

**ANNUAL
REPORT**

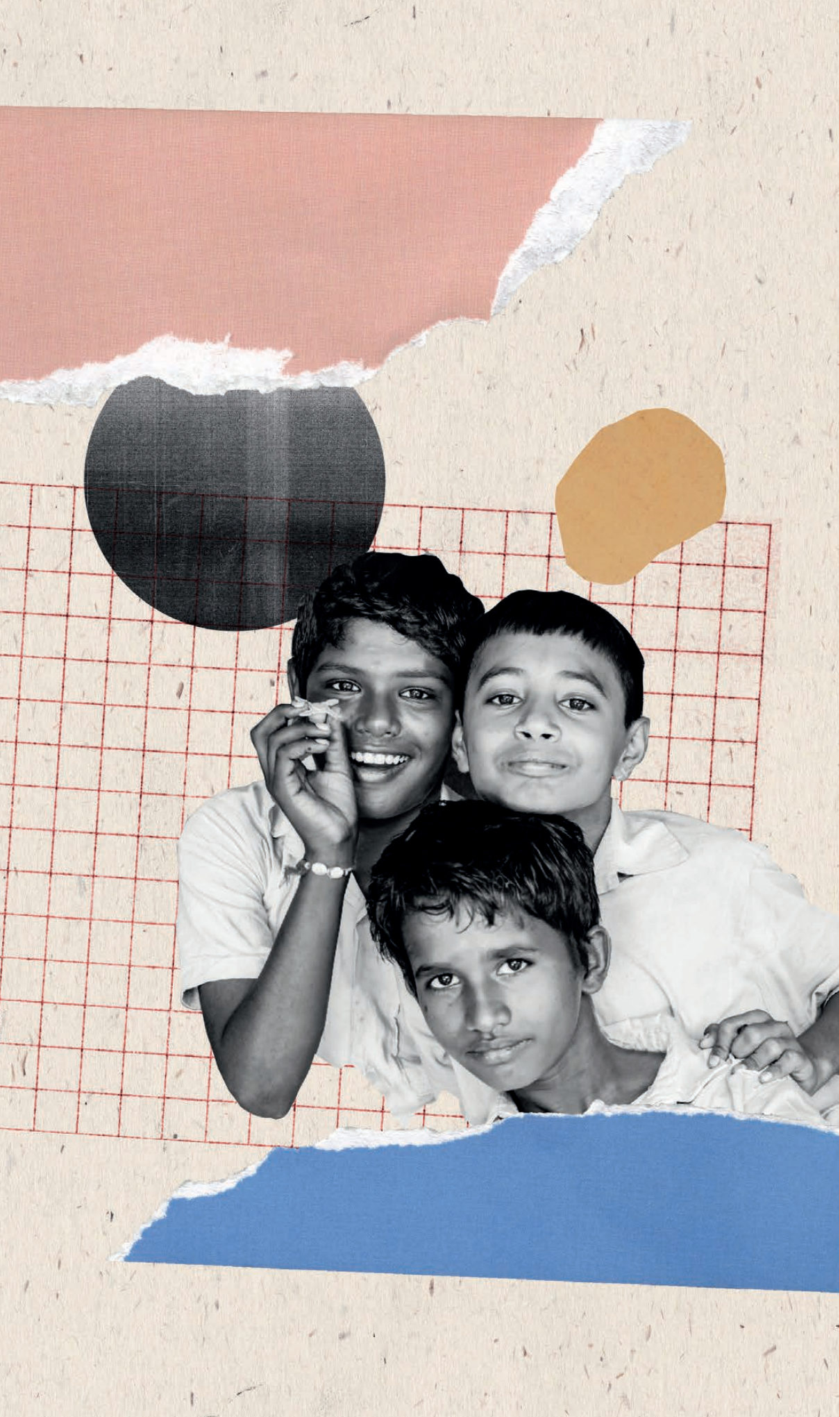
2020

2021



**SALAAM
BOMBAY
FOUNDATION**

A CHILD IN SCHOOL HAS A FUTURE



In the darkest times, we need to be the light for our students.

The year 2020 was a reminder that no matter how much you chart out the future, the best-laid plans can get disrupted. But as challenging as these times were for many of us, our students were amongst those who faced the worst of it.

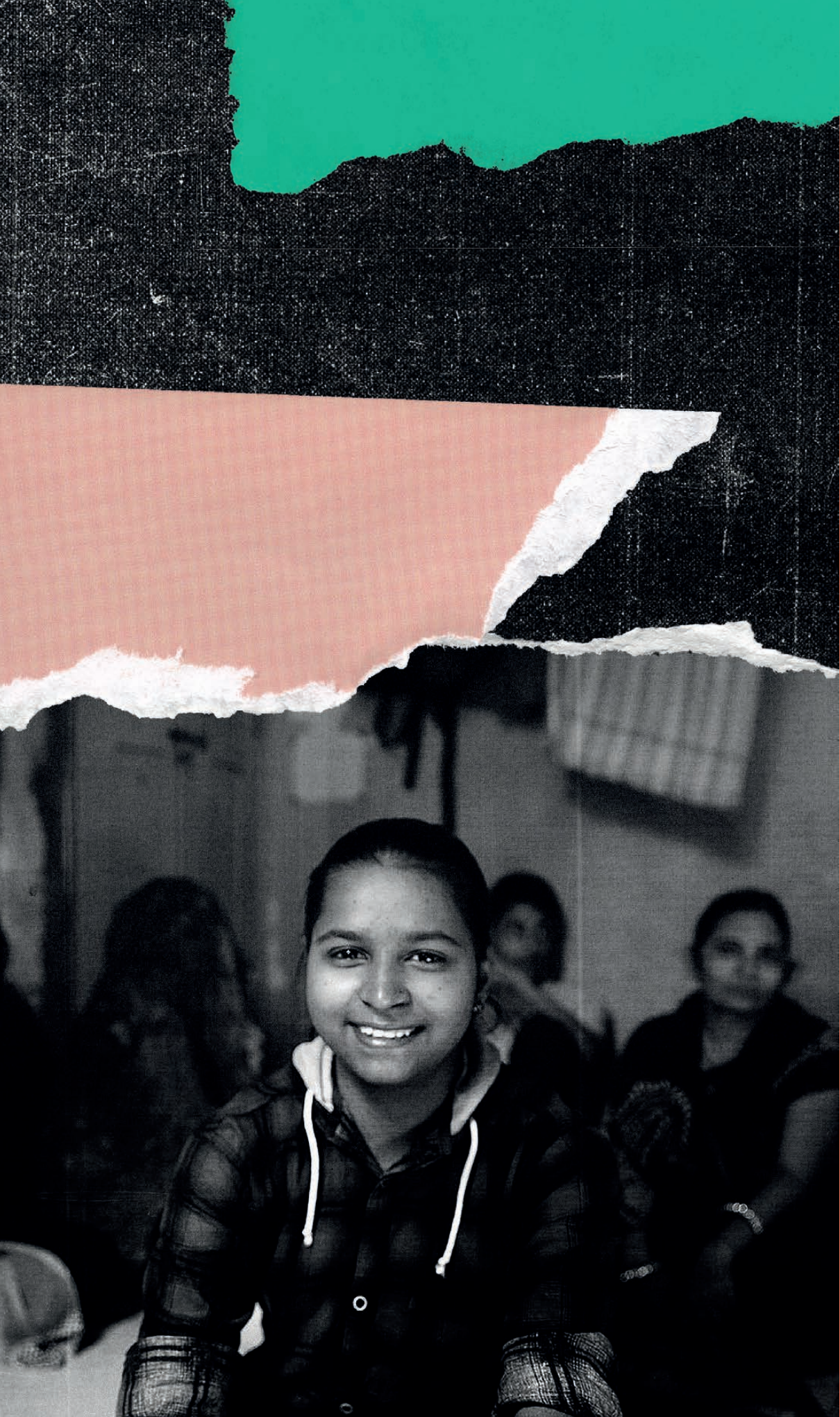
Many of their parents are migrant workers and daily wage earners who were suddenly left with no means to feed and shelter their families. While some decided to return to their villages amidst the chaos and dangers of the pandemic, those who remained in the city found themselves in an increasingly precarious situation. Our students were displaced, disconnected, and disheartened. We had to swiftly implement a plan to take care of their safety, nutrition, education, and mental health.

We began by ensuring that all the students who remained in Mumbai received food and other necessities. We reconnected with as many students as we could, and made it our mission to provide them with access to the internet, so they could stay connected to their education and our classes. In addition to rebuilding all our programmes for the digital platform, we were also the first organisation to develop a support system for their mental health. The Happy Calls initiative allowed us to check on our students' state of mind and lift their spirits via regular phone calls.

As our employees worked tirelessly to help our students, the HR and leadership team worked to provide them with all the support they needed. Every member of the Salaam Bombay family had access to masks, sanitisers, oximeters, hospital updates, and counselling facilities.

This Foundation is what it is because of its people and we will continue to support each other. This solidarity is the reason we have been ranked amongst the top 10 NGOs in India by Great Place to Work for the third year in a row, and one of the top 50 best places to work for women in the country. It's been a volatile year, but our supporters have been as steadfast as ever. As we prepare for the challenges of next year, we hope we can continue to count on your help and generosity.

Padmini Somani
Founder, Salaam Bombay Foundation



OUR VISION

Keep adolescents 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' adolescents 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 VALUES

PASSION FOR PURPOSE

We help underprivileged adolescents stay in secondary schools. This is not just a job but our calling. We work with single-minded intensity to realise it.

ACTUAL IMPACT

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

CELEBRATION OF COLLABORATION

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

PASSION FOR PURPOSE

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

HAPPY MINDS

We radiate positivity, camaraderie, and a “can do” spirit.

INTEGRITY IS HONOUR

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

CULTURE STATEMENT

We are driven, kindred spirits united by a common mission to change the future of millions of disadvantaged young adolescents. We work with intensity, passion, and purpose. We empower our people to strive for excellence in a dynamic, fun, equal and inclusive work environment. Teamwork and collaboration is our DNA. As a family we dream big and enjoy every minute of the journey to give wings to our ambitions.





In an unpredictable year, our team remained unshakable.

2020 was a year of unforeseen challenges. We had barely begun the year when schools were shut down abruptly, leaving our students isolated and apprehensive about the future. While we closed our offices for the safety of our team, we knew we could not lose any time in providing our students some semblance of normalcy.

In addition to launching a digital inclusivity initiative to ensure students had access to online learning, we also made our students' mental health a priority. Our facilitators have always worked on developing a strong bond with our students and they were quick to realise the effect the pandemic would have on their emotional well-being.

As an organisation, we have always been unfailingly optimistic. We decided to use the new circumstances as an opportunity to evolve. The entire organisation did a strategic pivot and developed digital modules for our various programmes so that we could continue our Salaam Bombay mission of continuity of education and learning through online virtual classrooms to prevent students from dropping out of school. The work we have put in during this time will help us enter the post-pandemic world with a strong hybrid model that blends offline and online programmes. We also continued our efforts in cities across India, with the help of our partners, and redoubled our tobacco-cessation efforts in light of the Covid-19 virus' effect on its victims' lungs.

Every step came with a new set of challenges, but our team overcame every obstacle with agility, resilience, and teamwork. I could not be prouder of their perseverance against all odds. We also owe a large part of our success to our supporters who stood by us in these difficult times.

I look forward to our journey together into a new year, with new opportunities and new milestones.

Nandina Ramchandran,
CEO, Salaam Bombay Foundation



Our response to the pandemic.

From children to the city.

IMMEDIATE HELP FOR THE PEOPLE OF MUMBAI

We collaborated with the Municipal Corporation of Mumbai to offer critical food and pandemic relief across the city.

DELIVERING HELP THROUGH ZOMATO

We combined our comprehensive database of food suppliers and resource-poor households, with the app's tracking mechanism to deliver food and supplies. Till date, 2,26,389 cooked meals and 18,763 ration kits have been distributed across Mumbai.

HELPING IRCTC'S FOOD DISTRIBUTION INITIATIVE

We joined forces with volunteers and partner NGOs to distribute food to migrant labourers and daily wage earners without income. We assisted in the delivery of a total of 46,800 meals between March 29, 2020 and May 3, 2020.

COMING TOGETHER WITH MILKAR

We were one of the 10 NGOs shortlisted for MilkAR for Mumbai — an initiative by the Chief Minister of Maharashtra. The effort was amplified by corporates that increased each donation fivefold.

SPREADING THE WORD WITH RADIO MIRCHI (98.3FM)

71 of our students were part of the popular radio station's Gully Gang initiative, where they acted as citizen journalists who reported issues faced in the most resource-poor areas of Mumbai.

COLLABORATING WITH A BOLLYWOOD STAR TO HELP MUMBAI'S HEROES

We partnered with Diana Penty through the Khaki Project to provide sanitisers and protective eye-wear to 6,675 police personnel across 35 police stations.

CONTINUED SUPPORT FOR OUR STUDENTS

In addition to looking after our students' immediate need for food and rations, we also focussed on keeping our students engaged and in good spirits.

BRIDGING THE GAP BETWEEN STUDENTS AND ONLINE CLASSES

Over 50% of our students did not have access to the internet. We collaborated with corporate donors and organisations like the Rotary Club of Mumbai and Amazon India to provide them with devices. We also gave our students data packs donated by corporate donors like Oman India Joint Investment Fund, Amicorp Trustees (India) Pvt. Ltd. and thousands of generous donors online. Our average attendance has increased to 88%.

TAKING OUR CLASSES ONLINE

We rebuilt our modules for online platforms to ensure that our students' learning experience was not interrupted.

LAUNCHING MASTI KI PATHSHALA

This WhatsApp initiative kept students engaged with daily tasks and challenges like short story writing, RJ from home, and invited students to post their work.

HAPPY MIND CALLS

Like most children, our students are social beings who do not fare well in isolation. We reached out to them through regular phone calls to check on their mental health and keep them entertained with quizzes, tongue twister challenges and more.

Over 50% of our students did not have access to the internet at the beginning of the pandemic.

A team of 80 trained facilitators reached out to 9,154 students via phone calls across Mumbai, Thane and Pune.



Our HR initiatives.

A strong foundation supports its people.

We may not have been in office for most of 2020, but that did not stop our HR team from looking after the health, safety, and emotional and mental well-being of the Salaam Bombay family through a series of initiatives.

EASING THE TRANSITION FROM OFFICE TO HOME

The HR team collaborated with the IT and administrative departments to enable a smooth transition from office to work-from-home overnight.

BALANCING OFFICE AND HOME LIFE

Office timings were revised to begin from 10.30 am instead of 9.30 am, and one hour was designated for lunch to ease the pressure of balancing work with additional household chores.

KEEPING OUR TEAM SAFE AND HEALTHY

We ensured our team had access to medical support, hospital beds, medicines, and counsellors. We also gave them special kits containing masks, a pulse oximeter, homeopathy medicines, and thermometers.

THREE ROUNDS OF HAPPY CALLS

Our HR team called every member of the Salaam Bombay family to lift their spirits and check on their well-being.

VIRTUAL SEMINARS

A series of seminars were organised, including those that could help employees learn or refresh skills (like using virtual platforms and increasing financial literacy), to office policy seminars like prevention of sexual harassment.

KEEPING CAMARADERIE ALIVE

The year was punctuated by regular contests and virtual celebrations of festivals. Many events invited the families of our employees to join the fun.

GIVING BACK TO THE PLANET AND ITS PEOPLE

Our CSR activities continued throughout the pandemic. In addition to our duties towards underprivileged students, we planted over 400 trees, distributed rations like oil and milk to old-age homes, felicitated real-life super heroes like BMC's clean-up marshals, and conducted a Christmas donation drive for street children.

A HAPPY FAMILY STAYS TOGETHER

The Salaam Bombay Foundation has an attrition rate of less than 6%.



Top 10 best NGOs in India by Great Place to Work, for the third year in a row.



Top 50 India's Best Workplaces for Women, 2020.

PREVENTIVE HEALTH PROGRAMME.

Transforming students into ambassadors for good health.

The roots of our Preventive Health Programme go back to 2002 when it began as an in-school tobacco cessation initiative. Over the years, we have broadened our scope to include proper nourishment and mental health. Our programmes do not stop at educating our students on healthy practices; they encourage them to interact with policymakers and community stakeholders and make a difference in their communities. Students often emerge from these programmes as young leaders: confident, informed, and inspired.

OBJECTIVES

- Steering children away from dangerous and unhealthy tendencies like tobacco use.
- Instilling good, healthy practices like having a balanced diet.
- Equipping students with life skills to withstand peer pressure and make the right choices for their health and future.
- Empowering our students to become young changemakers.
- Emphasising the importance of good mental health.

PANDEMIC INITIATIVES

In light of the Covid-19 pandemic, the Preventive Health Programme:

- Raised awareness on how tobacco consumption could compromise lung health.
- Shared information on maintaining hygiene, avoiding unsafe practices like spitting, and increasing immunity.
- Used infotainment to educate our students on staying safe and healthy.



The pillars of our Preventive Health Programme.

SUPER ARMY: OUR TOBACCO CONTROL AND LEADERSHIP PROGRAMME

Cigarettes and tobacco products are often the gateway to substance abuse, delinquency, and poor academic performance. Our Super Army programme reaches out to students at an age when they are most likely to experiment with tobacco (between grades VII and IX). This programme educates them on the dangers of tobacco use, and empowers them to become young advocates for change.

KNOWLEDGE ON HEALTH AND NUTRITION FOR ADOLESCENTS (KHANA)

Poor nutrition often leads to poor physical and mental development, which results in poor academic performance and career choices, and ultimately poverty. Our mission is to break this cycle of malnutrition, by educating our students on the importance of balanced meals and empowering them to raise awareness in their homes and families. This programme invites community engagement with activities like sharing healthy recipes using affordable and easily available ingredients.

HAPPY MINDS

Having developed a strong bond with our students, our facilitators were quick to recognise the effect the pandemic was having on their state of mind. This is what prompted us to launch our newest Preventive Health Programme initiative — Happy Minds. In addition to checking in on our students via phone calls and online platforms, the programme also conducted sessions to help them manage stress, and build their mental resilience to resist the temptation of substance abuse.

The young advocates of our Preventive Health Programme.

HEALTH MONITORS

Who educate their communities on good health practices.

SUPER ARMY

Who work towards tobacco-free schools and policies.

BAL PANCHAYAT

Who interact with policymakers and community stakeholders.

Keeping our students connected online.

- 16,783 students from 284 schools attended the first online session of Super Army.
- KHANA webinars on topics like winter food and community gardening saw an attendance between 220 and 418 students.
- The special Happy Minds webinar hosted for students and parents saw a participation of 1,010 people.

REACH 2020-21



CITY	NO. OF SCHOOLS	NO. OF STUDENTS
MUMBAI	294	16,047
THANE	19	1,416
PUNE	20	1,470
JAIPUR	32	816
BENGALURU	10	223
KOLKATA	26	994

6 CITIES

401 SCHOOLS

20,814 STUDENTS

MAJOR HIGHLIGHTS

- Our Health Monitors were very active during the pandemic: 313 Health Monitors disseminated information on the ill effects of tobacco, 264 cultivated microgreens and raised community awareness through nutrition charts, and 305 conducted an observation of their communities on aspects like compliance with Covid-19 preventive norms and the sale and promotion of tobacco products. They used their data to raise awareness.
- We were invited to share our Covid-19 KHANA model at the 'Eat Right Initiatives' webinar by the Food Safety and Standards Authority of India (FSSAI). Our talk was appreciated by Dr. Kamat, Director, FSSAI (WR).



The young advocate of Mulund Camp.

“Aunty please wear a mask like this,” says Shreya, emphatically pointed at her chart on pandemic safety, “Your pallu is not enough.” Shreya Ghadigaonkal may be all of thirteen years old, but she is becoming something of a voice of authority in her chawl. Her father couldn’t be prouder. “After she learnt about safety practices, she has been making these charts,” he says showing off her carefully drawn diagrams, “Her mission is to inform as many people as she can. But safely and from a distance,” he adds quickly. “It’s important for all of us to stay safe and healthy,” chimes in Shreya. “After all, the community’s health is our strength.”

FUTURE PLANS

We want to use our learnings in 2021 to develop a virtual approach that leverages technology to increase our reach. We will continue our digital model till the end of the pandemic, after which we will pivot to a hybrid online and offline model.

THE NEXT STAGE FOR OUR PREVENTIVE HEALTH PROGRAMME

SUPER ARMY

We will work on empowering students to reach out to their relatives, peers and community to educate them on the ill effects of tobacco, and on safe practices during the pandemic. We also plan to train Health Monitors, create communication aids (like flip charts and posters), and promote yoga.

KHANA

We will continue to raise awareness on nutrition, with a focus on the proper handling, cooking, and storage of food during the pandemic. We will also promote hand hygiene, and growing and incorporating microgreens into one’s diet.

HAPPY MINDS

We plan to raise awareness on the importance of mental health and help our students increase their mental resilience and learn to manage stress.

We plan to help 114 police stations and 30 bus depots become 100% tobacco free with the help of our Tobacco-Free mobile app.

REACH 2021-22

CITY	NO. OF SCHOOLS	NO. OF STUDENTS	BAL PANCHAYAT / HEALTH MONITORS
MUMBAI	300	22,000	800
JAIPUR	30	800	100
BENGALURU	30	200	50
KOLKATA	30	1,200	100
PUNE	20	1,500	100
THANE	20	1,500	100

LIFEFIRST

Helping people and places stay tobacco free.

LifeFirst is a tobacco cessation initiative launched by our partner NGO, Narotam Sekhsaria Foundation. It uses a research-based model to offer support to those trying to quit tobacco, and works towards creating a tobacco-free environment for all. While this programme also operates in workplaces and healthcare centres, a special module has been adapted to complement our Preventive Health Programme in municipal schools. The LifeFirst school programme reaches out to students between grades VII and IX and offers support to those trying to overcome tobacco consumption. This year, LifeFirst's modified digital programme for the pandemic made it possible to extend the services to the students' parents and teachers as well.

OBJECTIVES DURING THE PANDEMIC

- To increase awareness about the ill effects of tobacco, Covid-19, and their effect on lungs.
- To identify tobacco users among students and parents.
- To reduce the prevalence of tobacco and *supari* use, and support those who are trying to quit.

PANDEMIC INITIATIVES

To ensure continuity of the programme while maintaining pandemic precautions, in-person services were replaced with counselling sessions via telephone, and sensitisation sessions on online platforms.



LIFEFIRST ACTIVITIES IN 2021

1.

Tobacco cessation counselling services to:

- Sensitise parents and students about ill effects of tobacco.
- Screen tobacco users.
- Provide six-month counselling and follow-up counselling sessions to the identified tobacco users.

101

Schools covered

7,568

Family members sensitised

467

Tobacco users registered for counselling services

2.

Online awareness sessions for teachers to:

- Raise awareness on how tobacco use increases susceptibility to Covid-19.
- Discuss strategies and tips to maintain good mental health during the pandemic.
- Discuss the role of teachers and how they can support their students during this period.
- Inform teachers about the available LifeFirst counselling services and gain their support in implementing the programme for students.

21

Sessions conducted

87

Schools covered

298

Teachers attended the sessions

3.

Online sessions with students to:

- Raise awareness on how tobacco use increases susceptibility to Covid-19.
- Discuss strategies and tips to maintain good mental health during the pandemic.
- Inform them about available LifeFirst counselling sessions.

17

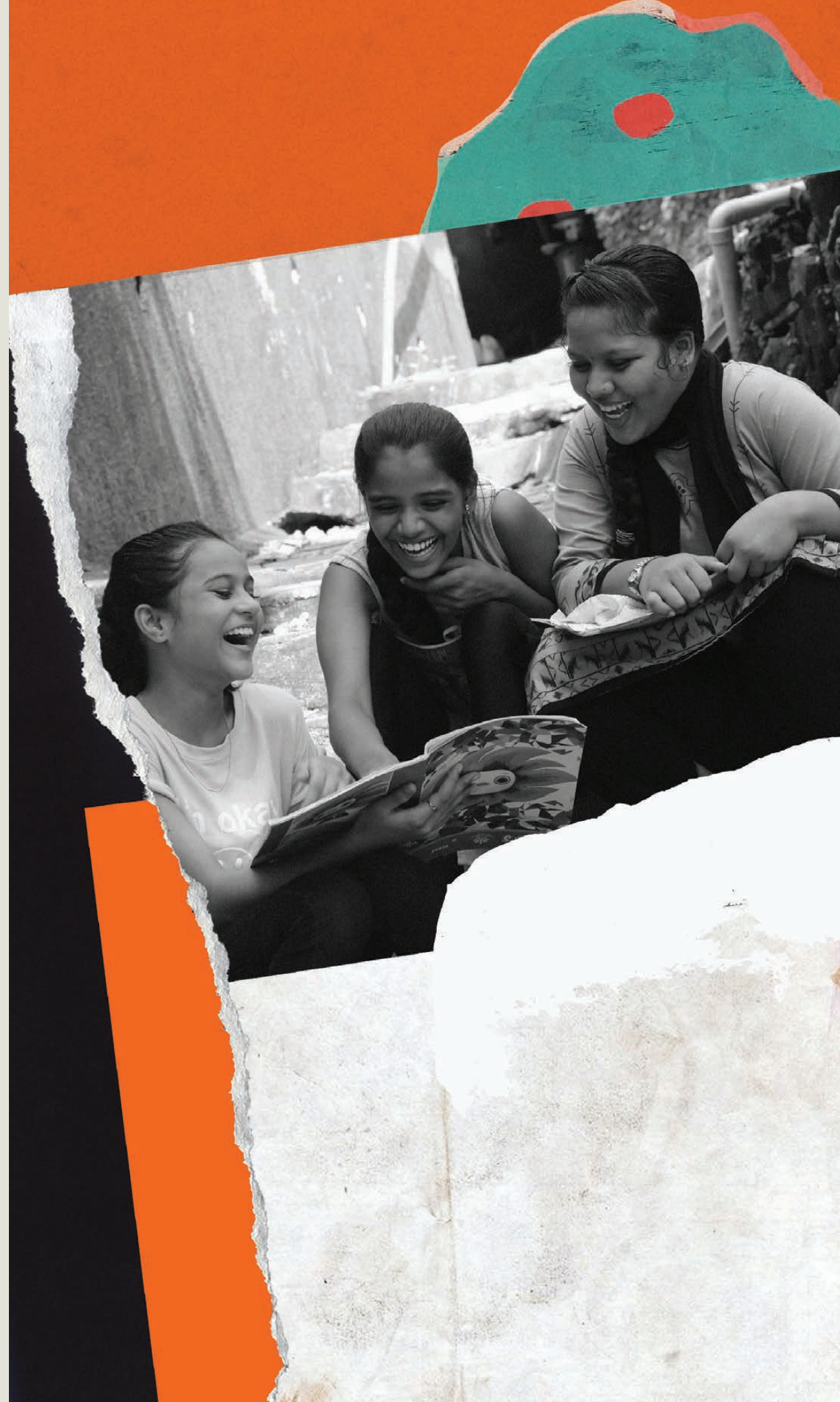
Sessions conducted

35

Schools covered

432

Students attended the sessions





PROJECT RÉSUMÉ

**Empowerment through
sports, arts, media, and
vocational skills.**

SALAAM BOMBAY ACADEMY OF THE ARTS

**Transformation
through self-expression.**

One cannot overstate the transformative powers of giving a child a chance to explore the arts. We have seen shy, disinterested students emerge from their shells as confident young adults. At a more practical level, the Arts Academy gives students a means to earn part-time without dropping out of school and opens their eyes to new careers. Our students have gone on to perform at national events, act in critically acclaimed movies, and even give back to the Arts Academy as trainers.

OBJECTIVES

- Building confidence by giving students a platform to express themselves.
- Using the arts to motivate at-risk youth to stay in school.
- Broadening our students' career horizons, by offering them experience as performers, set-designers, directors and so on.
- Helping students find positive role-models and mentors in the industry.

PANDEMIC INITIATIVES

We adapted our programme to a digital module so our students could stay connected, productive, and inspired.



PHONE REACH
April 2020



UNDERSTANDING CHALLENGES
April 2020



LEARNING THROUGH WHATSAPP
May 2020 onwards



FEEDBACK & COACHING SESSIONS
June 2020 - March 2021

REACH 2020-21

While the pandemic made it difficult to recruit new students, we continued to stay connected with students who were still part of our three-year programme. This was not without challenges as many of our students had no internet access, had moved back to their villages, or had changed their contact details. Overall, we were able to reconnect with 1,209 out of 2,101 students from Mumbai and Pune, a majority of whom were from Mumbai.

SUB-ACADEMIES	REACH (NO. OF STUDENTS)
THEATRE	160
WESTERN DANCE	289
KATHAK	72
MUSIC	56
CREATIVE ARTS	362
TOTAL	1,209

KOLKATA RETURNS TO THE STAGE

While we recruited 150 students for our 2020 batch, the pandemic disrupted our classes. 65 of the students are still eager to continue and they will join 170 new recruits, bringing our total for the class of 2021 up to 235.

“It has always been our pleasure to be associated with Salaam Bombay Foundation. Even though this past year has been difficult in collaboration, the online production of The Ramayan that was featured on Facebook Live was pulled off beautifully. We hope to empower and help our students reach great heights.”

— Raell Padamsee, Managing Trustee, The CREATE Foundation

HIGHLIGHTS

— Chetan Wagh, a student of our Theatre Academy acted in two Marathi films — *Aatma Pamphlet*, and the critically acclaimed *The Disciple*.

— For the first time, 14 of our students participated in an India Film Project’s challenge to script, shoot, edit and complete a short film within 50 hours. The participants included Abhishek Waghmare, who directed and edited the film, and Mayur Chavan and Ajay Shivmare, who worked on cinematography and editing.

— To increase awareness about staying safe during the pandemic, our students composed,

choreographed, shot and directed a catchy rap video (*Lockdown Chal Rela Hai Bhai*).

— Our Creative Arts Academy students were given a dedicated wall to present their work at the Women’s Day exhibition by Jolly Art Adda & Era for Women. The exhibition included works by 15 eminent artists and was attended by prominent guests, including the council generals of seven countries. Deputy Council General Ms. Allison Reilly, from the Consulate of Ireland, bought three of our students’ works.

“We deeply believe in, and resonate with, the vision of the Salaam Bombay Foundation to ‘keep adolescents in school.’ It is a privilege and joy to be able to support this mission that will offer academic opportunities to children through vocational training in arts, media, sports, and other streams.”

— Meghna Ghai Puri, President, Whistling Woods International

FUTURE PLANS (2021 – 2022)

CITY	NO. OF STUDENTS
MUMBAI	1,479
PUNE	141
KOLKATA	300

- We will continue the online model throughout the pandemic. After which we will move to a hybrid model of 50% online and 50% offline classes.
- Developing over 35 virtual sessions for fields including theatre, Kathak, western dance, and music.
- A minimum of ten career exposure opportunities and four online events to showcase the talents of our students.
- Four webinars hosted by industry experts.
- A qualitative survey to better understand the impact of the arts programme.



Finding the spotlight.

*The film industry may be a difficult world to break into, but young Chetan Wagh is nothing if not determined. "It's always been a dream of mine," he says with infectious optimism. He approaches each opportunity with earnestness that belies the challenges of entering the dauntingly exclusive industry. "It's important to keep working," he says. And so, he does. When he isn't involved in Salaam Bombay projects like voice acting for Amar Chitra Katha's audio stories, he attends casting calls for various roles. Most recently, he got a role in the Marathi film *The Disciple* — the first Indian film to be featured in *The Venice Film Festival* since *Monsoon Wedding* in 2001. It may be a long and difficult journey, but Chetan loves every step of the way.*

THE CAREER TRAJECTORIES PROJECT FOR THE ARTS

At Salaam Bombay Foundation, we believe in working closely with our partners across industries to gain insights into emerging and specialised skills that are in demand. We use this knowledge to offer our students advanced and specialised training to increase their future employability.

ADVANCED THEATRE COURSE

This course includes specialised training in story writing, set designing, lighting, make-up, and language. 42 students are currently part of this course.

ADVANCED CHOREOGRAPHY

20 students are part of our advanced choreography course which offers 45-day sessions on dance forms like jazz, salsa, hip-hop, Bollywood and others.

CREATIVE ARTS (HANDICRAFTS)

This course has 45 students who are learning to create and design *diyas*, candle holders, greeting cards, paper bags and more. We provide our students with all the material they need to create handicrafts at home, and promote their work through brochures.

SALAAM BOMBAY MEDIA ACADEMY

Where everyone
has a voice.

The Media Academy instils a sense of individuality in students by developing their communication skills through courses in journalism, photography, print production, digital production and creative design. The benefits of the Academy go both ways. It has helped countless students find their voice, and it enriches us as a society by offering unique perspectives into the lives of some of India's most marginalised people.



**COLLECTING AND
CELEBRATING
OUR STUDENTS' FINEST
WORKS.**

Our archive currently includes 351 photographs, more than 50 stories, 15 screenplays, and over 90 articles that were published in newspapers.

OBJECTIVES

- Showing students that their voice matters by giving them a platform to express themselves.
- Teaching them relevant skills to increase their future employability.
- Using media courses as a means to spark their ambition and motivate them to stay in school.

A single lifeline.

Like many of our students, Kirti did not have an internet device of her own. "But my sister shares her phone with me!" she says cheerfully. "It's more her phone than mine now," says her sister in mock exasperation. Then adds, trying in vain to hide her pride, "She's always doing something. She made a video for Independence Day, recorded stories for Amar Chitra Katha, she was even a citizen journalist for Radio Mirchi." "I also made an animation film, remember?" says Kirti. "I thought I'd be bored out of my mind during lockdown, but I always have something to do."



PANDEMIC INITIATIVES

In our effort to pivot to a digital module, we produced over 40 hours of digital educational content for our Media Academy in 2020 alone.

HIGHLIGHTS

— We organised a webinar on the art of storytelling, conducted by renowned screenplay writer Mohinder Pratap Singh, and professional storyteller Priyanka Babbar. 301 students attended this webinar.

— We organised masterclasses by five renowned photographers: Ms. Hridgandha Mistry, Mr. Jaideep Oberoi, Mr. Vicky Roy, Mr. Julian Colston and Mr. Fabiano Rodrigues. Each mentor guided their group to shoot and shortlist photographs for this year's World Photography Day exhibition.

— 30 students were selected to attend a special interactive workshop conducted by the Jehangir Nicholson Art Foundation [JNAF]. The workshop introduced the students to photographs and maps of Mumbai by Mr. Foy Nicholson and invited them to recreate the landmarks in paint.

— We partnered with St. Xavier's College to conduct a virtual #EducationBeyondBooks exhibition. The objective of this exhibition was to broaden our students' career horizons by encouraging them to pursue careers in the media industry.

REACH 2020-21 (MUMBAI & THANE)

The programme currently has 13 batches, with 405 students. Due to complications resulting from the pandemic, we could not extend the programme to new schools in 2020.

FUTURE PLAN (2021-2022)

- Resuming the training of 152 students whose classes were interrupted in the early stages of the pandemic.
- Recruiting 300 new students through virtual mediums.
- Continuing with the virtual training module if the pandemic continues, or transitioning to a blended module (50% online, 50% in-school) if the situation improves.
- Taking forward the #EducationBeyondBooks website.
- Collaborating with more BMM colleges to increase our students' participation in training and events, and future career and academic opportunities.

THE CAREER TRAJECTORIES PROJECT FOR MEDIA

This initiative was developed to offer advanced training in emerging and specialised fields to the students of our Media Academy. This year, our courses include:

MOBILE PHOTOGRAPHY, VIDEOGRAPHY, AND EDITING

This course is extremely relevant since mobile phones are usually the only equipment our students have access to. The course includes 35 sessions with Prateek Bawkar, Director of Glamzia Studios. 56 students are part of this course.

SCREENPLAY WRITING

47 students are training under script writer Ashok Mishra. Mr. Mishra is conducting 30 online sessions for our students.

SKILLS@SCHOOL

Reducing the dropout rate. Increasing employability.

One of the main reasons students from underprivileged homes drop out of school is to support their families. The skills@school programme was founded to combat this issue. The benefits of this programme are twofold. It gives our students the means to earn part-time without dropping out of school, and increases their chances of pursuing higher education and promising careers in the future.



OUR COURSES

skills@school comprises a combination of classes to increase our students' overall employability, and a curriculum aligned to the National Skills Qualification Framework (NSQF) of the National Skills Development Corporation (NSDC).

Financial Literacy

Conversational English

Entrepreneurship

Robotics

Home Appliance Repair

Mobile Repair

Computer Hardware Repair

Automobile Repair

Web Design

Graphic Design

Beauty & Wellness

Bakery & Confectionery

Fashion Design

Jewellery Design

OBJECTIVES

- Empowering students with vocational skills to increase their future employability.
- Giving them the means to earn part-time without disrupting their education.
- Teaching soft skills like Conversational English, to improve their prospects.
- Encouraging students to think about their career paths.
- Showing our students' parents the value of their academic and vocational education.

PANDEMIC INITIATIVES

We moved our classes to virtual platforms and provided practice kits to our students so they could continue to learn, while maintaining safety protocols. The students were divided into batches of no more than 15 to 20, for effective learning.

REACH 2020-21

2,800 students were enrolled in the 2020-2021 batch. Out of which:

- 2,203 completed their training by March 2021.
- 1,312 were girls.
- 597 completed their courses by April 2021.

CITY	ENROLMENT	REACH
MUMBAI	1,904	1,529
PUNE	552	404
KOLKATA	305	270
JAIPUR	39	30

19,332 students from over 150 schools in 5 cities trained since inception.

REACH BEYOND MAHARASHTRA

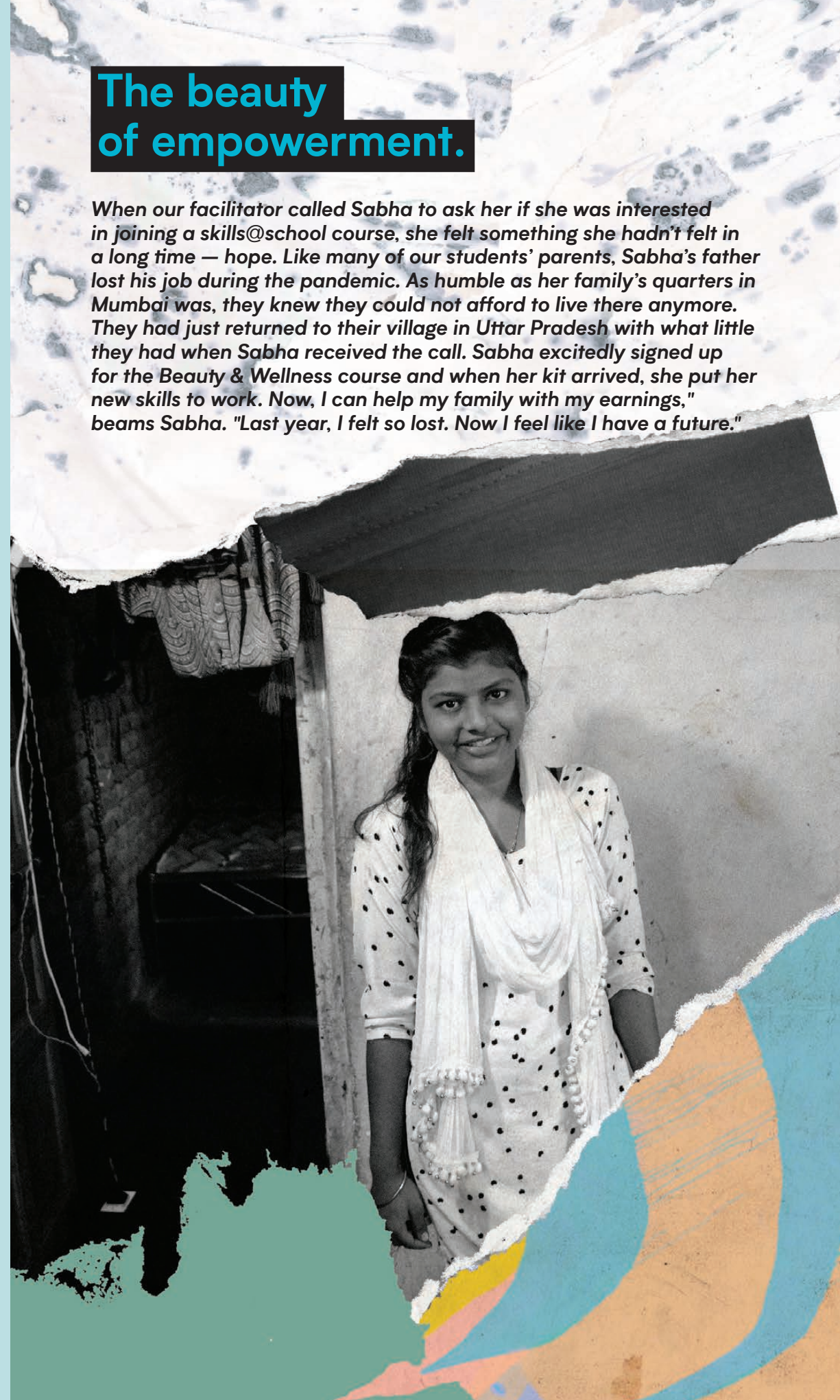
Our programmes in cities outside Maharashtra saw poor attendance due to pandemic-related complications, like reverse migration. However, with the help of our implementation partner in Kolkata — Tomorrow's Foundation — we were able to help 200 out of 300 students complete their Conversational English course in Kolkata. SHARP, our implementation partner in Jaipur, helped four batches complete courses in Beauty & Wellness, Mobile Repair, Home Appliance Repair, and Fashion Design.

"Promoting a culture of innovation and entrepreneurship in the country, when started early in schools, will also nurture a problem-solving mindset among our children. I hope the students trained by the Salaam Bombay Foundation will help inspire school children across the country to have a goal of developing technology-based solutions that will leave an impact on many lives globally."

— Prof. K. VijayRaghavan, Principal Scientific Adviser to Government of India

The beauty of empowerment.

When our facilitator called Sabha to ask her if she was interested in joining a skills@school course, she felt something she hadn't felt in a long time — hope. Like many of our students' parents, Sabha's father lost his job during the pandemic. As humble as her family's quarters in Mumbai was, they knew they could not afford to live there anymore. They had just returned to their village in Uttar Pradesh with what little they had when Sabha received the call. Sabha excitedly signed up for the Beauty & Wellness course and when her kit arrived, she put her new skills to work. Now, I can help my family with my earnings," beams Sabha. "Last year, I felt so lost. Now I feel like I have a future."



HIGHLIGHTS

— As part of our digital inclusion initiative to facilitate training, we provided data packs to 828 school students across Mumbai and Pune. Additionally, home-based kits were provided to 2,042 students to support practical training.

— The skills@school programme was shortlisted as one of the semi-finalists for the UN-based Futures Project's Innovators for the Future, 2020.

— We conducted online training for 108 of our alumni who attended the sessions from their hometowns across

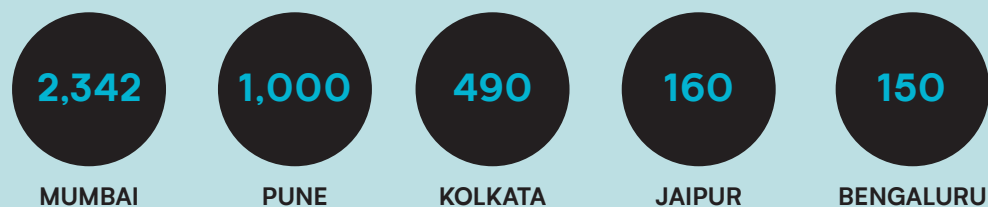
Uttar Pradesh, Bihar, Maharashtra, Tamil Nadu, Rajasthan, Gujarat, West Bengal, and Telangana.

— On National Science Day, our students worked on, and presented, innovative ideas that reimaged current technology to solve real-world problems. The solutions were presented at a virtual event attended by dignitaries such as Shri Nawab Malik, the Minister for Minority Development, who was also present at our virtual event for World Youth Skill Day.

FUTURE PLAN (2021 – 2022)

- Developing and implementing a hybrid model that combines online and offline sessions. However, if the pandemic continues, we will continue with the online model.
- Re-evaluating our selection process by gauging our students' personalities and interests by consulting their parents.
- Teaching relevant skills like digital marketing for the post-pandemic world.
- Studying the market and skills ecosystem to identify and create opportunities for the programme.

EXPECTED OUTREACH IN 2021-22



“We were happy to learn that Salaam Bombay Foundation was ready to engage 21 of our MBA students to deliver the Financial Literacy module to their students. One of our interns shared, ‘The enthusiasm and the vigour with which the students attended the courses and answered the questions gave us the motivation to give our best in every lecture.’”

— Meena Galliara, Director, Jasani Center for Sustainability Management & Social Entrepreneurship, School of Business Management, NMIMS

SALAAM BOMBAY SPORTS ACADEMY

Levelling the playing field.

At Salaam Bombay Foundation, we use sports as a medium for change. In addition to giving students of resource-poor schools access to sports facilities and training, the Sports Academy instils values like gender equality, teamwork, and stress management. The Academy also opens doors to advanced training, academic scholarships, and career opportunities.



PANDEMIC INITIATIVES

While playgrounds and fitness studios shut down, we provided our students with sanitised skipping ropes and yoga mats, and developed an online module that taught them how to exercise in limited space. We also educated them on proper nutrition to boost their immunity.

OBJECTIVES

- Motivating students to stay in school through sports training.
- Broadening their career horizons with opportunities in the fitness industry.
- Instilling important values and life skills through sports.
- Reducing the gender gap by encouraging the participation of girls.
- Helping students develop basic sports-related motor skills, to improve their coordination, flexibility, and reaction time.
- Helping students strengthen body and mind through exercises and yoga.

THE OBJECTIVES OF OUR ADVANCED TRAINING ACADEMY

- Cultivating a culture of fitness among students and their parents.
- Strengthening cardiovascular endurance, muscular strength, muscular endurance, and flexibility.
- Sustaining sports fitness during lockdown.
- Broadening our students' career horizons, particularly in the fitness industry.

REACH 2020-21

ADVANCED FITNESS TRAINING (DECEMBER 2020-APRIL 2021)

PROGRAMME	TARGETED	ACHIEVED	GIRLS	BOYS
ADVANCED FITNESS	200	200	66	134
LIFE SKILLS + FITNESS	450	450	171	279
TOTAL	650	650	237	413

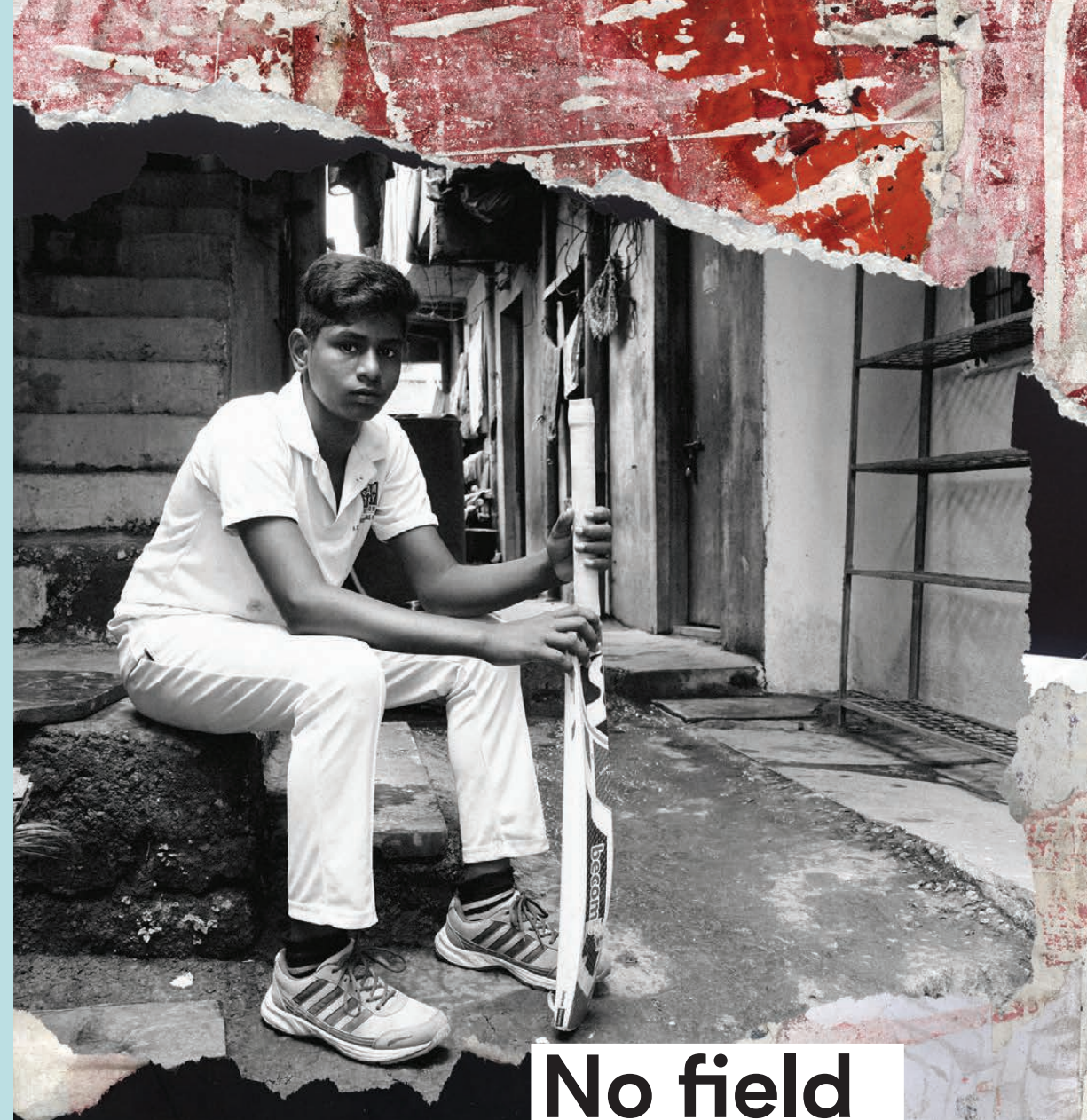
HIGHLIGHTS

— We developed a 'Virtual Playground:' a holistic online programme with a curriculum that included exercises in small spaces, yoga and meditation, nutrition, first aid for sports injuries, self-defence, and mental health.

— 100 students and their parents joined us for a virtual yoga session on International Yoga Day.

— Over 500 students received certificates for participating in a sports quiz organised by Arya Studio and PEFI (Physical Education Foundation of India). 10 girls and 10 boys also won sports kits.

— We launched a fitness challenge for our corporate donors in collaboration with Gold's Gym. Nine corporates are already on board.



No field too small.

Mahesh Dhotre finally got a chance to be trained as a cricketer, and he wasn't going to let a pandemic get in his way. At first, his family did not share his enthusiasm. He needed his sister's phone for online training exercises. And his home, which was already too small for his family, could barely contain his vigorous practices. Undeterred, Mahesh started practising on the empty streets, and made the most of what little time he had with the phone. Eventually, after attending his online classes and seeing how they motivated Mahesh to perform well in school too, his parents began to relent. Soon they became ardent supporters and struck upon the perfect solution. His family invested in a phone for him and he was sent to stay with his aunt. There, in a large village field, Mahesh practices to his heart's content.

We distributed equipment to help our students train from home.

ITEMS	NO. OF STUDENTS
Yoga mats & skipping ropes	450
Bats & balls	110
Hockey sticks	40
Footballs	54
Internet data packs	26
Amazon tablets	50

FUTURE PLANS (2021-2022)

- The programme will follow an online module till October. We hope to move to a hybrid online and offline module in November (depending on the duration of the pandemic).
- 10 students will be given the opportunity to participate in individual sports like martial arts, yoga, jump rope, etc.
- 100 students will be motivated to conduct a minimum of five fitness sessions for their friends, families and neighbours (while following pandemic safety protocols).

“We appreciate Salam Bombay Foundation’s initiative in organising ‘Virtual Fitness Challenge 2021’ which provided an exciting opportunity for our colleagues to participate in various competitive events. It was a well-planned and organised event. Such events are very useful in helping people focus on their health and fitness, and also in de-stressing during lockdown.”

– Subhayu Mishra, MD and Head of Corporate Affairs, India and GBS at Standard Chartered Bank

DREAMLAB

The bridge between our academies and the workforce.

DreamLab was launched to ease our alumni’s transition into their future careers. The programme offers internship opportunities to the alumni of our arts, media, and skills@school academies.



PANDEMIC INITIATIVES

While 2020 was a difficult time across all industries, we continued our efforts to increase our alumni's employability.

- Conducted advanced training sessions on online platforms.
- Helped alumni use this time productively.
- Kept alumni engaged with new opportunities.
- Continued scanning emerging job markets, and helped alumni acquire new skills to meet current market requirements.

REACH 2020 – 2021

PROGRAMME	NO. OF ALUMNI
ARTS	5
MEDIA	4
SKILLS@SCHOOL	26
TOTAL	35

Our skills@schools programme has built relationships with a number of companies, including the Aditya Birla Group, Burger King, Future Group (Retail), Trent Limited, Times of India, Monginis, Nykaa, Kaya Skin Clinic, and Lakmé Salons.

35 of our alumni secured internship positions in 9 fields, easing their burdens during the pandemic.

HIGHLIGHTS

— Our arts alumni were given the opportunity to complete a number of courses, including a 10-day certified course on mobile filmmaking, an advanced theatre course by actor-writer-director Alok Ulfat, a course on video editing and GFX by MAAC Aptech, and a digital and social media marketing course by Clever Tree.

— 15 of our alumni were selected to participate in the Whistling Woods International NGO Scholarship Workshop. Two were granted

scholarships to pursue bachelor degrees in courses like Filmmaking and Cinematography.

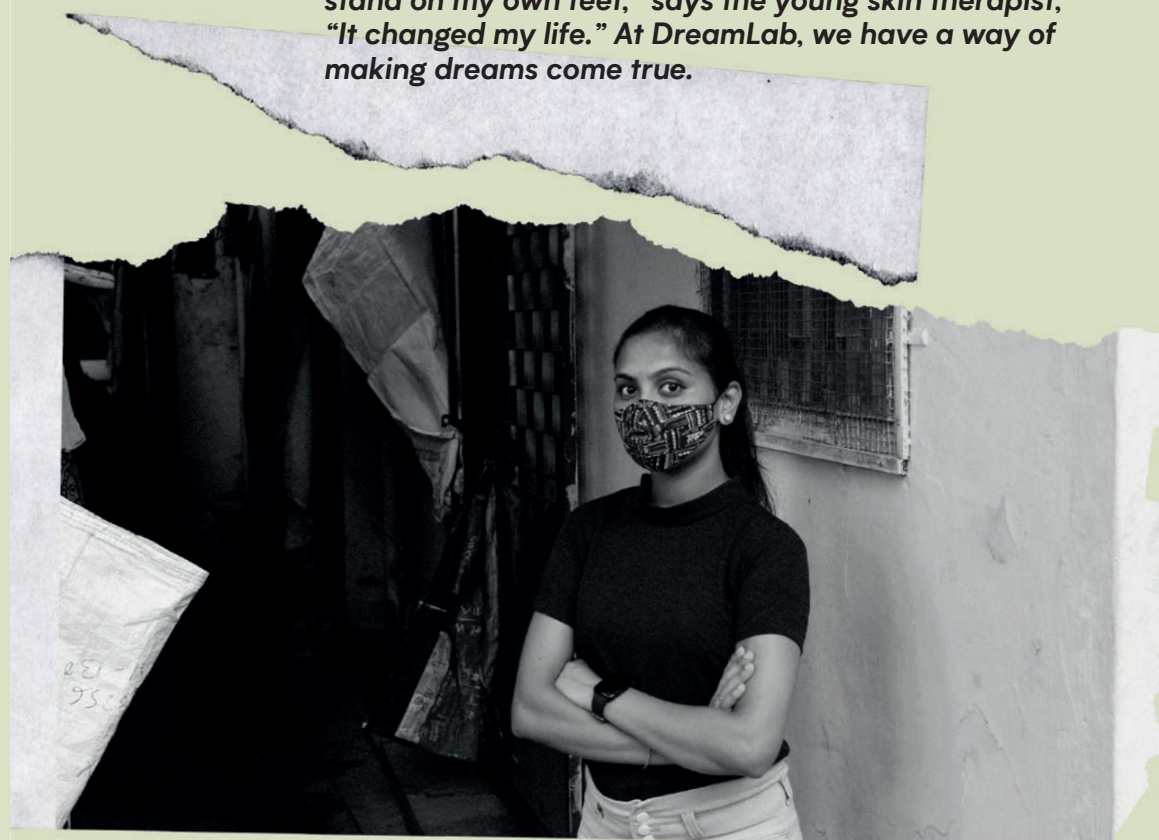
— Our skills@school alumni attended courses like a 100-day advanced course on customer service by the Ambuja Foundation.

— Telecalling emerged as an opportunity during the pandemic; four alumni from skills@school have already secured internships as telecallers.

We extended our mental health initiative to our alumni. This included a seminar on mental health and a 'Fun and Motivation' session which was organised to lift their spirits during lockdown.

A beautiful future.

Our relationship with our corporate partners is built on mutual respect and reciprocity. For instance, when Kaya Skin Clinic was looking for an assistant skin therapist, we had an ideal candidate. Our Beauty & Wellness alumna Priyanka Purabia was ready to join the workforce and this was the perfect opportunity. "It feels nice to stand on my own feet," says the young skin therapist, "It changed my life." At DreamLab, we have a way of making dreams come true.



FUTURE PLANS (2021 – 2022)

- Invest in production equipment so our students can practice at home.
- Honing our alumni's technical skills so that they can deliver high-quality work outside Salaam Bombay Foundation.
- Pilot entrepreneurship training programmes to help alumni become self-employed and generate opportunities for themselves.
- Tie-up with training partners that provide internship opportunities after the course.
- Increase casting opportunities for our theatre students.
- Tap the market for freelance projects for students who can't work full time.

We aim to empower 100 students to become entrepreneurs and help a 100 more secure internships.

Our findings in 2020–2021.

Using data to map out the next steps.

We have been carrying out a series of studies across India, to understand the effect the pandemic has had on students, educators, and schools associated with our programmes. These studies will help us reconfigure our programmes based on scientific research.

Our studies were cited as sources and published
in *Mid-Day* (20 July, 2020)
and *Business World* (September 2020).



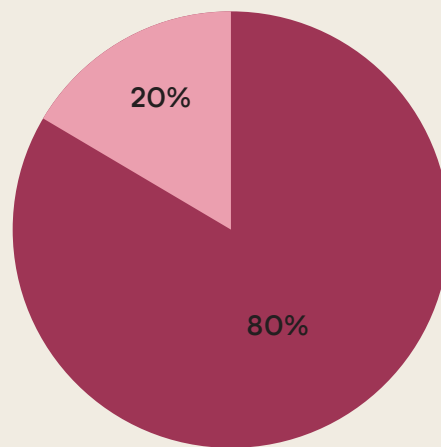
STUDY 1

CHALLENGES AND ISSUES FACED BY COMMUNITIES ACROSS MUMBAI.

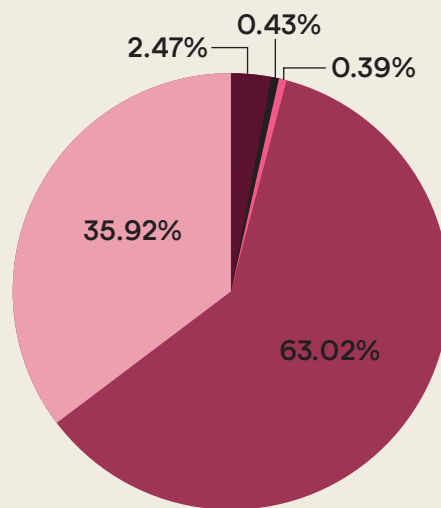
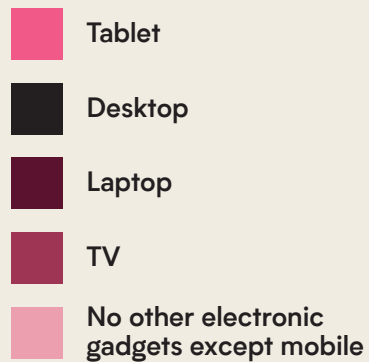
The primary objective of this study was to identify the challenges faced by communities across all 24 wards of Mumbai, and to understand the effect of the two lockdowns on our students' mental health. Our sample group for the survey comprised 2,553 of our alumni.

How connected were our students?

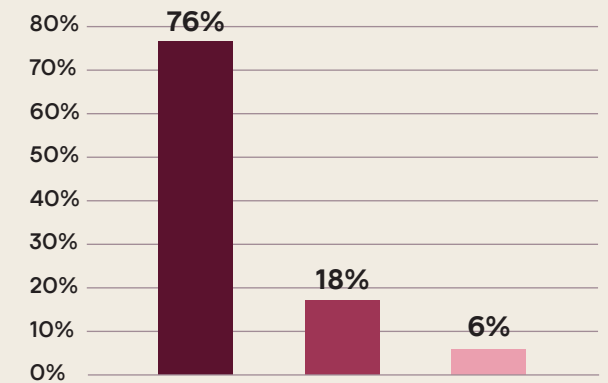
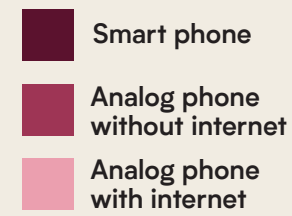
INTERNET ACCESS



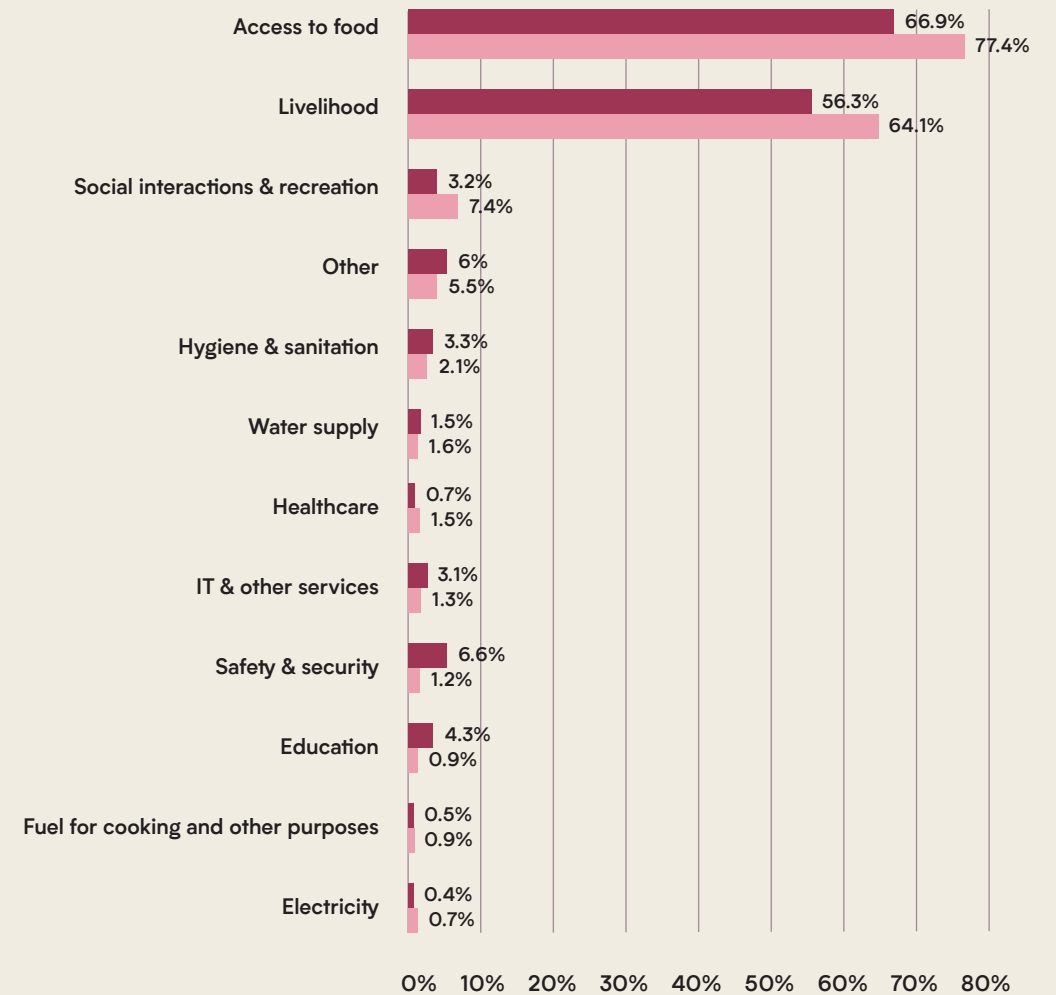
DEVICES AT HOME



TYPE OF PHONE AT HOME

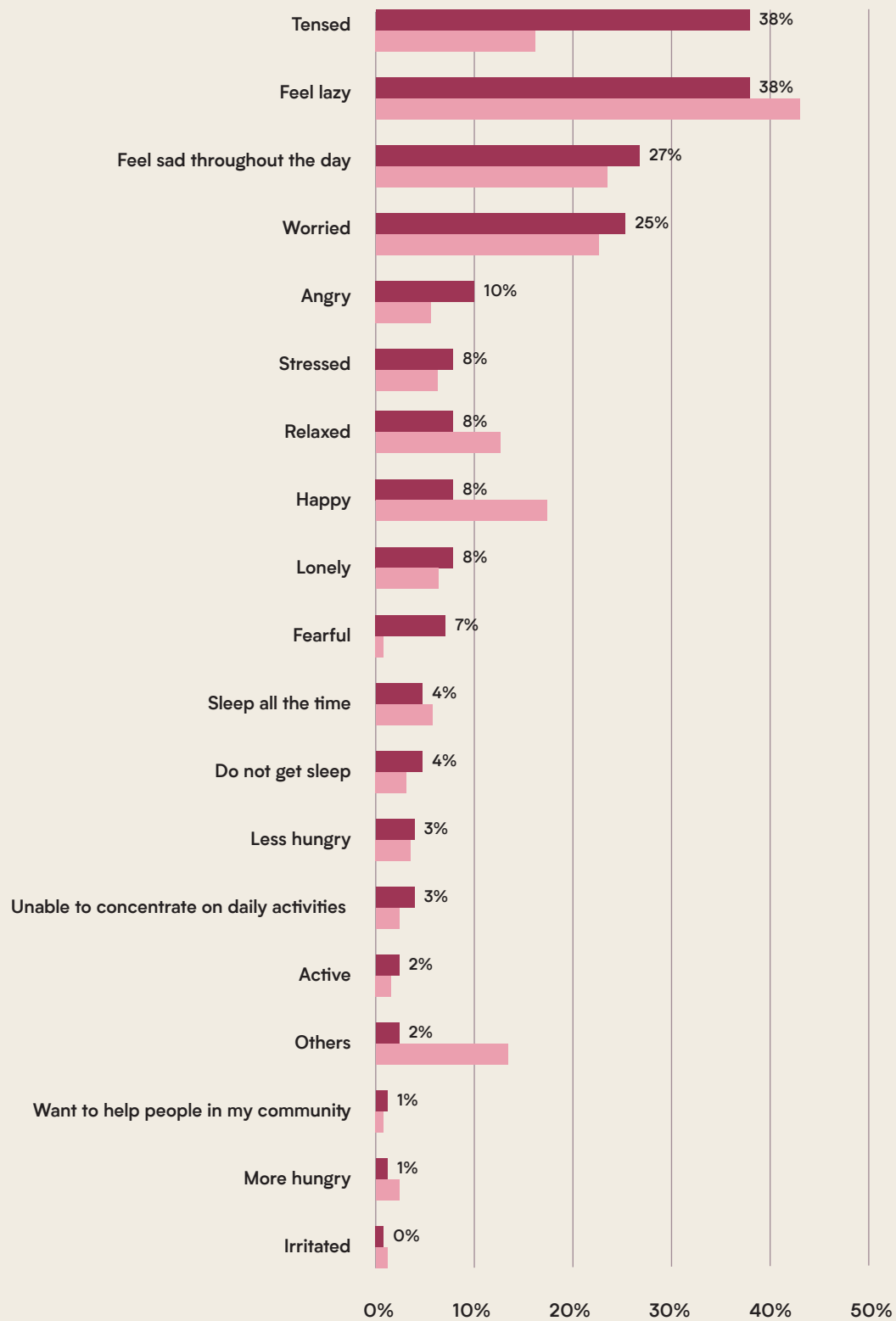


MAJOR ISSUES DURING PHASES I AND II OF THE LOCKDOWN



OUR STUDENTS' MENTAL HEALTH DURING PHASE I AND II

Phase I Phase II



STUDY 2

ISSUES AND CHALLENGES DURING THE PANDEMIC AND TECHNOLOGICAL MAPPING IN RURAL MAHARASHTRA (A NEED-BASED ASSESSMENT).

The objective of this study was to understand the challenges faced by communities, educators, and students in rural Maharashtra. It also helped us gain insights into the availability of online resources and the educators' familiarity with the technology. For this study, we surveyed 500 trainers and teachers across all rural districts in the state.

MAJOR ISSUES REPORTED



74% Shortage and increased rates of tobacco products



70% Unavailability / reduction of livelihood sources



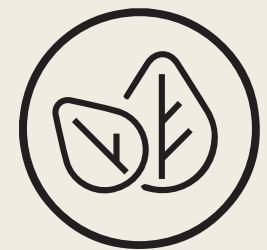
61% Unavailability of food



57% Monetary challenges

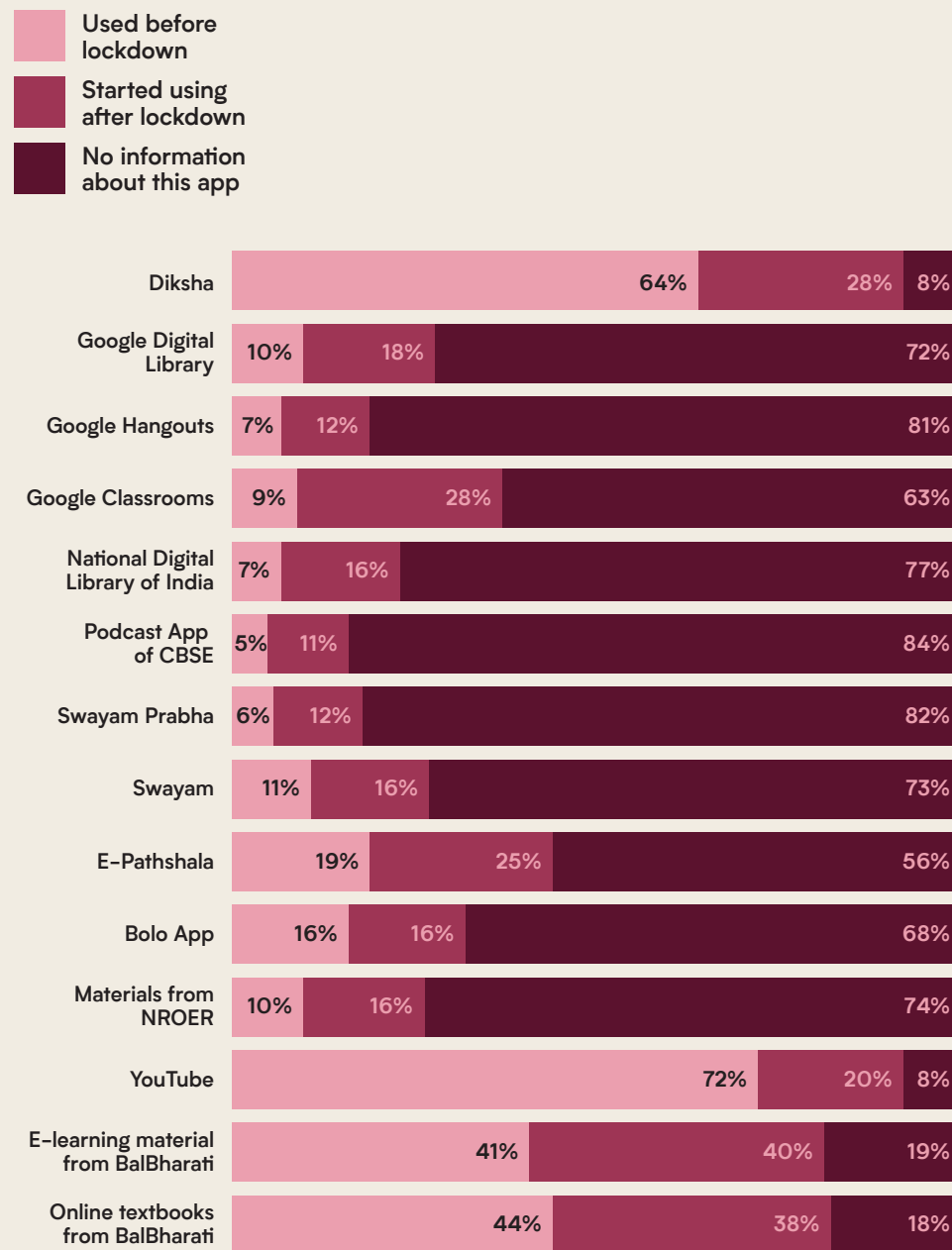


47% Unavailability of healthcare services

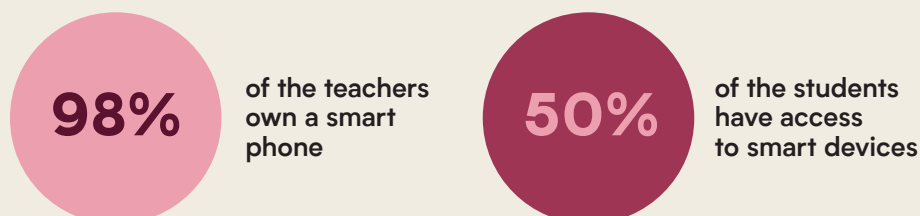


42% Fear of Covid-19 spread due to reverse migration

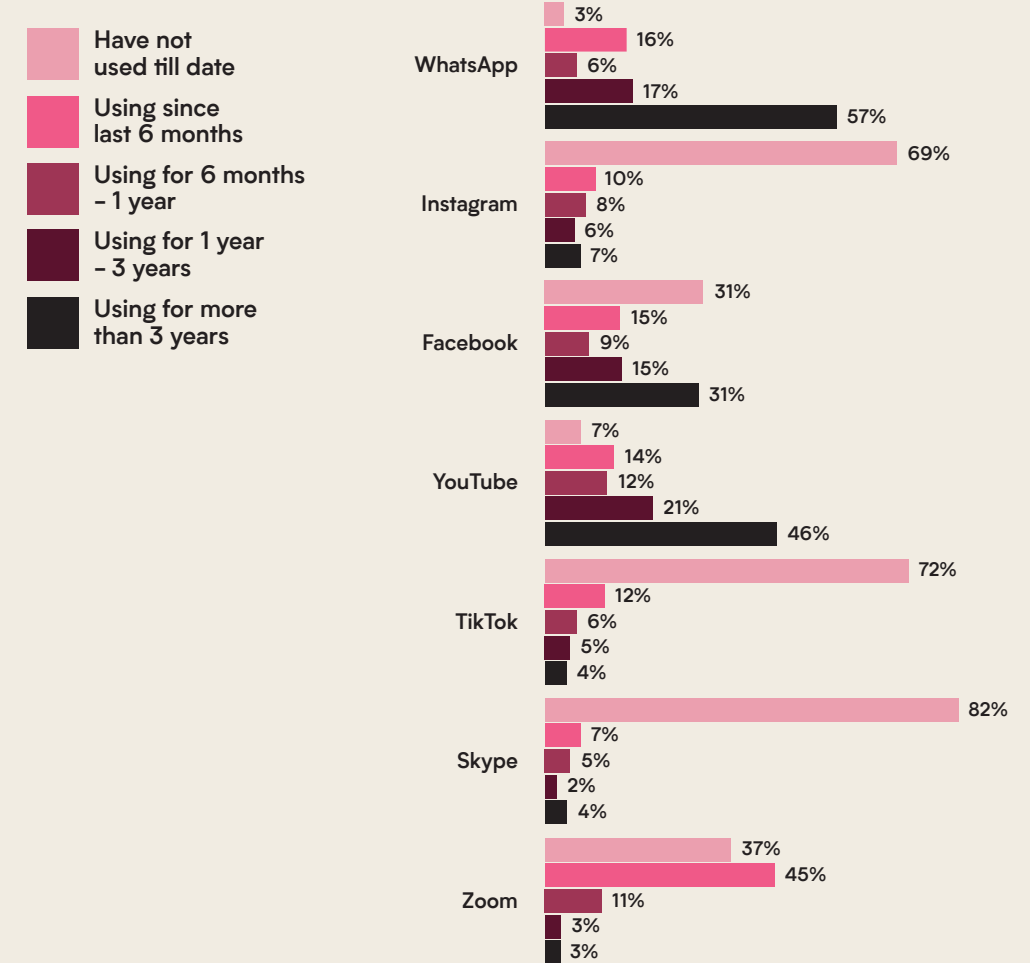
USAGE OF ONLINE MEDIUMS BEFORE AND DURING THE LOCKDOWNS



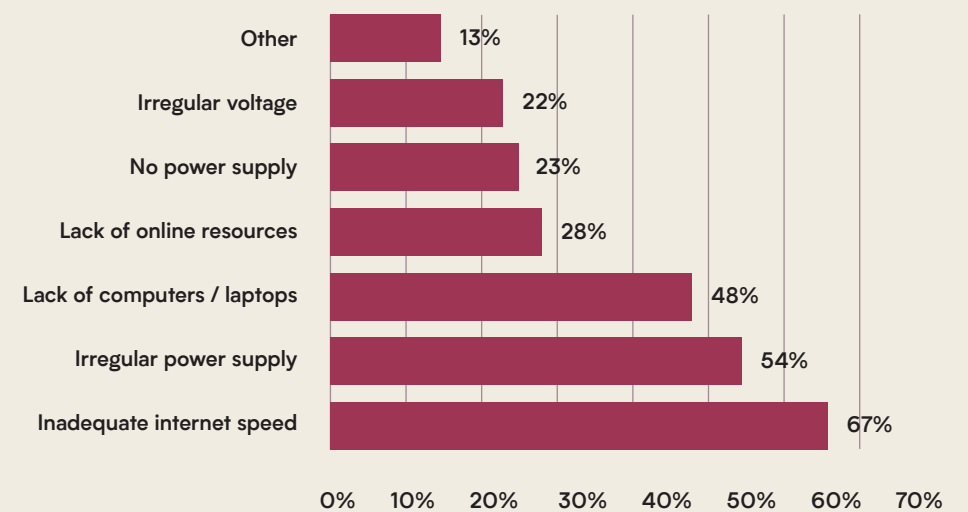
ACCESS TO GADGETS



APPS USED BY TEACHERS IN RURAL MAHARASHTRA



CHALLENGES IN ONLINE EDUCATION ACROSS RURAL MAHARASHTRA

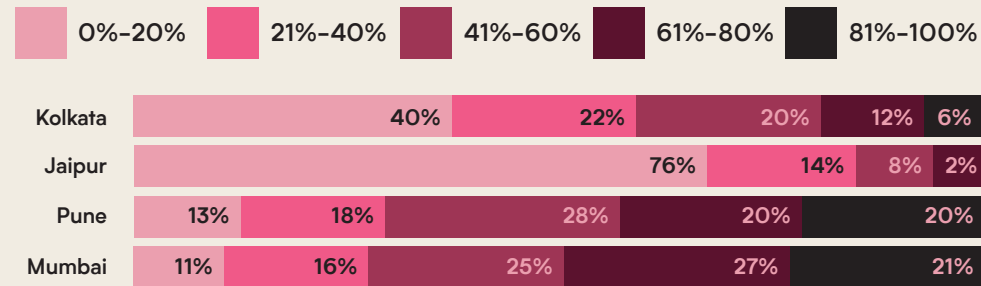


STUDY 3

CHALLENGES IN ONLINE EDUCATION FROM THE LENS OF GOVERNMENT SCHOOL TEACHERS (A MULTI-CITY SURVEY ACROSS INDIA).

This study mapped the views, experiences, and challenges in online education faced by 620 government school teachers across five Indian cities.

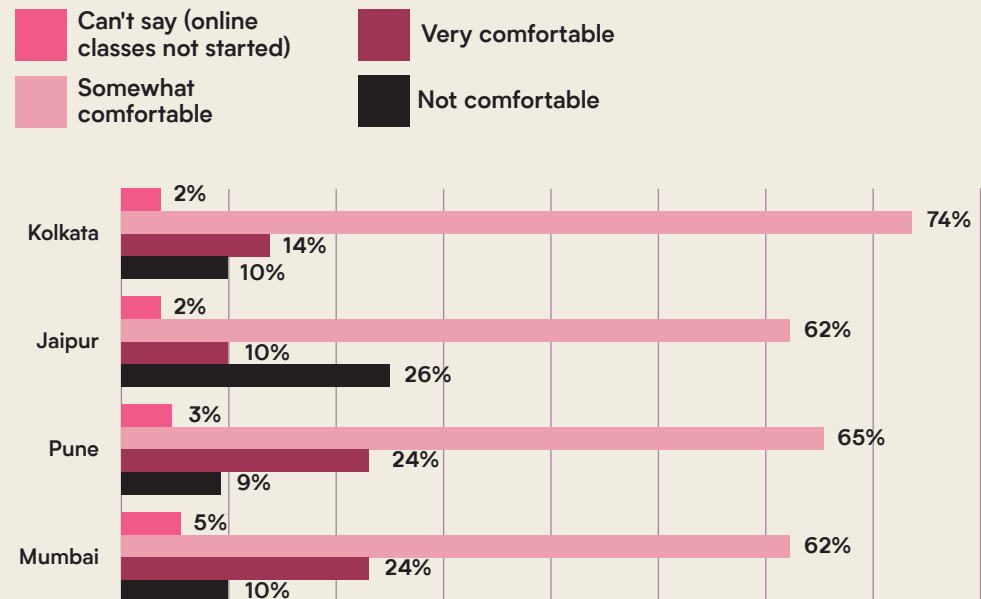
HOW MANY STUDENTS HAVE ACCESS TO SMARTPHONES?



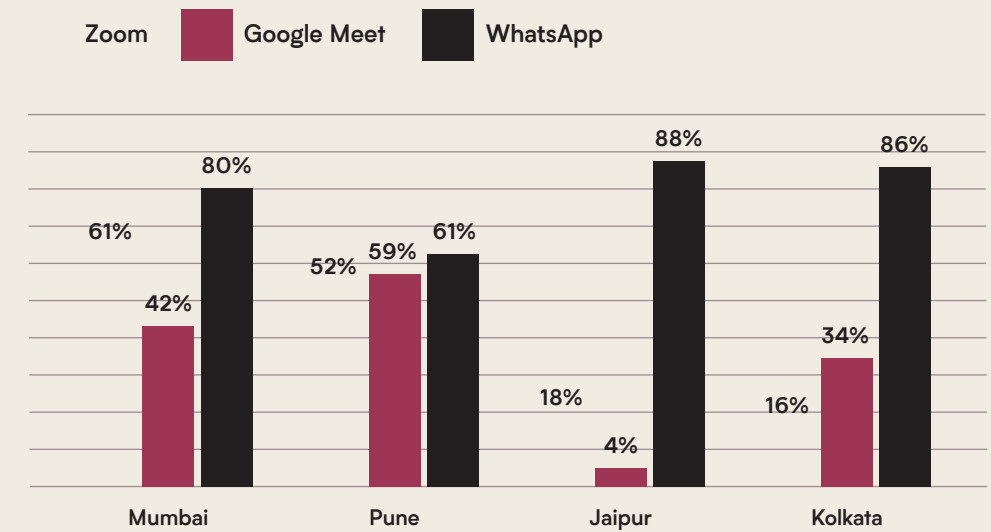
IN BENGALURU

- Fewer students had access to smart phones than any of the cities we operate in.
- One of the top reported challenges faced by the teachers was contacting students.
- The other was the burden of increased responsibilities.
- The performance of students who struggled before the lockdown worsened online.

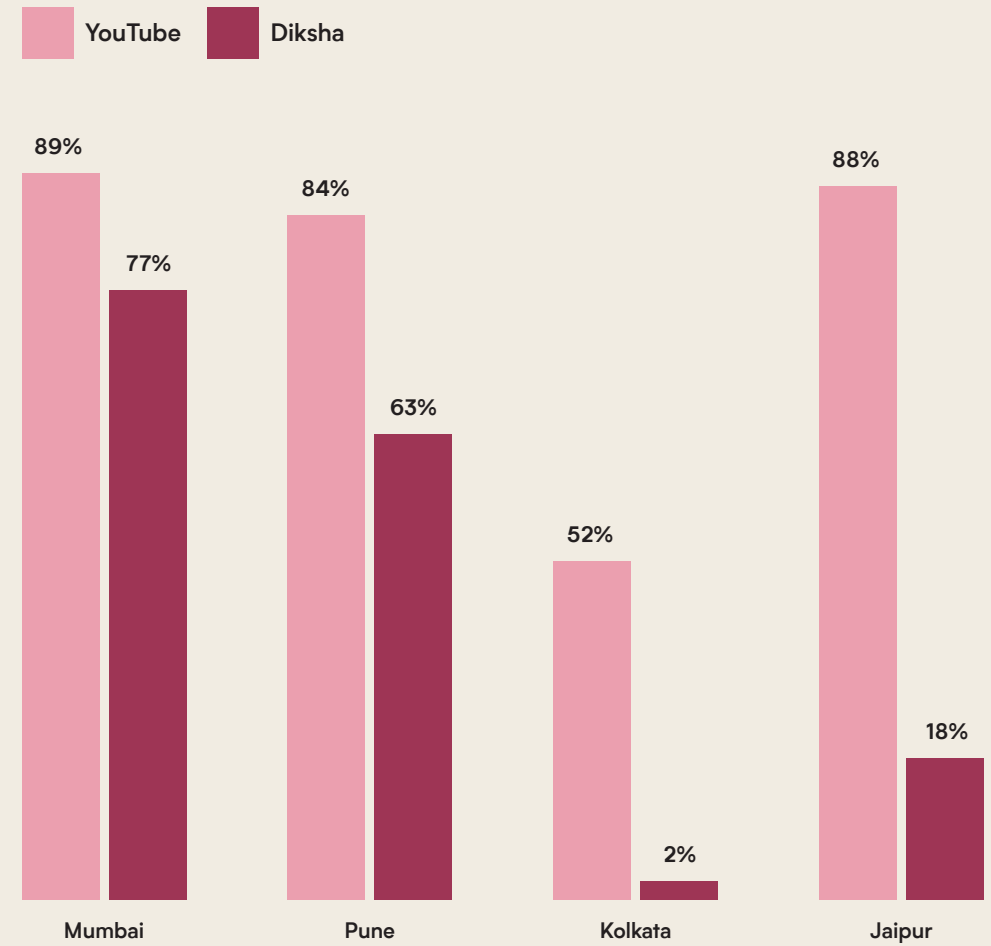
HOW COMFORTABLE ARE TEACHERS WITH ONLINE CLASSES?



TEACHERS' FAMILIARITY AND USAGE OF ONLINE PLATFORMS



THE TOP TWO E-RESOURCES USED BY TEACHERS



STUDY 4

IMPACT OF HAPPY CALLS (OUR MENTAL HEALTH INITIATIVE) AND OTHER SHORT-TERM PROGRAMMES ON THE WELL-BEING OF OUR STUDENTS.

This study surveyed 630 of our students who we reached out to as part of our Happy Calls initiative. The objective of this initiative was to check in on our students and look after their social and psychological well-being.

KEY FINDINGS

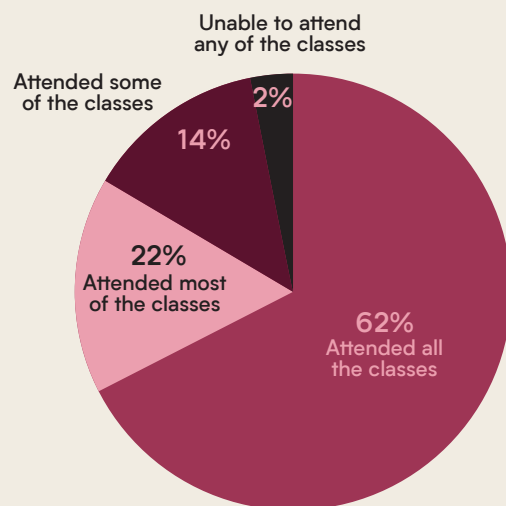
- 72% of our students reported that they enjoyed the calls.
- 83% of our students responded positively to engaging with our facilitators over the call.
- Happy Calls, combined with skill-building activities, led to a feeling of social efficacy.
- The calls, combined with food relief, fostered a feeling of social support in difficult circumstances during the pandemic.

STUDY 5

MONITORING AND EVALUATING THE IMPACT OF PROJECT RÉSUMÉ.

This study was conducted to measure the impact of Project Résumé programmes on our students. While this is something we study every year, in 2020 we also gained insights into our students' response to programmes conducted entirely online. 323 of our students were part of this evaluative survey.

ATTENDANCE ACROSS PROGRAMMES



Students who were not able to attend any classes	38%
Lack of internet pack	76%
Lack or temporary unavailability of internet device	44%
Health issue	40%

TOP THREE OPINIONS ON NEW ONLINE CLASSES

Online training sessions have been well-planned and executed by SBF staff and trainers	86%
I am happy that my training has not been affected, even during the lockdown period, thanks to the digital training model by SBF	83%
Trainers / Facilitators of SBF are making every effort to conduct online training	75%

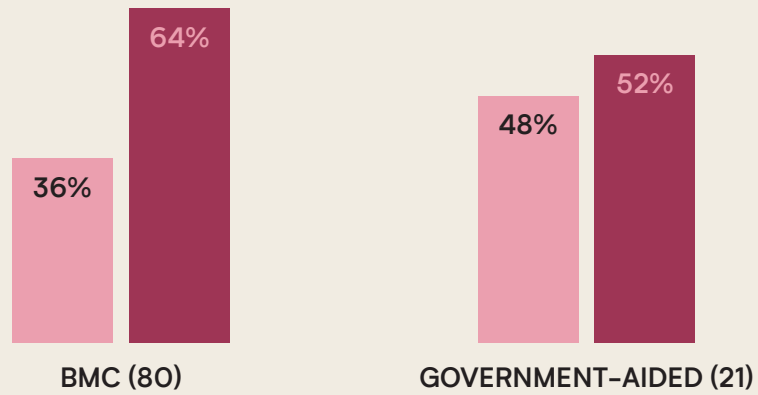
TOP THREE WAYS ONLINE CLASSES HELPED

I have learnt new things during online training	86%
I am getting comfortable accessing online information to understand various educational aspects and opportunities	83%
I now feel confident that I am better equipped with digital skills which will greatly help me in the future	75%

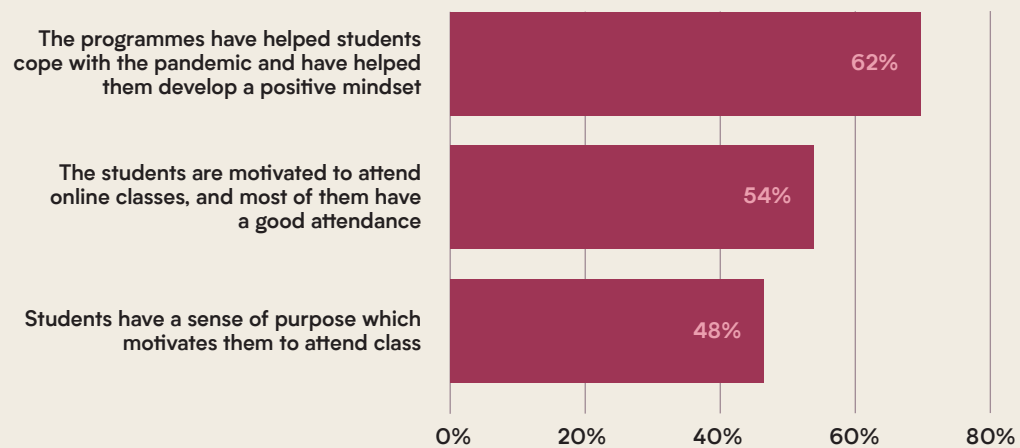
School representative survey

OUR SAMPLE GROUP

Principal Teacher



HOW OUR PROGRAMMES IMPACTED STUDENTS



The Foundation's Research and Monitoring & Evaluation vertical conducted a national-level symposium on adolescent health and education during the pandemic, in collaboration with the Narotam Sekhsaria Foundation.



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

@salaambombayorg

@salaambombayorg

@salaambombayorg