.27
Interest Income	278.65	292.38
Others	18.21	14.53
Total Income - [A]	1,219.80	663.01
Total Expenditure - [B]	1,175.95	718.15
Income carried forwards for ongoing projects : [A-B]	43.85	(55.14)

Extract of Income and Expenditure Account for the years

Projects are run by 136 trained professionals who are employed by Salaam Bombay Foundation. Given below are project wise expenses			
	All figures in Rs. Lakhs		
INCOME (B)	For the year ended 31st March 2019	For the year ended 31st March 2018	
Projects and Programmes			
In-School Preventive Health Programme	152.22	88.76	
Arts Academies	162.83	95.28	
Sports Academies	86.30	66.45	
Skill Development & Conversational English Program	293.48	148.14	
Cessation	26.03	27.62	
Events	17.34	14.79	
Media Campaign & Media Academy	103.21	83.71	
Marketing & Promotion	41.16	29.21	
Conferences & Training	52.11	16.72	
Research & Documentation	15.57	11.28	
Administration			
General Costs & Non Programme Salaries	s 225.70	136.19	
Total	1,175.95	718.15	



DUIVIDATION FOUNDATION ACHILD IN SCHOOL HAS AFUTURE **ACHILD IN SCHOOL HAS AFUTURE ACHILD IN SCHOOL HAS AFUTURE**