




A CHILD IN SCHOOL HAS A FUTURE

ANNUAL REPORT

2019
2020





The world has changed, our fundamental beliefs have not.

While the pandemic has resulted in unprecedented challenges for us all, it has been especially hard for children living in slums. They are now confined to homes that are too small, in lanes that are far too narrow, and neighbourhoods where social distancing is an impossible luxury. Many of their parents, who barely made a living, are now without jobs. It has become even harder to put food on the table, and hold on to hope that they can graduate, get jobs, and earn a better life.

We made it our mission to help our students and their families through these difficult times. Our operations needed to adapt swiftly – not just to ensure that families didn't go hungry, but also to make sure that our students had devices and internet access to rejoin their classes online. The pandemic has been a severe test of their resilience. But, as always, their resilience shines through.

While our students continue to inspire us with their strength, our team continues to display Salaam Bombay's steadfastness and fortitude. Our performance, and ability to stand with our students during the pandemic, is the result of cultivating a culture of drive, empathy, and support. We have built a workplace that is empowering for women, inspires passion for our mission, and has a strong foundation of shared values.

All this has resulted in us winning a 'Great Place to Work' award again. The credit for this achievement goes to every single member of the Salaam Bombay family, and especially to our CEO, Nandina Ramchandran, our Head of HR, Smruti Kasulwar, and the entire leadership team.

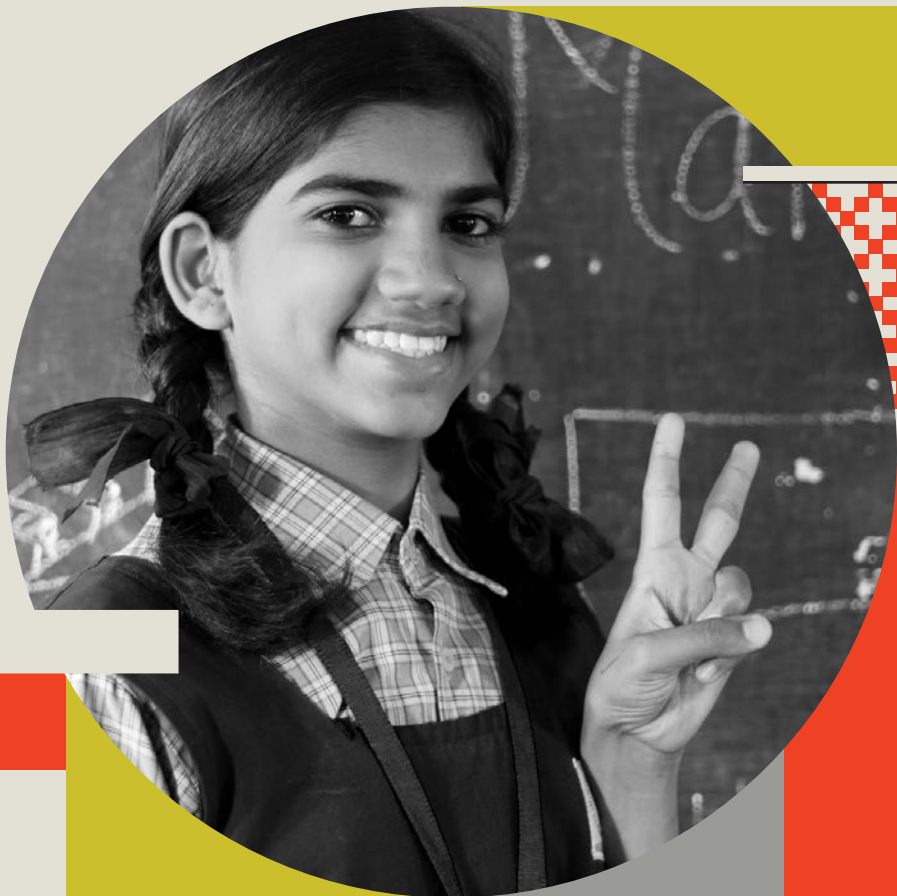
The challenges of this year have strengthened our resolve to do right by our students. Your support will add to that strength.

Padmini Somani

Founder, Salaam Bombay Foundation

OUR VISION

Keeping 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.

Our team continues to prove its drive, resilience, and boundless compassion.

In my time with Salaam Bombay Foundation, I have been blessed with a truly formidable team. Despite the vagaries of our times, we continue to grow, reach out to more children, and improve operations in every way.

In 2019 - 2020 we were rated as one of the Top 10 NGOs to work for – for the second year in a row. We also released a comprehensive white paper on our continuum model to increase the future employability of our students, and expanded our reach significantly. Many of our programmes now operate in cities like Pune, Kolkata, Jaipur, and Bengaluru. In Mumbai, our alumni internship programme – DreamLab – was expanded to include graduates of our arts and media academies, and has already resulted in internship opportunities.

All this has been possible, because our team is united in working towards a single goal: looking out for the overall wellbeing of our students. This was demonstrated once again when the pandemic struck.

Just a few months ago, on a day that seemed like any another, our students went home – full of stories and aspirations – without realising it would be a long time before they would see their school and friends again. An isolation made harder because many of them live in small homes with no internet access. We had to work on changing our operations immediately to stay connected with our students. Our team has been working assiduously to raise funds to provide our students with internet access so their education is not disrupted, rework our modules so our courses can be accessed online, and – most importantly – watch out for their mental wellbeing. One of these initiatives is 'Happy Calls' – where we call our students regularly to check on them and lift their spirits through games and conversation.

A lot has changed, and will continue to change. But our focus still is – and will forever remain – the health, happiness, and wellbeing of our students.

Nandina Ramchandran
CEO, Salaam Bombay Foundation





SECTION 1
IN-SCHOOL
PREVENTIVE
HEALTH
PROGRAMME

IN-SCHOOL PREVENTIVE HEALTH PROGRAMME



Sustaining healthy lives and the spirit of leadership.

This programme inspires adolescents to follow healthy practices, and equips them with information to educate their communities. Our students emerge from these programmes as young leaders, and empowered ambassadors of change.

PROGRAMME 1 IN-SCHOOL TOBACCO CONTROL LEADERSHIP PROGRAMME

Because tobacco addiction starts early, so does our work.

This programme reaches out to underprivileged children at a crucial point in their lives – between grades 7 and 9. This is the age when many of their peers begin experimenting with tobacco, and begin a downward spiral that leads to dropping out of school. This programme transforms at-risk students into young advocates. Empowering and transformative, it's also known as Super Army.

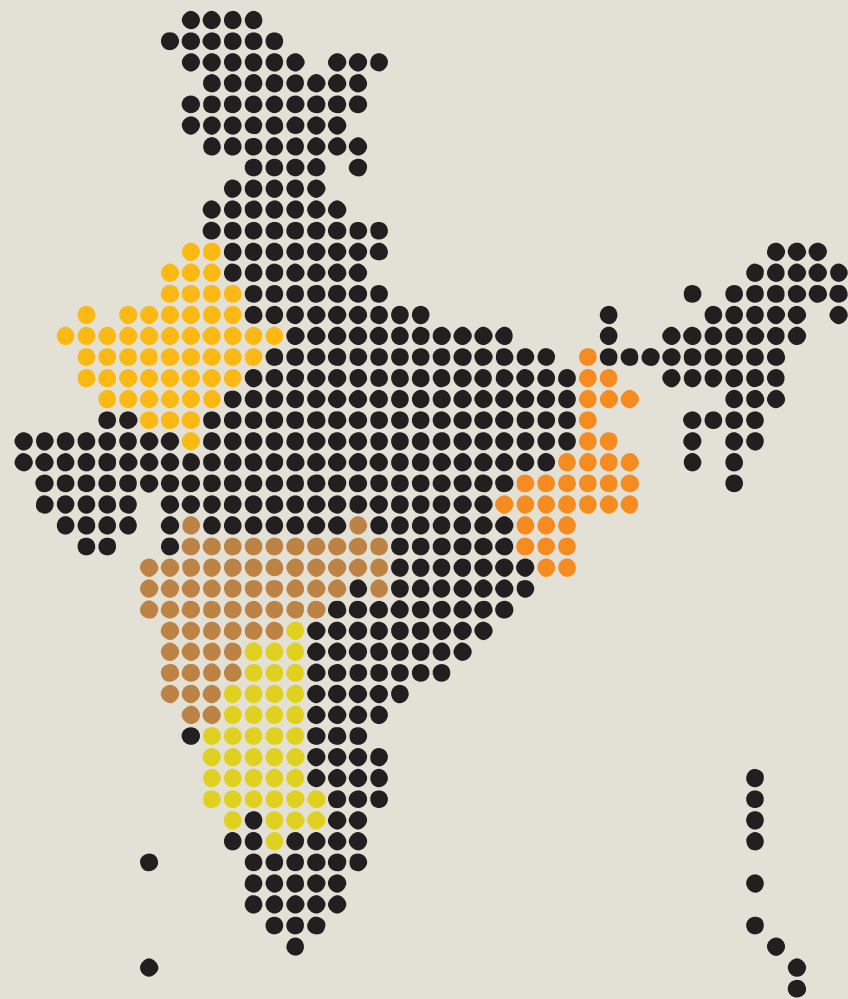
The Super Army programme is active in 350 municipal schools in Mumbai city alone.

OBJECTIVES

- Educating students on the dangers of tobacco.
- Teaching students life skills to deal with peer pressure and refuse tobacco.
- Empowering them to become young leaders by providing them with platforms and opportunities to drive change.
- Equipping them with knowledge to educate their communities on the dangers of tobacco.

The programme operates in two formats:

- **The 3-year programme** which was introduced in Mumbai city in 2002.
- **The 1-year programme** was introduced to increase our reach. The programme began operations in Mumbai West, Thane, and Pune in 2019 and has reached 1,43,358 students from 405 schools.



| | | | |
|--------------------|--------------------|-----------------------|-----------------------------|
| 4 STATES | 6 CITIES | 823 SCHOOLS | 2,00,042 STUDENTS |
|--------------------|--------------------|-----------------------|-----------------------------|

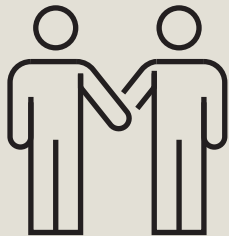
**STAYING
ON TRACK WITH A
MONITORING APP**

We developed an app to help student representatives and teachers keep track of their school's journey towards becoming and staying tobacco free.

**EXPANSION OUT OF
MAHARASHTRA**

The army marches to Kolkata, Jaipur, and Bangalore.

Our 1-year programme is now active in three new cities. Each city has also launched Bal Parishad – a Super Army leadership initiative that encourages students to interact with policymakers and become agents of change.



CITY PARTNERS

Tomorrow's Foundation
KOLKATA

SPAD
BENGALURU

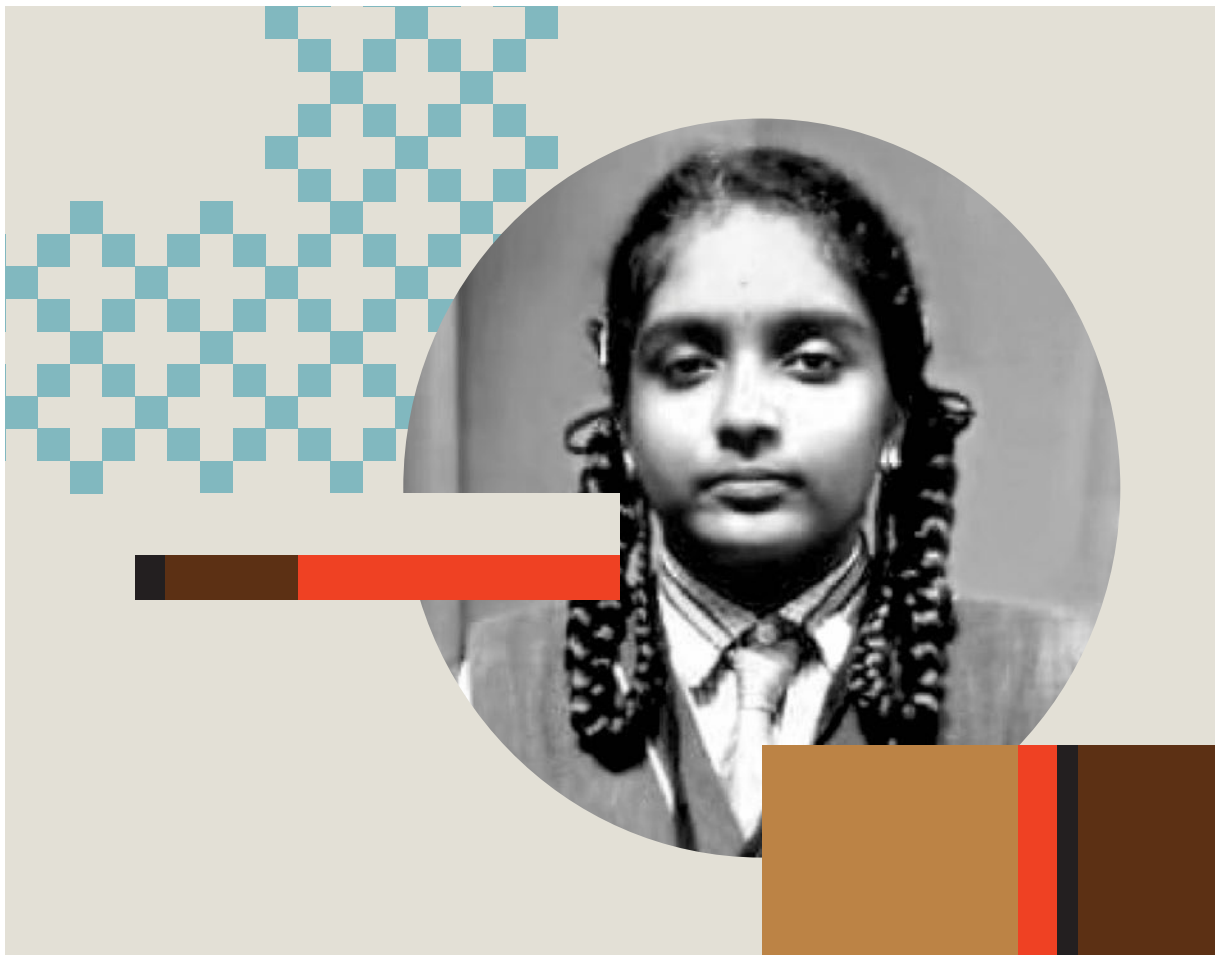
SHARP
JAIPUR

HIGHLIGHTS

- In Kolkata, the students of the Bal Parishad invited and interacted with representatives of the local health department, education department, FDA and police departments.
- In Jaipur, the student body spearheaded a series of initiatives, including an oral health

screening camp in collaboration with medical students, and a movement to ensure that their schools are tobacco free.

- In Bengaluru, a Bal Parishad event was organised on 4 February, 2020 – World Cancer Day.



THE FIRST MISSION OF THE BENGALURU BAL PANCHAYAT

Supritha and seven of her fellow Bal Panchayat members were on their way to speak to her tobacco-addicted neighbour. They had rehearsed their arguments countless times, but this was their first-ever mission, and their confidence dropped with every step towards his home.

“Why would he listen to us?” asked one of the students. “He didn’t even listen to his parents!” said another. “He must” said Supritha, “He’s very ill and needs to understand what tobacco is doing to him. Before it’s too late.”

When they finally met Supritha’s neighbour, their indecision gave way to determination. His skin was sallow; his breathing, laboured; and every line on his face spoke of hardship that led to his crippling addiction. “You can beat this,” they told him “We can help you.”

A year later, Supritha’s neighbour is a changed man. “He hasn’t touched tobacco since we spoke with him” she says cheerfully. “We’re so proud of him. We’re so proud of us.”

REACH IN MUMBAI & BEYOND (2019-20)

| CITY | NUMBER OF SCHOOLS | STUDENTS TRAINED |
|---------------------------|-------------------|------------------|
| Mumbai (Maharashtra) | 350 | 45,562 |
| Pune (Maharashtra) | 100 | 45,011 |
| Thane (Maharashtra) | 100 | 22,476 |
| Mumbai West (Maharashtra) | 200 | 75,871 |
| Kolkata (West Bengal) | 23 | 5,038 |
| Jaipur (Rajasthan) | 25 | 3,792 |
| Bengaluru (Karnataka) | 25 | 2,292 |

IMPACT IN MUMBAI AND BEYOND

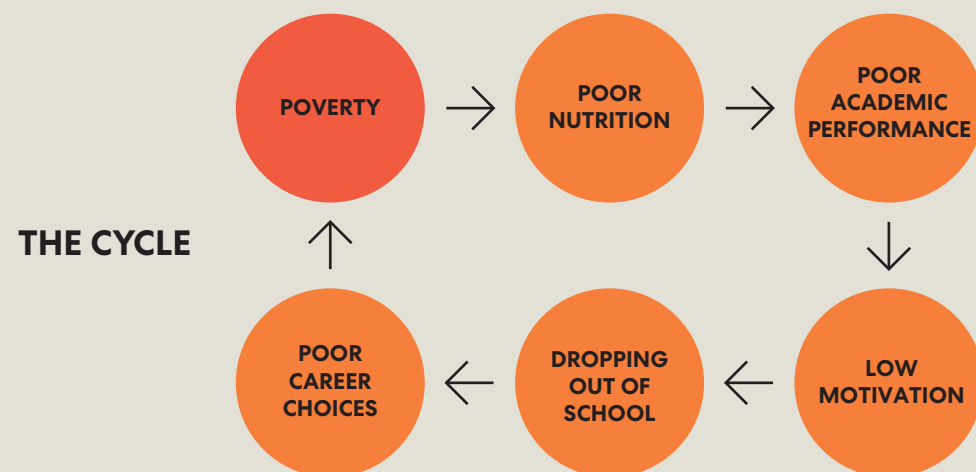
- 294 schools declared tobacco-free via the Tobacco Free Schools App.
- 45,562 students benefitted from tobacco control sessions online (84% attendance recorded).
- 6,832 student leaders empowered.
- 2,200 police personnel reached in Mumbai and Navi Mumbai, as part of the Tobacco-Free Police Station initiative.
- 5,347 transport personnel reached as part of the Tobacco-Free Transport initiative.
- The 1-year programme was successfully implemented in three new cities.
- Our students have been carrying out programmes to sensitise the Mumbai police on COTPA (Cigarettes and Other Tobacco Products Act). In 2019, the Mumbai Police took action against 2,898 shops that violated the act.

PROGRAMME 2 KNOWLEDGE ON HEALTH AND NUTRITION FOR ADOLESCENTS (KHANA)

Breaking the cycle of poverty and poor nutrition.

The effects of undernourishment are far-reaching and devastating – particularly when it comes to growing children.

This initiative recognises that a child is raised by a community. We go beyond educating students on the importance of proper nutrition, and encourage them to become ambassadors of healthy practices within their community. We call these young ambassadors 'Health Monitors'.



WHAT OUR HEALTH MONITORS PROMOTE

- The importance of proper nutrition.
- Recipes for balanced meals with affordable and easily available ingredients.
- The ill-effects of junk food.
- Role of hygiene in nutrition.
- Significance of physical exercises.

FOOD FOR THOUGHT.

At first, Tabrez's neighbours found his interest in kitchens, cooking, and recipes odd. As far as they were concerned, cooking was a 'woman's thing'. That didn't deter Tabrez one bit. "They all eat food, don't they? Then they need to learn what goes into that food."

And so, Tabrez began his crusade: informing his community what he had learned about proper nutrition, and sharing recipes that utilised humble, household ingredients.

Little, by little, they began listening to the earnest 16-year-old. Slowly changing their diets, and coming to him for advice – particularly during the pandemic. "Drink more milk, and eat more eggs," he tells his neighbours, passing on information he learns during his online classes. "We're all indoors now, and we need Vitamin D." They say it takes a community to raise a child, perhaps now it's time for our children to teach the community.



HIGHLIGHTS OF 2019-2020

- Successful execution of project KHANA in 350 Mumbai municipal schools.
- Developed 31 healthy breakfast recipes and shared with mothers.
- Appreciation and recognition by the Ministry of Women and Child Development and the Government of India.
- Developed digital module, packed with information and interactive games, for KHANA. This module helps us increase our reach by connecting with students virtually.
- Nutrition Awareness Workshops were conducted for 45,306 students of 350 schools.
- 1,480 Health Monitors were trained to lead nutrition awareness activities in their communities.
- 500 Health Monitors reached out to a total of 12,000 mothers through 159 community-based nutrition awareness workshops.

FEATURED AT AN EVENT BY THE HARVARD SCHOOL OF PUBLIC HEALTH.

At an event organised by the esteemed institution, the Indian Minister of Women and Child Development presented our KHANA model as a perfect example of the efficacy of change agents within the community.

REACH (2019-20) MUMBAI

| STD. | NUMBER OF SCHOOLS | TOTAL STUDENTS | TOTAL CLASSES |
|-----------------|-------------------|----------------|---------------|
| 7 TH | 268 | 268 | 542 |
| 8 TH | 296 | 296 | 500 |
| 9 TH | 296 | 296 | 354 |

UNLOCKING THE IN-SCHOOL PREVENTIVE HEALTH PROGRAMME.

We're working on online sessions that take into account the challenges our students face during the pandemic. The objective is to help them stay safe, and build their immunity through proper nutrition and personal hygiene.

PROGRAMME 3 LIFEFIRST

Creating a tobacco-free environment for all.

LifeFirst is a tobacco and *supari* cessation programme that uses a research-based model to create safe, tobacco-free environments and help people overcome their addiction.

While this programme also operates in workplaces and healthcare centres, a special module has been adapted for the students between grades 7 and 9 of municipal schools.

OBJECTIVES

- To reduce the prevalence of tobacco and *supari* use.
- To motivate and support tobacco users' efforts to quit.
- To increase awareness about the ill-effects of tobacco and *supari*.
- To prevent instances of relapse.
- To prevent transition from *supari* to tobacco use.

REACH (2019-20)

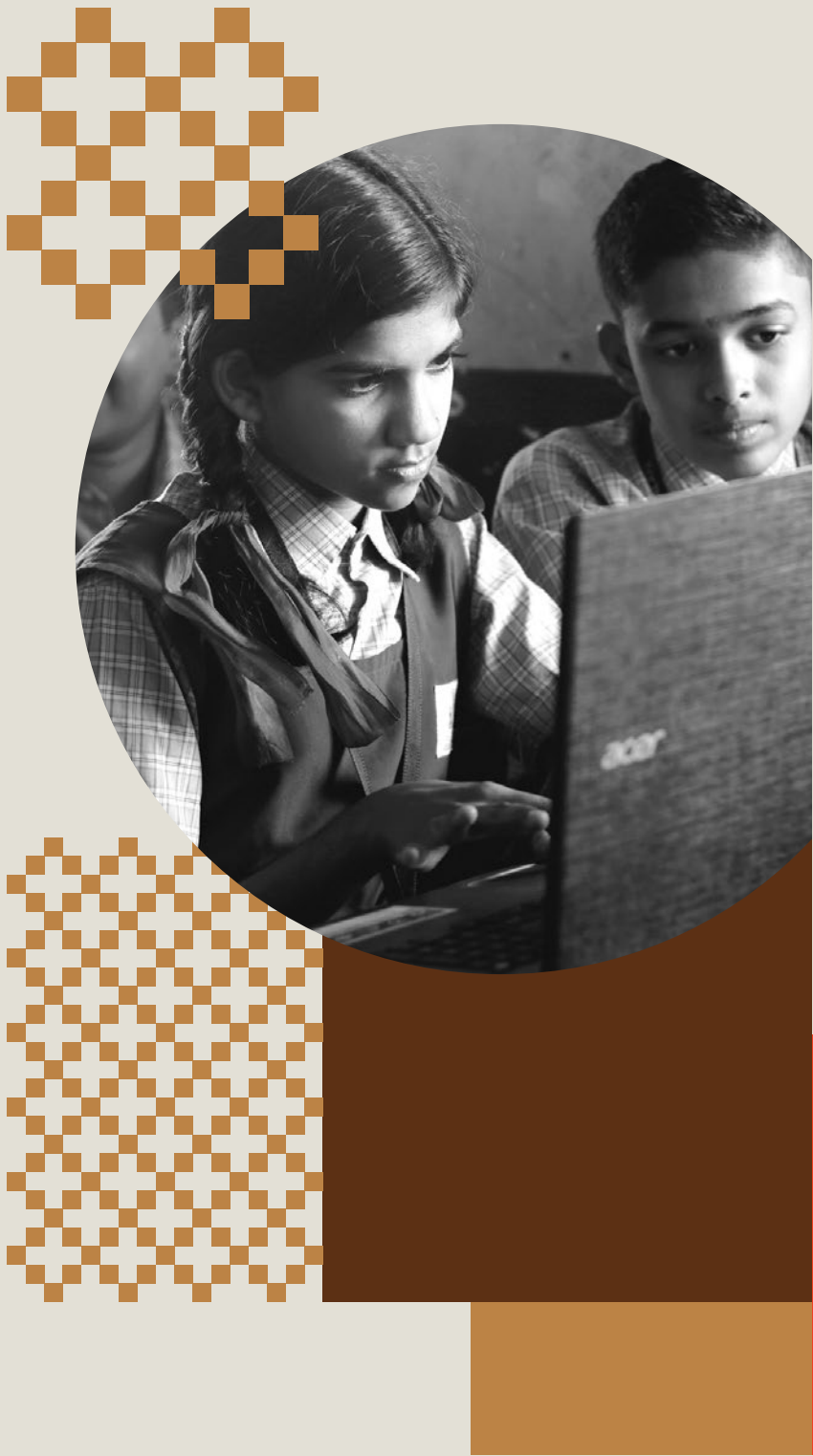
The programme was implemented in 101 BMC and government-aided schools through two different intervention models – LifeFirst (full protocol with six sessions) and the SMART model (three sessions).

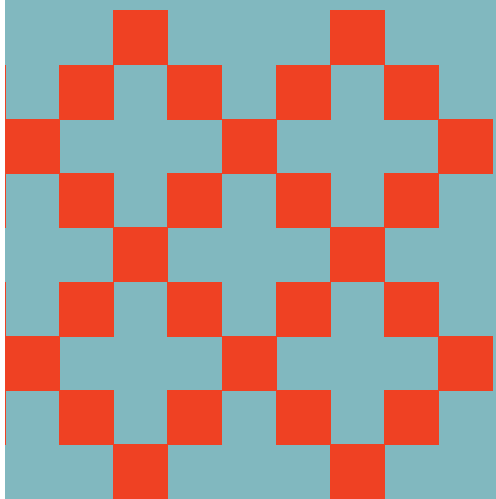
| | FULL PROTOCOL INTERVENTION | SMART INTERVENTION | TOTAL |
|----------------------------|----------------------------|--------------------|-------------|
| No. of schools | 22 | 79 | 101 |
| No. of students oriented | 1,420 | 4,566 | 5,986 |
| No. of students registered | 510 (36%) | 1,726 (36%) | 2,236 (37%) |

Unlocking LifeFirst during the Covid-19 pandemic.

While LifeFirst usually involves in-person interaction, the pandemic made it necessary to connect via phones and the internet. It also became even more vital to educate people on how tobacco could affect one’s health and make them particularly vulnerable to respiratory illnesses like Covid-19. For schools, our new approach involved:

- **Online presentations** conducted via group sessions that educated students and encouraged them to join the programme.
 - **WhatsApp groups** with students, teachers and LifeFirst counsellors that help counsellors share information instantly and identify students that may need one-on-one counselling.
- **Reaching out to parents:** Since many of the students use their parents’ devices, it gave us an opportunity to counsel parents and guardians who may be addicted to tobacco.
 - **Online training sessions** for principals and teachers on how to help their students maintain their physical and mental health during the pandemic.





SECTION 2

***PROJECT
RÉSUMÉ***



PROJECT RÉSUMÉ



Empowerment
through sports, arts,
media and
vocational skills.

Project Résumé gives students access to training they can't afford, platforms they never dreamed of, the means to work part-time and earn their way through college, and skills and experience that will drastically increase their chances of employment after they graduate. More importantly, it gives them confidence – in their future and in themselves.

PROGRAMME 1
SALAAM BOMBAY ACADEMY
OF THE ARTS

Setting the stage
for a better life.

Resource-poor schools rarely have the means to help their students explore the arts. Our aim is to supplement their education by offering them something their textbooks can't – opportunities to kindle that latent creativity that is within every child.

OBJECTIVES

- Giving students a platform so they can express themselves and build their confidence.
- Using the arts to motivate at-risk youth to stay in school, thereby reducing their exposure to child labour and substance abuse.
- Inculcating life skills like responsibility, teamwork, and leadership, so our 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.

REACH (2019-20) MUMBAI

| SUB-ACADEMIES | REACH (NUMBER OF STUDENTS |
|---------------|---------------------------|
| Theatre | 675 |
| Western Dance | 707 |
| Kathak | 195 |
| Music | 184 |
| Creative Arts | 1,980 |

A SONG OF HOPE.



A few years ago, if you asked Yash what he wanted to be, he wouldn't be able to tell you. Like many of his friends, his life was uncertain. Today he had a roof over his head, and his parents had jobs. Tomorrow, who knew? Students like him had to learn to take each day as it comes. And so, his entry into the music academy wasn't so much a decision as a stroke of fate.

At first, he showed as much interest in it as he did in everything else – just enough to get by. But slowly, the classes began to resonate with him. His coach, Ms. Nehal, noticed the spark and did everything she could to nurture it. She helped him train as a singer, taught him to play the sitar, and encouraged him to enter music exams.

Now, when you hear Yash hold an unwavering note, there is no trace of the uncertain young boy he once was. When he plucks his sitar decisively, you can see a spark of ambition. Now, Yash's life has rhythm.

HIGHLIGHTS

- Our student, Sayli Chavan, performed as a voice actor in *Vardha* – a short film.
- 19 drawings by our students were shortlisted for *Book of Dreams* – a project that has been endorsed by Padmashree laureate Arvind Gupta and presented to the President of India. Four of the drawings were exhibited at Mumbai's international airport.
- 11 of our students performed in *My Fair Lady* at Jamshed Bhabha Theatre, NCPA. The event was helmed by Raell Padamsee's ACE (Academy for Creative Expression) and CREATE Foundation.
- Our students performed at the *Best of Broadway* show by Raell Padamsee where they stepped out of their comfort zone and sang in English after six weeks of training.

- Our students performed for a number of prestigious events and institutions, including at IIT Powai, Tata Trent, the Tata Mumbai Marathon (Asia's largest marathon),

and at 'Art in the Park' – an initiative by the Indian Heritage Society.

UNLOCKING THE ARTS PROGRAMME

To help our students continue their exploration of the arts during the pandemic, we have been creating videos to help them learn and hone their talents from the safety of their homes.

REPERTORY

An encore for the alumni of our arts academy.

This programme provides continued support to our alumni through advanced training, and performance and employment opportunities. This programme currently includes 60 of our alumni.

OUR ALUMNI'S ACTIVITY IN 2019-2020

- Two of our alumni – Abhishek Waghmare and Mayur Chavan – worked on a short film in collaboration with the Prayasam institute in Kolkata.
- Our students used their talents to spread awareness on voting, at Juhu beach.
- Alumni Sarthak Chasakar wrote and directed a play, featuring fellow students, performed at the Nehru Science Centre.
- Our students were given a chance to appear with celebrities like Diana Penty, Varun Dhawan, and playback singer Shaan for a series of promotional videos for DreamLab.

THE LIGHT MODEL

The first act
of the arts programme
in new cities.

We piloted an 18-month version of our 3-year arts programme in Kolkata and Pune.

KOLKATA



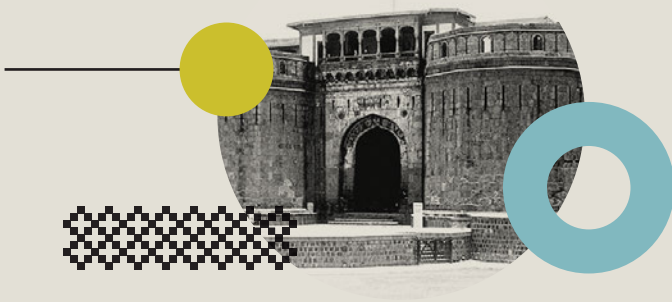
| PROGRAMME | NUMBER OF SCHOOLS | NUMBER OF STUDENTS |
|---------------|-------------------|--------------------|
| Western Dance | 5 | 168 |
| Theatre | 6 | 187 |

- Launched in 2019, with the help of city partner Tomorrow’s Foundation.
 - A group of six students reached the semi-finals of *Dance Meri Pehchan* – a national-level dance competition that drew over 700 groups.
- Our implementation partner – Tomorrow’s Foundation – organised a dance and theatre programme at the reputed Gyan Manch Theatre, for the graduates of our arts programme in Kolkata.

“Our students don’t just learn acting skills, they learn how to put them to good use. They’re using their talents to fight social injustice. This programme has given them confidence.”

PURNA MUKHERJEE
Nodal Teacher, Kolkata

PUNE



| PROGRAMME | NUMBER OF SCHOOLS | NUMBER OF STUDENTS |
|---------------|-------------------|--------------------|
| Music | 2 | 60 |
| Western Dance | 3 | 90 |
| Theatre | 3 | 90 |

DREAMLAB FOR THE ARTS

Helping our young
dreamers thrive in the
real world.

This programme was launched to give our alumni an easy transition into promising careers, and earn their way through college. For the Arts Academy, this initiative provides students internship opportunities in industries related to the arts.

- Three of our alumni are interning as roto artists at Prime Focus – a media services powerhouse. The experience is also helping them learn more about special effects and animation.
- Two students are interning as assistant trainers for our dance academy.
- Four of our western dance alumni performed at the IIFA awards.

DREAMLAB PARTNERS:

This year the following organisations supported the DreamLab project for the arts.

- Jeff Goldberg Studios
- Victory Arts Foundation
- Everest Industries Limited
- Prime Focus

In its pilot year for the Arts Academy, DreamLab includes a batch of 65 alumni.

PROGRAMME 2 SALAAM BOMBAY MEDIA ACADEMY

Giving a voice to the voiceless.

The Media Academy encourages students to develop their communication skills through intensive courses in journalism, photography, print production, and design.

VOICE OF HALLABOL

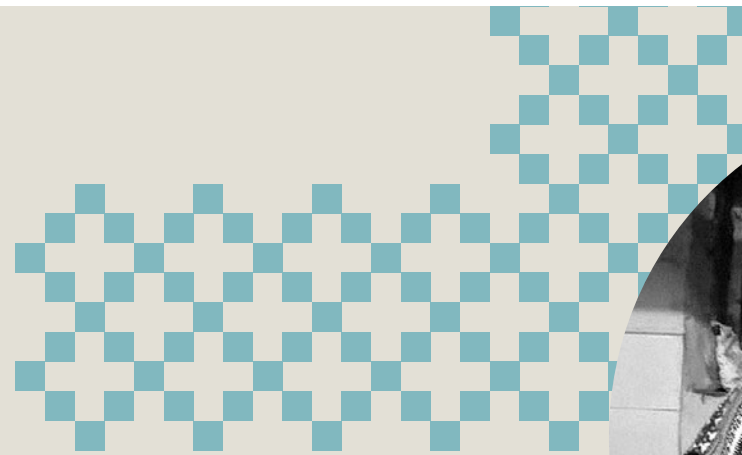
A newsletter by our students, for our students, was created to give them opportunities to write articles and publish their photographs.

OBJECTIVES

- Giving students platforms to express themselves.
- Building our students' confidence by showing them that their voice matters.
- Teaching relevant skills to increase employability.
- Equipping students with life skills to make better decisions regarding their education and livelihood.
- Motivating students to stay in school.

REACH IN MUMBAI AND THANE

32 schools
45 batches
918 students



CAPTURING A DREAM.

"I didn't know many kids who wanted to be photographers," says Sakshi. "Before the media academy, it never even crossed my mind." With a bedridden father and a mother who struggles to eke out a living, Sakshi may have gone the way of thousands of girls like her and dropped out of school to work as a maid. But now, she has a purpose. "I want to be a wildlife photographer," says the young girl, her eyes shining.

Sakshi is far from the only student who was motivated to stay in school because of the photography course. Hundreds of reticent children finally found a way to express themselves through camera lenses, and many of them earn their way through college as part-time photographers. But the effect the course has on them goes beyond their education and their ability to earn. It gives them something they never had before – hope. "Now I can dream" smiles Sakshi.

HIGHLIGHTS

- On World Photography Day 2019, our students held an exhibit at one of Mumbai's busiest stations – Chhatrapati Shivaji Maharaj Terminus (CSMT). The exhibition raised awareness of the state of our oceans and

beaches, through arresting images captured by 25 of our photography students.

- Our photography students were given the opportunity to display their best work at an event hosted

in collaboration with Shari Academy. The theme was 'Street Kahani' – images captured on the streets of Mumbai. The exhibition saw over 300 visitors.

- Our students hosted and participated in 'Education Beyond Books' a creative collaboration with the BMM students of St. Xavier's College, and Mumbai University.

UNLOCKING THE MEDIA ACADEMY

To keep our students safe but engaged during the pandemic, we're developing modules that include interacting with experts via webinars, photography projects, and story-writing activities.

DREAMLAB FOR THE MEDIA ACADEMY

Forging connections in the communications industry.

In its pilot year for the Media Academy, DreamLab includes a batch of 30 alumni.

- Our alumnus, Abhishek Pandey, who completed his advanced photography course at Shari Academy, is interning as a product photographer for TBZ – The Original.

- Seven of our DreamLab interns scripted, filmed, and edited a corporate video for Everest Industries Ltd.

- Alumnus Prathamesh Mahadik interned with Glamzia Production and worked as an assistant wedding photographer and covered the Super Army Ganapati event.

- Alumnus Saurabh Dube, is a credited editor for Prime Focus film

Bhoot Part One: The Haunted Ship.

- Three of our DreamLab interns – Abhishek, Mayur, and Akshay – edited a series of videos on women's rights, for ACC.

DREAMLAB PARTNERS:

This year, the following organisations supported the DreamLab initiative for the media academy.

- ACC
- Ficus Productions
- McCann
- Everest Industries Limited
- Glamzia
- Prime Focus
- Shari Academy of Professional Photography

PROGRAMME 3 skills@school

Empowering students by increasing their employability.

Many children from the slums give in to family pressure to drop out of school and start earning. This programme motivates them to stay in school by teaching them vocational skills that help them earn their way through school and college, and open up a world of internship and career opportunities.

The skills@school programme has been lauded by Maharashtra's ministries of skill development, entrepreneurship, and minority development.

OBJECTIVES

- To empower youth with vocational skills through engaging programmes.
- To give students the means to earn part-time to support their families without dropping out of school.
- To increase the employability of BMC school graduates through exposure to different industries, and part-time training.

PROGRAMMES UNDER SKILLS@SCHOOL

- Bakery & Confectionery
- Mobile Repair
- Home Appliance Repair
- Jewellery Designing
- Robotics
- Beauty & Wellness
- Fashion Design
- Computer Hardware Repair
- Automobile Repair
- Graphic Design
- Web Design
- Conversational English
- Financial Literacy

REACH (2019-20) MUMBAI

| CITY | NUMBER OF SCHOOLS | STUDENTS TRAINED |
|-----------|-------------------|------------------|
| Mumbai | 90 | 4,949 |
| Pune | 29 | 1,503 |
| Kolkata | 18 | 1,489 |
| Bengaluru | 15 | 845 |
| Jaipur | 10 | 452 |
| TOTAL | 162 | 9,328 |

Since inception, skills@school has empowered over 19,397 students through skills training. 9,520 of those students are girls.

HIGHLIGHTS

- The programme continues its tradition of gradually breaking gender stereotypes. The percentage of boys in courses like Beauty and Wellness, Bakery and Confectionery, and Jewellery and Fashion Design has gone from 4% to 7%. The percentage of girls in technical courses like Robotics, Graphic Design, and Computer Hardware, has gone up to 31%.
- 10 projects by our students were featured at the Maker Mela Exhibition (Asia's largest gathering of creators in the fields of art, engineering, science and more).

The festival drew over a 100 makers from around the globe.

- To spark an interest in robotics, we took two buses featuring projects by our robotics students to 20 schools. The bus – which we called 'The High-Tech Express' – drew over 6,500 students.
- We released an insightful White Paper titled 'Enhancement of Employability for Adolescents through a Continuum model that integrates Secondary Education, Skills Training and Internships'.

UNLOCKING SKILLS@SCHOOL

During the pandemic, we have been distributing kits for courses like baking, mobile repair, and beauty and wellness so our students can continue their learning through online classes. In addition to vocational skills, our online classes also impart vital soft skills.

EXPANDING BEYOND MUMBAI

Empowering students in four new cities.

We have taken our skills@school initiative to Pune, Bengaluru, Kolkata and Jaipur, with the help of city partners like Tomorrow's Foundation (Kolkata), SPAD (Bengaluru) and SHARP (Jaipur).

- 25 students from our Robotics and Home Appliance programmes showcased their projects at an interschool science exhibition in Kolkata.
- Over 42 students from 14 schools showcased their talents in computer hardware repair, mobile repair, graphic design, robotics, electronics, DIY, jewellery design, and beauty and wellness at the Skill Exhibition at the Shiksha Bhaban Auditorium, Kolkata.

DREAMLAB FOR SKILLS@SCHOOL

Empowering students to learn, earn, grow.

This programme provides internship opportunities to the alumni of our skills@school programmes.

112 students of our skills@school programme now have internships thanks to the DreamLab initiative.



BAKING A DREAM.

“You know what the best part of the baking course is?” asks Harsh, his eyes twinkling, “I get to make what I love!” And so he does. Airy confections, cream-filled pastries, sinfully indulgent cakes. “Through DreamLab, I got to intern with Galaxy Foods and Monginis. I’ve learnt so much!” After he graduates, Harsh plans to walk down his pastry-paved road towards a career in baking. “I think I’ll open my own bakery one day,” he says. We wish Harsh all the sweetness of success.

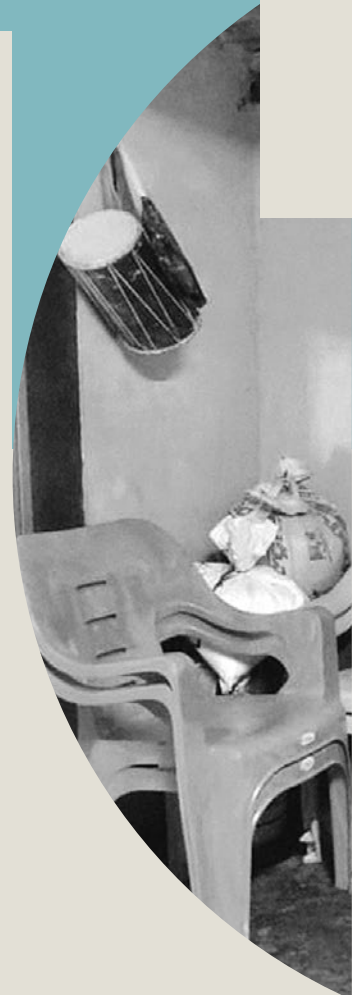
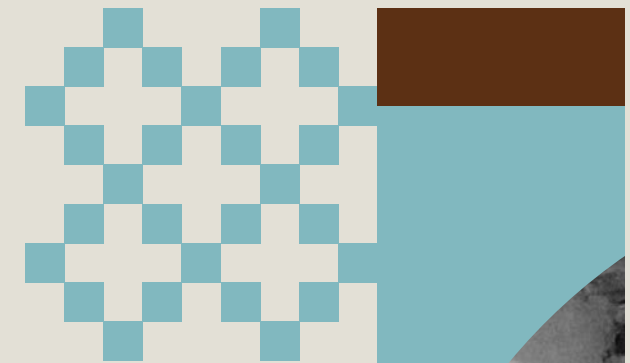
HIGHLIGHTS

- 112 of our students collectively spent 4,303 days as interns and earned a stipend of ₹ 8,32,287. The fields included beauty and wellness, IT, retail, mobile repair, and telecalling.
- We released a series of promo videos featuring celebrities like playback singer Shaan Mukherjee, and Bollywood actors Varun Dhawan and Diana Penty.

DREAMLAB PARTNERS:

This year, our partners for the DreamLab project for skills@school include:

- Kaya Clinic
- Lakmé Salon
- Monginis Food Pvt. Ltd.
- Podar Jumbo Kids
- Future Group Pvt. Ltd.



PROGRAMME 4

SPORTS ACADEMY

SALAAM BOMBAY SPORTS ACADEMY

Levelling the playing field.

This academy offers underprivileged students access to high-level sports training. It also uses sports as the means to impart vital life skills and build their confidence.

OBJECTIVES

- To offer training in various sports to students from resource-poor schools.
- To impart life skills like teamwork, leadership, and discipline through sports.
- To broaden the vocational horizons of our students.
- To use sports as a medium to enhance physical fitness, creativity, leadership, and interpersonal skills.
- To boost confidence in students by encouraging them to meet challenges.
- To increase the participation of girls in sports and support the formation of girls' sports teams in schools.
- To encourage every child to complete their education.

OUT OF THE ASHES.

"Over 1,500 houses burnt down that day," says Vikas recalling the fire at a Kandivali slum. "Even ours."

Things had just begun looking up for Vikas when the tragedy struck. He had access to cricket training (something he never dreamt he could afford) and unlike many of his friends, he was preparing to answer his 10th grade exam – right on track to graduate. "I lost everything," he says. "My textbooks, stationery, everything. How was I going to appear for my exams?"

Fortunately, the sports academy teaches more than just sports. "We learn teamwork. If someone is down, you pick them up," he smiles. "Salaam Bombay made sure I had new school supplies and I could answer my exams."

Now Vikas is on his way to college. Things are looking up again.

REACH

| | |
|-------------------------------------|-----|
| Basic Cricket – Mumbai, Pune, Thane | 701 |
| Advanced Cricket – Mumbai | 350 |
| Football – Mumbai | 300 |
| Hockey – Mumbai | 125 |



UNLOCKING THE SPORTS ACADEMY

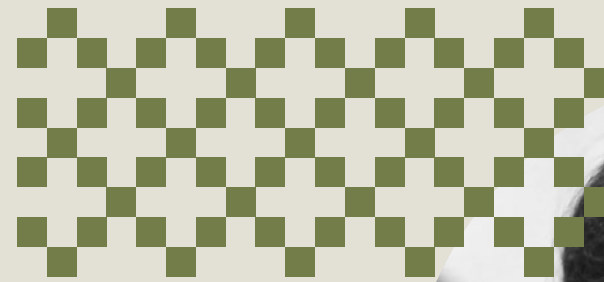
To help our students practice their skills safely, we are working on developing virtual playgrounds and videos to demonstrate the technical aspects of every sport.

HIGHLIGHTS

- We organised an event that invited the parents of our female students to spend a day watching and participating with their children on the sports field. It was one of our many initiatives to help break gender stereotypes and develop an encouraging environment for young girls in sports.
- We launched a hockey festival along the lines of our cricket tournament – Little Masters Challenge – in early 2020. The event saw the participation of 13 schools.
- Salaam Bombay Foundation partnered with Gold's Gym Fitness Institute to train six of our alumni. The course helped them become certified trainers, and gave them the opportunity to work at Gold's Gym.
- Registration for our Corporate Changemaker Tournament went from 3 teams in 2018, to 10 in 2019. Teams included corporates like Monk Media, Indo Star, and Tata Realty. The proceeds will go towards training the students of our advanced course.
- Salaam Bombay Foundation's flagship event, which took place between November 2019 and January 2020, was a 75-match spectacular that drew over 2,300 BMC students and many guests from cricket and corporate fraternity.

We piloted our basic cricket training programme in two new places.

| CITY | PARTNERS | NO. OF STUDENTS |
|-------|--------------|-----------------|
| PUNE | Glory Sports | 101 |
| THANE | HB Sports | 100 |



DURING THE LOCKDOWN

LOCKED DOWN BUT UNLEASHED

Our activities during the pandemic.

For the safety of our team and students, Salaam Bombay decided to start operating from home on March 14, 2020 (10 days before the lockdown was officially announced in Mumbai). This required our team change the way we worked to help our students adapt to the new environment. This realignment includes adapting our on-ground modules for online classes, training our facilitators to operate online, and calling our students to check on them. Our aim is to look out for the overall wellbeing of our students – both their physical and mental health.

Putting food on every table.

Having worked with students from the slums for over a decade, we were quick to realise the effect the pandemic would have on their households – especially those in which the breadwinners were migrant and daily wage labourers. We joined forces with partner NGOs, the Municipal Corporation of Greater Mumbai, and the Indian Railways Catering and Tourism Corporation to distribute packaged food, starting from March 29. Now, we have a robust system that allows us to distribute 1,500 meals a day.

USING A FOOD APP TO FEED THOSE IN NEED

We helped Zomato use their app for a cause. The popular delivery app used their tracking system and our comprehensive list of food suppliers and households that needed help, to develop an effective food distribution system.

The importance of reaching out in the time of social distancing.

The irony of our students' lives, is the isolation they experience while living in overcrowded homes. Their homes usually lack enough space to play, and enough fresh air and sunlight to lift their spirits. This, coupled with the fact that they haven't seen their friends in months has the potential to harm their state of mind. This prompted us to begin the 'Happy Calls' initiative. Our team has been calling our students to check in, play games, and engage them in cheerful conversation. Our aim is to ensure that social distancing does not lead to social isolation.

Over 400 students received 'Happy Calls' in just two weeks.

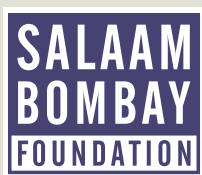
WHAT DO WE DO ON THESE CALLS?



Ensure our students
are safe, healthy,
and happy.

Play simple games,
like 'Complete the
Bollywood Dialogue'.

Challenge each other
with tongue-twisters and
other fun activities.






A CHILD IN SCHOOL HAS A FUTURE

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