



A CHILD IN SCHOOL HAS A FUTURE

ANNUAL REPORT
2022-23

LIMITLESS



FROM A FLICKER
OF POTENTIAL.

TO A FLAME OF
AMBITION.

TO A FUTURE
ALIGHT WITH
LIMITLESS
POSSIBILITIES.



For over 20 years,
we have borne witness
to the transformative
power of potential.

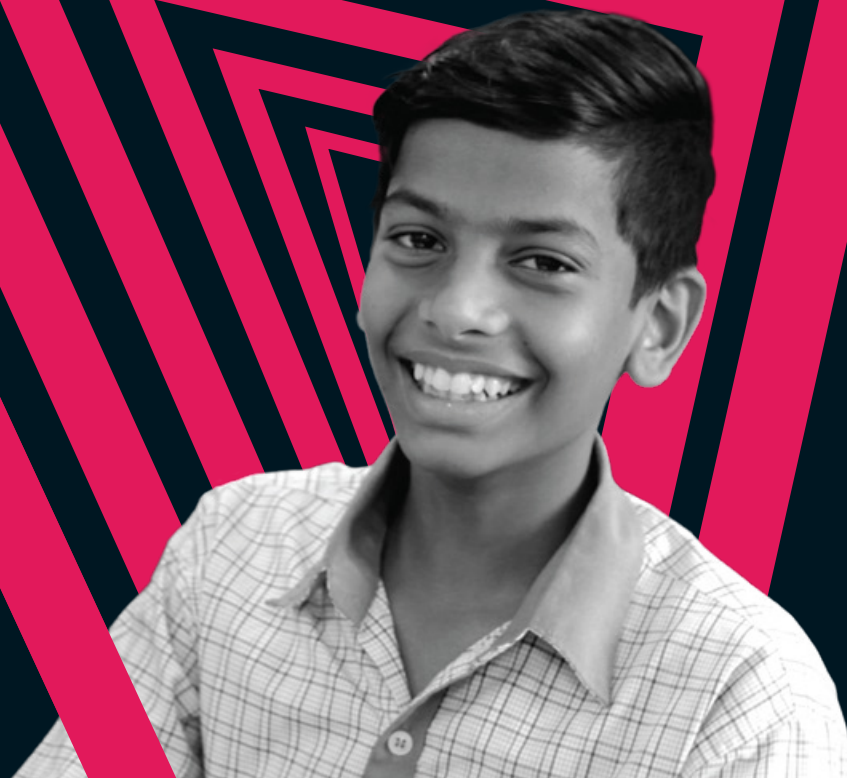
At Salaam Bombay Foundation, it has been our privilege to nurture that potential and watch it pave the way to a future of limitless possibilities. We have seen quiet girls dominate the playing field, directionless youth lead social change, and shy teens emerge from their cocoons as powerful performers.

Our Foundation has been undergoing a similar metamorphosis. The deeper we connect to students of underserved communities, the better we understand their challenges, the more we grow to overcome those hurdles.

Our aim is to empower our students to walk into the world on par with their more privileged peers. Today, this means bridging the digital divide and imparting relevant career skills along with building their confidence and guiding them to make the right life choices. These skills won't just help our students overcome their hurdles, they will help them unlock a world of opportunities.

In a nation where every fifth person is between the ages of 10 to 19, what better way to transform our future than to unleash a child's potential?

Padmini Sekhsaria
Founder
Salaam Bombay Foundation



Like our students' potential, our Foundation's impact knows **no limits.**

When your Foundation is responsible for youth with an infinite capacity for growth, it is important to grow and evolve with them. And grow we have.

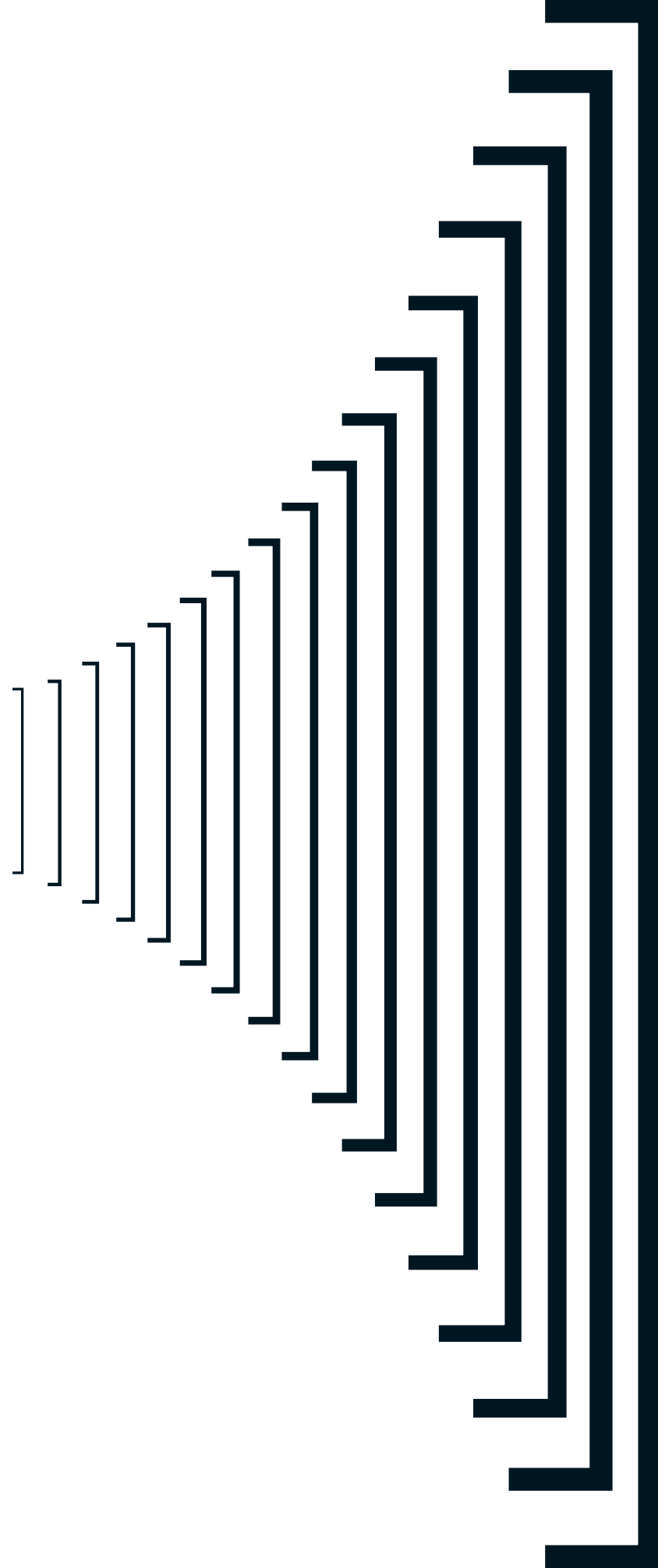
Over the years, we have not just expanded our scope of operations but bolstered them with new courses and advanced programmes. We have been reaching out to new regions, including rural areas. We continue to support our alumni through our DreamLab initiative with new and exciting opportunities to help them earn while pursuing higher education. Most notably, by nurturing young grassroots entrepreneurs through our Entrepreneurship Incubator and our seed funding platform — Dolphin Tanki. Another feather in our cap was the advanced training our Robotics students received to participate in the First Global Challenge in Geneva.

Our impact is not limited to our academies or even to our students; it permeates the under-resourced communities of our country. We have seen our Health Monitors initiate meaningful conversations on affordable nutrition, while our Fitness Monitors have not only inspired but trained community members on the importance of exercise and adopting a healthy lifestyle through our Fitizens initiative. As our alumni join the workforce as dependable and responsible citizens, we are in turn enthused with their unique perspectives, unquenchable ambition, and unrelenting drive to succeed.

Our mission is to be with our students every step of the way in their journey towards adulthood. It is our privilege to see them dream, grow, and pursue limitless opportunities.

Nandina Ramchandran
CEO
Salaam Bombay Foundation





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.

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.

BOUNDLESS DREAMING

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.



OUR HUMAN RESOURCES

Stronger the foundation,
greater the impact.

Our people are the heart of our Foundation. Which is why, we have made a commitment to nurture their overall well-being and foster their passion for change. This involves everything from providing access to health check-ups to organising events that celebrate unsung heroes like BMC Clean-up Marshalls, firefighters, and post officials. Our efforts towards cultivating a culture of positivity have not gone unnoticed.

ACCOLADES



Great Place to Work
for five consecutive years
(2018, 2019, 2020,
2021, 2022)



India's Best Workplaces
for Women 2022 by
Great Place to Work® India
— for the second time.



Indian CSR Awards
— Top 20 Best NGOs
of India 2022



GuideStar India
Transparency Key award



PREVENTIVE HEALTH EDUCATION PROGRAMME

Transforming
children into
health champions
and potential into
limitless
possibilities.



PREVENTIVE HEALTH EDUCATION PROGRAMME

The roots of our Preventive Health Education Programme (PHEP) go back to our tobacco awareness initiative in 2002. Since then, the programme has evolved from steering students away from tobacco to educating them on the importance of good nutrition and mental health in addition to tobacco resistance. Focussed on students between grades 7 and 9, the programme serves as a catalyst for leadership; enabling students to spearhead impactful community movements through meaningful collaboration with policymakers.

The programme engages students with activities that are designed to be both educational and enjoyable. It also works on connecting with the society at large through community events and webinars. By fostering a culture of wellness, and sparking a sense of responsibility and initiative, the programme has inspired students to stay committed to their education, thus paving the path to a more promising future.

OUR OBJECTIVES

- To educate adolescents on the ill-effects of tobacco, and the importance of good nutrition and mental well-being.
- Developing the capacity of adolescents to transform them into Health Monitors or agents of change in their communities.

91% of our students exhibit strong self-confidence

89% of our students display strong decision-making skills

89.2% of our students displayed exceptional leadership skills

SUPER ARMY | Our Tobacco Control and Leadership Programme

This programme reaches out to students at a critical age — grade 7. A time when many of them begin experimenting with tobacco and engaging in behaviour that puts their futures at risk. The programme doesn't just educate them on

the dangers of tobacco, it cultivates confidence in their ability to affect change by giving them platforms to spread awareness and avenues to engage with their community and policymakers.

SUPER ARMY VS TOBACCO

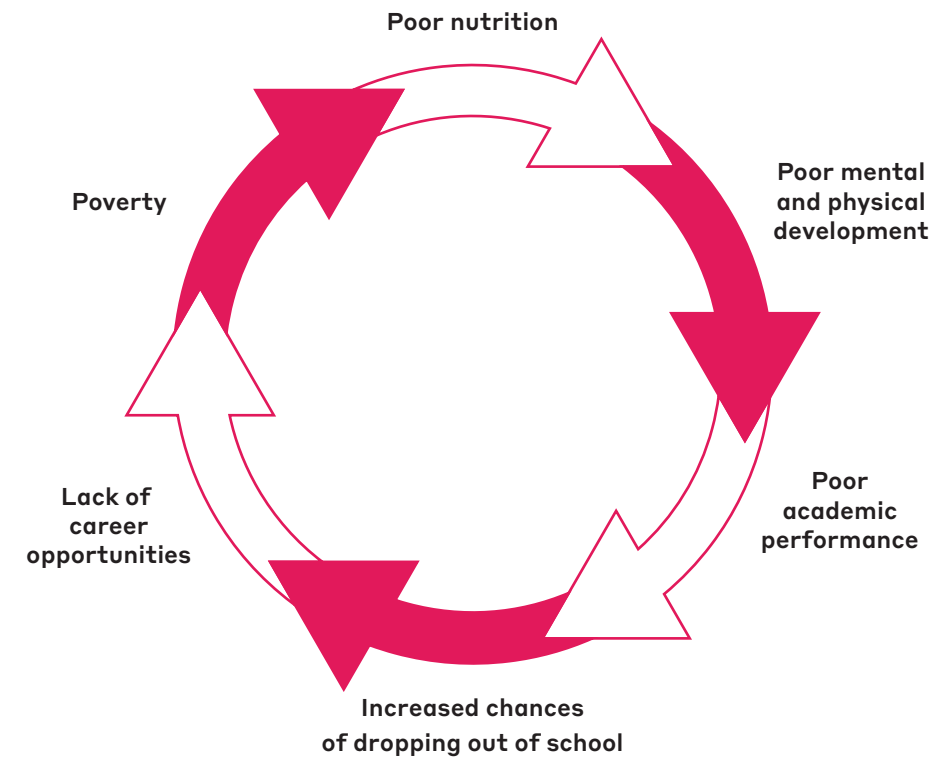
Use of tobacco among students has declined from 17% to 9%.

At the household level, consumption of tobacco has decreased by 32%.

72% students reported that they would walk away if offered tobacco.

82% reported they would go a step further and educate their friends about the harmful effects of tobacco.

KHANA | Knowledge On Health And Nutrition For Adolescents



Our close bond with our students helped us realise that poor nutrition often leads to poor academic performance, which perpetuates the cycle of poverty. And so, in 2017 we launched KHANA — a programme designed to educate students, their

parents and their community on proper nutrition. KHANA goes beyond awareness and makes healthy eating more accessible by crafting recipes with easily available ingredients and encouraging kitchen gardens for affordable microgreens.

HAPPY MINDS | Our mental well-being initiative

During the pandemic, it became clear that our students needed support that went beyond training and nutrition. Thus the Happy Minds initiative was born. What began as regular phone calls during lockdowns to check-in on our students evolved into a programme that helps them navigate issues in their

daily lives. Happy Minds encourages good mental well-being practices like meditation and exercise to help students manage stress and build resilience. Tools that will help them stay motivated as they go on to pursue higher education and their future careers.

Our research indicates that underprivileged students need mental health support, but rarely receive it.

56% of the children reported mental health issues.

Only 28% believed in seeking the help of mental health professionals.

Nearly 43% believed that discussing mental health leads to stigma.

Snehal's songs of change.

The sound of *chipli* bells echo down the bylanes of Bhabrekar Nagar, accompanied by a young voice singing in Marathi "Vasudev is here! O Vasudev is here! Oh auntie, can you hear me?" As the 'aunties' come out of their homes, they are greeted by an amusing sight — a young girl in a village minstrel's garb, complete with a pointy red hat. Now, Snehal has their attention.

Snehal had grown up surrounded by fumes of *masheri* — a dark powder that made by roasting tobacco leaves. The powder was favoured by the women in her locality who consumed it throughout the day — even brushed their teeth with it. Like them, Snehal grew up thinking *masheri* was healthy. A myth that was quickly dispelled by the Preventive Health Education Programme. She realised she couldn't stand by silently as the women in her community poisoned themselves.

She began with posters and well-thought-out arguments, but addiction is no easy foe and her efforts seemed futile.

That is when she remembered her grandmother's stories of Vasudev, the enigmatic minstrel. Snehal made the minstrel her muse. She wove her message into her songs and sang them to a now entranced audience. The songs sunk deep and took hold in a way her arguments never had. The change was gradual but pronounced.

Now, the walls of her home are no longer tinged by the odour of *masheri*. Instead, boasting pride of place, is a newspaper article featuring Snehal — her community's very own Vasudev.



REACH IN 2022 — 2023

AREA	NO. OF STUDENTS	PROGRAMME		
		SUPER ARMY	KHANA	HAPPY MINDS
Mumbai	55,912	55,536	55,741	55,912
Pune	1,616	1,616	1,616	1,250
Kolkata	1,150	1,150	1,100	1,140
Jaipur	1,073	1,020	1,073	1,071
Bengaluru	1,020	1,020	957	829
TOTAL	60,771	60,342	60,487	60,202

- 1,663 Health Monitors were trained and mobilised in six cities this year. The Health Monitors conducted and participated in various activities in order to create awareness of tobacco control, nutrition, health, hygiene and mental well-being.

- Health Monitors sensitised 221 tobacco vendors from their communities to display a board mandated by COTPA 2003 section 6a. After sensitisation, 102 tobacco vendors removed point-of-sale advertisements, thus complying with COTPA Section 5.

- Our Health Monitors assisted in organising 8 health camps. The camps offered pro-bono services by

healthcare teams from Tata Hospital, Prince Ali Khan Hospital, BMC Health Department, St. George Hospital, and the government of Maharashtra. More than 1,400 beneficiaries visited the camps for the consultation.

- The kitchen garden project bloomed with over 12 new school kitchen gardens. We also formed a school kitchen garden (SKG) committee to ensure the project runs smoothly.

- 403 schools across Mumbai, Pune, Jaipur, Kolkata and Bengaluru have registered themselves in the Tobacco Free Schools app.

HIGHLIGHTS OF 2022 – 2023

- Salaam Bombay Foundation won the 2nd place in the urban NGO category for the KHANA programme at the Glenmark Nutrition Awards. We were amongst the 9 finalists out of 500 applicants.

- Our tobacco awareness programmes reached 4,754 police personnel from 95 stations, and 2,024 BEST employees. 26 out of 27 BEST Depots approached have registered and fulfilled Tobacco-Free BEST criteria through the mobile application.

- 666 Health Monitors reached out to 20 communities across Mumbai and sensitised 1,07,070 community members and stakeholders on the importance of tobacco-free environments.

- Intensive awareness activities were conducted across schools, during National Nutrition Month – Poshan Maah 2022. The initiatives were done in association with WCD and FSSAI and saw the participation of 8,046 students along with members

of their family and community. The event invited community members to think about the nutrition in their cultural dishes and to invent healthy recipes through games, competitions and other interactive activities.

- The 17th Bal Parishad (Children's Parliament) took place on World Cancer Day (4 February), and saw the participation of 441 Health Monitors from 200 schools and dignitaries such as Dr. Krishna Methekar (Deputy Director of WR, FSSAI, Govt. of India), Mrs. Ranjana Rao (Education Officer, Mumbai Region Education Dept.), Dr. Omprakash Vallepawar (AHO, Public Health Department- MCGM).

- We were invited to be part of an expert panel at the National level meeting for all state's NTCP nodal officers organized by MOHFW and WHO. Our in-house concepts (such as Health Monitors and tobacco-free schools) were shared so they could be replicated on a nation-wide scale.

FUTURE PLANS 2023 – 2024

- We aim to reach 360 schools and 56,000 students in Mumbai, Pune, Kolkata, Jaipur, and Bengaluru.

- We plan to provide our health monitors with guidance, mentors and resources for holistic development (such as webinars for personality development).

- We want to increase community and corporate participation. We plan to do this through engaging activities which allow us to present our work to the funders while mobilising enthusiastic community members.

Impact of PHEP on our students:

- Significant decline in consumption of tobacco products.
- Increase in awareness and inclusion of essential and immunity boosting nutrients.
- Tremendous progress in using coping strategies to manage stress.
- Empowerment to act as change agents in their resource-challenged communities.

Creating tobacco-free environments where potential can thrive.

An initiative by the Narotam Sekhsaria Foundation (NSF), LifeFirst uses a research-based approach to help people quit tobacco, and create environments that are tobacco-free. While the programme is active in workspaces and factories, a special module was created for schools. LifeFirst works with Salaam Bombay Foundation to identify students struggling with tobacco abuse and guides them on their journey

out of addiction. The programme goes beyond the school environment and reaches out to the parents of students so they can provide a tobacco-free environment at home. The programme uses a mix of in-person meetings and virtual engagements for maximum impact. This hybrid model was active in 70 schools this year.

REACH IN 2022 – 2023

70

schools.

5141

students from grades 7, 8 and 9.

892

referrals of students' parents and relatives.

Of the people referred to us:

84% were contacted and screened.

79% of those screened enrolled for counselling.

This included 978 students and 618 parents.

KEY HIGHLIGHTS

Four of our papers were published in international journals.

- Adolescents and E-cigarettes in India: A Qualitative Study of Perceptions and Practices — Asian Pacific Journal of Cancer Prevention.

- Using the Theory of Planned Behaviour to Explain and Predict Areca Nut Use Among Adolescents in India: An Exploratory Study. Substance Abuse Rehabilitation.

- How Do Adolescents Assess and Rank the Risk of Areca Nut Use? Findings from a Study in Mumbai, India — Asian Pacific Journal of Cancer Prevention.

- Sociodemographic factors, attitudes, and tobacco use among adolescent areca-nut users in Mumbai, India — Indian Journal of Community Medicine.

FUTURE PLANS 2023 – 2024

Next year, we plan to implement the SMART model in 100 schools. The SMART model employs entirely in-person group counselling. It includes one orientation session for all the students, one detailed

counselling session with the registered tobacco users and three group follow-up sessions. The counsellors also reach out to parents (through referrals received from students) and conduct phone sessions.

PROJECT RÉSUMÉ

Skills to unlock
the gates to
limitless dreams.



PROJECT RÉSUMÉ

SALAAM BOMBAY ACADEMY OF THE ARTS

For students of resource-challenged schools, art is an avenue often left unexplored. The Academy of the Arts doesn't just invite them to experience the arts as spectators, but guides them to use it as a medium of self-discovery. The impact of our academies for theatre, music, dance and the creative arts on a young mind cannot be overstated. We have seen wayward

youth find direction they never found in textbooks, and reticent teens climb out of their shells to shine. The effect of this transformation reverberates throughout their lives. With many discovering new career paths and gaining the confidence to pursue higher aspirations.

OUR OBJECTIVES

- Using arts as a medium to encourage adolescents to stay in school, reducing their exposure to child labour and substance abuse (especially tobacco).
- Helping students build life skills through the arts, so that they make better decisions for their health, education, and livelihood.
- Providing 21-century skills to enhance our students' future employability and economic prospects.



of our arts students
are satisfied with their
training.



plan to utilise
their skills in their
future careers.

REACH 2022 — 2023

This year, we reached out to 1,313 students. We also introduced new batches which resulted in a total of 1,013 new students being enrolled.

ACADEMIES	SCHOOLS	BATCHES	STUDENTS
Theatre	6	9	265
Kathak	6	7	168
Western Dance	12	11	316
Music	6	6	154
Creative Arts	17	17	400
TOTAL	47	50	1,313

Reel life hero.

Chetan looks at the mirror in his hand — face quivering with emotion. Just as tears tremble at the corner of his eyes, he melts into a smile, which is quickly wiped out by seething rage. Despite how mercurial he may seem during his acting exercises, Chetan Wagh is a remarkably level-headed 18-year-old.

While he dreamt of becoming a star as a young boy who loved to sing, his priority was to lift his family out of poverty. It wasn't until he joined the Theatre Academy that he realised that both his dreams were entwined.

His innate sense of showmanship lent itself to acting and a new love was born. Now, the teenager already has several performances in his résumé. Including a small role in *The Disciple* — a Marathi movie which was selected for the Toronto and Venice international film festivals in 2020 — and a larger role in the upcoming movie *Aatma Pamphlet*.

Off screen, his greatest achievement is closer to home — Chetan's family has finally moved out of the slums.



KEY HIGHLIGHTS

- 30 exemplary students from Repertory (a theatre alumni programme) were given the opportunity to attend a 1-day intensive acting workshop at Anupam Kher's Actor Prepares institute. Three of the alumni (Ankita Bhosale, Chetan Waugh, and Priyanka Kotwal) were then awarded a fully paid one-month scholarship at the institute.

- Three students from the Theatre Academy's Repertory programme and four students from the Western Dance Academy were offered the opportunity to act in the English play, 'Julius Caesar,' by celebrated thespian Jeff Goldberg.

- Many of our students were awarded scholarships this year. Including, Lasya Academy Scholarships for

a diploma in Kathak which was awarded to four of our alumni, scholarships for workshops at Terence Lewis Professional Training Institute to 15 of our Academy of Dance alumni, and the Udyan Shalini scholarship for higher education which was awarded to two students.

- The Theatre Academy students were given the opportunity to attend a 3-month online course by ICE institute.

- Vaidehi Somani, student of Sherborne Girls' School (UK), collaborated with students of Salaam Bombay Academy of the Arts to present her first on-stage experimental pop-up dance production 'Mannsafar.'

FUTURE PLANS 2023 — 2024

- Increasing the number of students trained and enrolled in our programmes significantly.

- Increased outreach through school level events and activities.

- More focus on curating creative career skill sets and scouting relevant opportunities for students and alumni.

- Enhancing the quality of training.

SALAAM BOMBAY MEDIA ACADEMY

The Media Academy was born from the conviction that every student deserves to be heard.

The programme uses the disciplines of journalism, photography, print production and digital production to empower students to present their perspectives and forge new career paths for themselves.

The benefit of the academy goes both ways. While the students receive invaluable training, it also enriches us — as a society — by gifting us with a rare insight into the lives, struggles and stories of some of India's most marginalised communities.

OUR OBJECTIVES

- Using media education to cultivate life skills, and motivate students to make better decisions for their health, education, and livelihood.

- To provide 21-century skills that will enhance our students' future employability and economic prospects.

- To use media education to encourage students to stay in school and reduce their exposure to child labour and substance abuse.

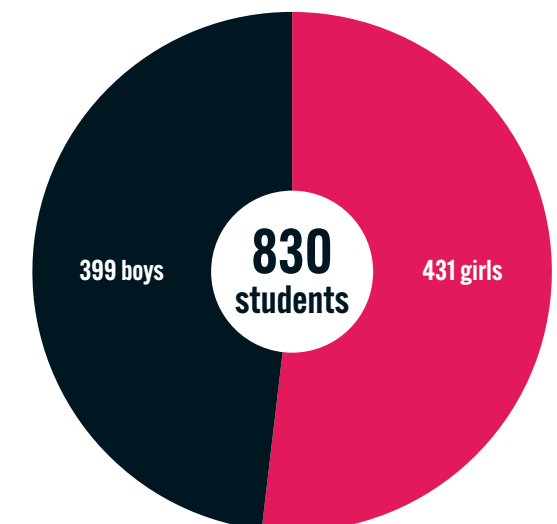
- To motivate students to express themselves through effective writing and communication.

REACH 2022 — 2023

PARTICULARS	7th	8th	TOTAL
No. of Schools	10	17	27
No. of Batches	10	17	27
No. of Students	300	530	830

Gender equality begins at the classroom.

The gender-ratio in our classrooms is nearly equal, with girls outnumbering boys by just 32.





Focussed on the future.

Aarti still remembers the moment her photograph was displayed at the World Photography Day Exhibition. As attendees and judges marvelled at the details of her photograph, Aarti finally felt seen.

Having lost her mother at the young age of 7, and as the youngest of 3, Aarti often felt lost and mired by the struggles of everyday life. The Media Academy gave her a new perspective. When she discovered photography, she found a well of potential she never knew she had.

Today, Aarti is pursuing a degree in filmmaking at Whistling Woods International, courtesy of a scholarship through Salaam Bombay Foundation. She dreams of working in VFX in a big Hollywood production. "Maybe a Spider-Man movie," she smiles. The future has never looked clearer.

KEY HIGHLIGHTS

- 33 articles written by our students were published in six mainstream newspapers and web portals.
- 150 students took intensive career courses: 60 in advanced photography, 60 in digital content writing, and 30 in digital design — a skill that has seen a sharp increase in demand.
- Every year, our students attend a two-day photography mentorship programme organised by the BMC. This year, for the first time, our students were invited not as attendees but as mentors for 40 students from 20 different schools in Byculla.
- An exhibition titled 'The Multiverse of Mumbai' was held at The Quorum Club. The exhibition showcased powerful photographs by students mentored by Mr. Girish Mistry and Hridgandha Mistry from Shari Academy. The event was inaugurated by Mrs. Hridgandha Mistry and Mr. Rohan Joshi from News 18 Network. It drew 188 students and earned the praise of the BMC Education Department.

FUTURE PLANS 2023 — 2024

- To implement the full offline module.
- To increase the participation of industry experts in our courses from 22 to a minimum of 35 (potentially even 50 to 60). We also want to increase the participation of stakeholders such as government officials, school authorities, parents and other supporters.
- To increase our students' employability, we plan to offer an advanced course in photography to a selection of 45 students, and video editing to 10 exemplary students. We will also offer sessions in grooming, entrepreneurship, financial literacy and social etiquette.

THE MEDIA ACADEMY EFFECT



believe they can receive job training while staying in school.



students are happy with the trade they trained in.



wish to apply their training in their future careers.



of our students want to pursue higher education, (which is significantly higher than their peers).

School attendance has risen to 89%.

skills@school

Our students often grow up with a deep understanding of their circumstances. A feeling that builds into a heightened pressure to drop out of school and contribute to their households — usually around the young age of 13. The skills@school programme intervenes at this critical juncture and

offers them a means to earn part-time while staying in school, and opens up new avenues for future careers. The programme doesn't just redirect potential dropouts into a more promising future, it gifts society with an untapped workforce with increasingly relevant skills.

OUR COURSES

Home Appliance Repair	Fashion Design
Mobile Repair	Jewelry Design
Robotics	Digital Literacy
Beauty and Wellness	Coding and Programming
Bakery and Confectionery	Entrepreneurship

skills@school also offers courses in Conversational English and Financial Literacy to enhance our students' overall employability.

OUR OBJECTIVES

- Providing 21-century skills to enhance our students' future employability and economic prospects.
- Encouraging students to stay in school by guiding them to see the value of completing their education.
- Educating students on different career paths.
- Helping students build skills and career aspirations.
- Offering sessions on market orientation while still in school.

Since inception, the skills@school programme has trained:

31,689 students | Across 7 locations | In 5 states

Girls constitute 57% of the total beneficiaries, helping us contribute to UN's Sustainable Development Goal 5: Achieve gender equality and empower all women and girls.

REACH 2022 — 2023

- We surpassed our target of 3,799 students by enrolling a total of 4,310 students.
- 4,291 out of 4,310 students completed their courses. That's over 99%.
- 2,357 of our students were girls. 1,945 were boys.
- We enrolled 394 students in rural programmes in Nashik and Kymore with the support of donors like Everest.

Around 90% of the students reported being happy with the skill in which they were trained. 88% plan to apply their skills in their future careers.

Field of the future.

In the quiet of the plane to Geneva, in October 2022, a group of students from India buzzed with barely concealed excitement. This was the first time any of them had ever left the country. The first time they had even been on a plane. But here they were, a group of young prodigies from Mumbai's slums on their way to participate at the FIRST Global Challenge — the Olympics of the robotics world.

One boy was even more out of his element than his teammates. 16-year-old Paras Pawade came from a family of farmers and had left the picturesque fields of his village for the narrow lanes of Mumbai slums, determined to get an education. This decision is what led him to our Mobile Repair programme. A journey that led to our Robotics programme, the 6th place at the FIRST Tech Challenge Pune, and being

handpicked by the STEM Education Trust to participate in Geneva. Here, Paras and his team competed against students predominantly from private schools, from over 180 countries. This team of budding engineers from our Robotics course was ranked 27 overall and won the Sofia Kovalevskaya Award for International Journey — a remarkable victory considering the same students were unfamiliar with the basics of laptop use just a few years ago.

So what's next for Paras? "I want to use robotics to help farmers" says the young boy. He plans to return to his beloved village — not as a step back but as a leap forward for his entire community.



KEY HIGHLIGHTS

- Four alumni represented India at the First Global Challenge 2022 in Geneva, Switzerland (Rohit Sathe, Pritam Thopate, Paras Pawade from the Robotics programme and Sumeet Yadav from the Mobile Repair programme). The team was selected by the STEM Education trust and was ranked 27 out of 180 countries. They earned a gold for the Sofia Kovalevskaya Award for International Journey and were lauded by the government and corporate donors on social media.

- The FIRST Tech Challenge (FTC) — a robotics competition for students in grades 7 to 12 — saw the participation of 71 teams this year. While most teams were from private schools in India and abroad, 23 of our students also entered the competition in three separate teams. One of the teams made it to the semi-finals alliance (Top 12) and won the DESIGN Award, while the other two teams were ranked 15th and 18th.

- The Everest Foundation, Tomorrow's Foundation and Salaam Bombay Foundation partnered to implement skills@school for 150 underprivileged adolescents studying in three government-aided schools in Kolkata (Arya Parishad Vidyalaya, Nut Bihari Girls High School and Garden Reach Mudiali Girls School). Attendees at the partnership event included representatives from Everest Industries — Ms. Sulaksha Shetty

(Chief Human Resource Officer), Ms. Minakshi Dey (CSR Head), and Mr. Gangaram Chakraborty (Plant Head — Kolkata) — as well as Mr. Swarup Ghosh (Co-Founder, Tomorrow's Foundation).

- Students from the Robotics programme in Kolkata participated in the Inter-School Science Exhibition and won the 1st and 2nd prizes.

THE VALUE OF FINANCIAL LITERACY



of students have started budgeting after training.



help their families budget and discuss money matters at home.

FUTURE PLANS 2023 — 2024

We aim to reach 4,000 students in six locations.

SALAAM BOMBAY SPORTS ACADEMY

We believe in levelling the playing field for students of resource-challenged schools by giving them the same opportunities as their more fortunate peers. For years, we have given students access to specialised training, sports equipment, and chances to participate in major tournaments. The programme also opened new avenues for part-time work and future careers. Beyond the sports arena,

the academy uses sports as a medium to instil core values like discipline, teamwork, and stress management. It has also promoted gender equality by inspiring girls to participate — and has seen a steady increase in enrolment. The lessons learnt at the academy often translate into greater confidence, heightened motivation, and a drive to achieve goals — both on and off the field.

OUR OBJECTIVES

- Helping students improve their attentiveness through fitness activities, which also leads to improved performance in school.
- Using sports to motivate students to stay in school.
- Encouraging our students and their families to develop an active and healthy lifestyle.

- To strengthen cardiovascular endurance, muscular strength, muscular endurance, and flexibility.
- To broaden our students' career horizons with opportunities in fields like fitness and sports.
- To boost our students' immunity so they develop resilience to different diseases.

REACH 2022 — 2023

While the programme saw the same number of students as last year, the number of students selected for the Advance Fitness Programme increased by 350 students.

MUMBAI & THANE				PUNE		
PROGRAMME	STUDENTS	GIRLS (%)	BOYS (%)	STUDENTS	GIRLS (%)	BOYS (%)
Basic Fitness	450	46	54	100	41	59
Advance Fitness	380	48	52	70	44	56
TOTAL	830	47	53	170	42	58

The Sports Academy recruited 550 students for the Basic Fitness Programme and selected 450 students from 2021-22 batches for the Advance Fitness Programme. The students came from 26 schools across Mumbai, Pune and Thane.

Out of the flames.

As he saw his home burn, Vikas felt the last traces of his hope go up in smoke. Just a few years ago, he had realised his boyhood dream of training as a cricketer, and he was just on the cusp of graduating from the 10th grade — something many of his neighbours never did. Life had seemed too good to be true. This, he felt, was the payment for his short time in the sun.

But then, at his darkest moment, the Sports Academy came to his aid again. His mentors reached out with essentials and opportunities to work part-time. They gave him the support he needed to go back to school. Vikas began to hope again.

He reapplied himself to his studies, worked part-time to support his family, and — through it all — continued his training. "It really turned my life around," says Vikas. "I'm so grateful. Not just for the opportunity to work as a trainer at Gold's Gym, but the support my coaches showed me during a difficult time." Our support for our students does not end at the playing field.

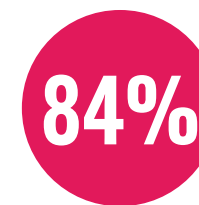


KEY HIGHLIGHTS

- Salaam Bombay Foundation partnered with the Everest Football Academy to provide sport and life skills training to students.
- A fitness competition was conducted for 20 BMC schools. The aim of the competition was to increase awareness of fitness and to understand and compare the fitness programmes in each school.
- Several of our students received job opportunities through the academy. The job profiles included floor executives at Decathlon and trainers at Gold's Gym



of the students are happy with the sports training.



of these want to convert their sports and fitness skills into career opportunities.

FUTURE PLANS 2023 — 2024

The Sports Academy is developing a strategy to strengthen the programme by collaborating with FIT India and other government fitness initiatives.

OUR TARGETS FOR NEXT YEAR:



students (945 in Mumbai and 100 in Pune).



students for the Advance Programme.



students for the Basic Programme.



students from the Advance Programme will be receiving special fitness training at HB Sports.

TARGETS FOR THE FITIZENS PROGRAMME:



Fitness Monitors to conduct community sessions over 5,000 people.



new Fitness Monitors to be selected.

DREAMLAB

Guidance
beyond academies
towards infinite
opportunities.



Our greatest joy is watching students on the brink of dropping out come alive with ambition and dreams for the future. We have made it our mission to nurture those dreams even after they graduate from school and our academies.

DreamLab gives our alumni access to advanced training, internship opportunities and support for

budding entrepreneurs. So far, we have successfully created an ecosystem where the former students of our skills@school, arts, and media academies can transition into their future careers. In the future, we hope to extend the programme to our other academies as well.

OUR OBJECTIVES

- Providing our alumni with opportunities for market-relevant, stipend-based internships.
- Constantly scanning the emerging job market and training interns to meet current requirements.
- Supporting alumni who want to set up or scale-up their businesses, earn a higher income, or provide employment to those in their community.
- Providing necessary support through training, mentorship and funding opportunities.
- Providing advanced training by industry experts to our arts and media alumni.

REACH 2022 — 2023

- This year, we enrolled a total of 225 alumni. 175 from our skills@school programme, 25 from the Academy of the Arts, and 25 from the Media Academy.
- The total talent pool available with DreamLab Arts and Media including the pilot batch is 289.
- DreamLab now provides scholarship opportunities in the fields of advanced photography, video editing, choreography, filmmaking and dubbing.
- 47 alumni of the skills@school programme were offered 63 internship opportunities across 9 sectors. Including, Bakery & Confectionery, Healthcare, Mobile Repair, Retail and NGO.
- Our Entrepreneurship Incubator programme, Dolphin Tanki funding, resulted in 13 young entrepreneurs receiving financial support for their fledging businesses. The incubator includes 100 of our alumni, 51 of whom are already earning.

Bushra turns beauty into a thriving business.

Despite coming from a community where girls are often pressured to drop out of school and marry early, Bushra doesn't show a trace of reticence or timidity. A B.Com student and alumna of our skills@school Beauty & Wellness programme, she was determined to stand on her own feet.

While her own home parlour had a steady stream of clients, Bushra knew she could do much better. Her chance came with Dolphin Tanki — a programme that encourages entrepreneurs to make a pitch to potential investors. She was

able to chart out an expansion plan with the guidance of student volunteers from the School of Business Management, NMIMS via the We Care — Civic Engagement Internship programme. A plan she confidently presented to a panel of judges and won their support.

With the new equipment and products she was able to get with their investment, Bushra doubled her profits, allowing her to contribute more towards her household and her education. For Bushra, the future is beautiful.



KEY HIGHLIGHTS

- We reached out to over 400 of our alumni for a phone survey that both gauged their career inclinations and introduced them to new opportunities in their fields of interest.
- Five girls were selected by actor Katrina Kaif for a pro-bono six-month hair and makeup course by her brand Kay Beauty. The course will be conducted by Ms. Kaif's personal makeup artist — Mr. Daniel Bauer.
- 11 of our alumni were selected for the IT hardware technician programme by Samah Skilling Initiative. The course involves six months of training followed by a year on on-the-job training.
- Padamshree Sudharak Olwe conducted a walkthrough of 'Lavani,' (an exhibition at Nine Fish Art), for 15 of our alumni.

- Whistling Woods International shortlisted six of our students at their NGO Scholarship Workshop. Alumni Shailesh Saini was also awarded a full scholarship to pursue a B.A. in Filmmaking (Cinematography).

SUPPORTING FLEDGING DREAMS

We have curated a list of scholarship programmes for sought-after skills. This list is updated every year.

FUTURE PLANS 2023 — 2024

- Focusing on providing more scholarship and internship opportunities for our students.
 - Nurturing more than 100 entrepreneurs.
 - Scaling up the next edition of Dolphin Tanki.
 - Informing our students about courses for in-demand skills.
 - Financial Literacy and Entrepreneurship Training for the alumni of the arts and media academies.
- Train our students to upskill so they can deliver high-quality work.
 - Tie-up with training partners that provide internship opportunities after the course.
 - Conduct portfolio designing and résumé building workshops.
 - Tap the market for freelance projects for students who can't work full-time.





SALAAM BOMBAY FOUNDATION

Extract of Income and Expenditure Account for the years ended March 2023 and March 2022.

All figures in lakhs (₹)

INCOME [A]	For the year ended 31 March, 2023.	For the year ended 31 March, 2022.
Donations and grants	724.15	751.00
Interest income	258.67	219.67
Others	11.17	59.97
Total income - [A]	994.00	1,030.64
Total expenditure - [B]	1,063.31	1,080.87
Surplus / (Deficit) [A-B]	(69.32)	(50.23)

Projects are run by 121 trained professionals of Salaam Bombay Foundation. These are the project-wise expenses:

All figures in lakhs (₹)

EXPENDITURE [B]	For the year ended 31 March, 2023.	For the year ended 31 March, 2022.
PROJECTS AND PROGRAMMES		
Preventive Health Programme	168.17	158.16
Arts Academy	113.19	121.75
Sports Academy	57.88	55.46
Skills Development	277.51	279.23
Media Academy	32.73	51.62
LifeFirst cessation project	30.17	24.40
Events	1.07	0.18
Media campaign	73.38	97.39
Marketing and promotion	20.71	18.85
Research and documentation	21.75	19.31
ADMINISTRATION		
General costs and non-programme salaries	266.75	254.51
TOTAL	1,063.31	1,080.87


NOTES:

- Salaam Bombay Foundation was incorporated on July 2, 2002 as a not-for-profit organisation under Section 25 of The Companies Act, 1956 (Section 8 of The Companies Act, 2013).
- The Foundation is registered under section 12AB of the Income Tax Act, 1961, vide registration no. AAGCS3850BE20214 dated 31/05/2021. The Foundation has also been granted approval under section 80G (5) of the Income Tax Act, 1961 vide registration no. AAGCS3850BF20214 dated 31/05/2021.
- The Foundation is the registered recipient of foreign contributions under the Foreign Contribution (Regulation) Act, 2010, dated 03/03/2006. Up to financial year ended on March 31, 2023, the Foundation has received foreign contributions aggregating Rs. 3340 lakhs for carrying out various charitable activities.

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