



THE FIGHT AGAINST TOBACCO BEGINS BY EMPOWERING A CHILD

**SALAAM
BOMBAY
FOUNDATION**

2012 - 2013

BY 2020,
TOBACCO DEATHS
IN INDIA
WILL RISE TO
1.5 MILLION.



NEARLY 70% OF
BOYS AND
80% OF GIRLS
WHO USE TOBACCO
START BEFORE
THEY'RE 11.



15.5 %
OF NON-SMOKERS
ARE LIKELY TO
BEGIN SMOKING
NEXT YEAR.



40.4% OF INDIA'S
TOBACCO USERS START
USING TOBACCO BEFORE
THE AGE OF 18.



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

IT IS ESTIMATED
THAT TOBACCO WILL
KILL 250 MILLION
OF THE CHILDREN AND
ADOLESCENTS ALIVE
TODAY.

86%
OF THE WORLD'S
ORAL CANCER
PATIENTS
ARE IN INDIA

INDIA HAS ABOUT 10% OF THE WORLD'S
SMOKING POPULATION: THE LARGEST GROUP
OF SMOKERS IN THE WORLD.



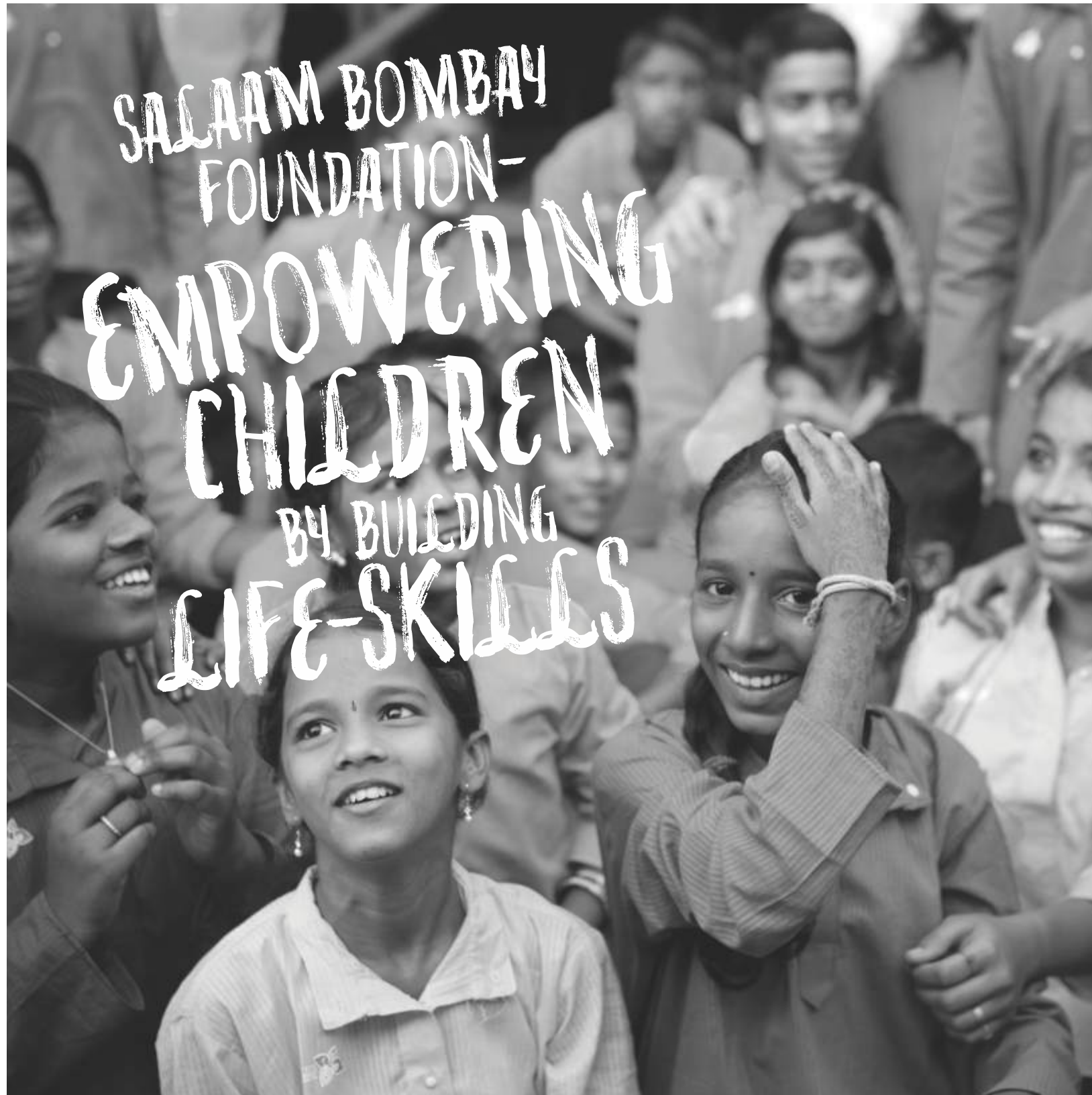
When Salaam Bombay Foundation began its journey over a decade ago, our mission was to offer the next generation a tobacco-free world. Over the years, we learnt that tobacco use is not just the issue, but a symptom of the deeper issues children face. These include low self-esteem, the inability to make the right choices, and peer pressure. That's why we came up with a holistic approach. One that focuses on the individual, addresses social norms and local influencers, and enlists the help of policymakers at a national level.

We engage with children through our academies for sports and the arts, helping them gain formal skills, certifications and confidence. The results are remarkable: the children are developing holistically and staying in schools (our drop-out rate is less than 15%; it's 50% in government schools). What's more, they intend to go to college, get good jobs and empower their families. In our hockey programme alone, eight girls received scholarships to Khalsa College last year, eight others were offered jobs as security guards with salaries of at least ₹10,000 per month. And our newest academy – one for spoken English – has created a world of job opportunities for over 3,000 children. A recent study revealed that, unlike others that share their circumstances, Salaam Bombay children are determined and ambitious. These children have come a long way from an unwholesome environment and an uncertain future.

Today, many of them have joined Salaam Bombay's cause on a grander scale. Once stirred to action, these young advocates cause ever expanding ripples of change. It begins with their peers and families and ultimately reaches the rest of the nation. These children deal with issues like the social norms of tobacco use, and strive to enforce laws like the ban on the sale of tobacco near schools.

With your support, we can inspire – and enable – many such agents of change, giving the next generation a brighter future and a better world.

Padmini Somani
Founder & Director,
Salaam Bombay Foundation



OUR PROGRAMMES: FIGHTING TOBACCO, CHANGING LIVES.

Super Army - From Awareness to Advocacy

A five-year life-skill and vocational development programme in government schools that uses the arts to enable children to communicate with tobacco control stakeholders and bring about change.

Media Academy

A programme to help children develop communication skills, pursue the same for vocational opportunities, and work on a monthly newsletter – Halla Bol – which captures their thoughts and experiences.

Salaam Bombay Academy of the Arts

In the interest of all-round development, this programme helps children hone their creative skills – like acting, dancing and singing.

Salaam Bombay Sports Academy

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

Rural Intervention

This programme educates people on tobacco control across all 33 districts of Maharashtra through stakeholders like teachers, health-workers and zilla parishad members.

Cessation Programme at the Workplace

This programme uses the workplace as a platform to convince people to refrain from tobacco products, through a three-phased evidence-based initiative for tobacco cessation in the workplace.

SHOUT (Students Helping Others Understand Tobacco)

This college-level, student-led programme spreads awareness about the ills of tobacco in colleges, and plays an active role in advocacy efforts.

Conversational English Programme

This programme helps children improve their communication skills thereby increasing their confidence and professional competence.

“G. D. Somani School has the privilege of being connected to Salaam Bombay Foundation, a philanthropic organisation working for the welfare of children. Being associated with such groups helps our students to enhance their understanding of society and be compassionate towards others.”

Bryan Seymour
Principal, G.D. Somani Memorial School



Eaknath Kumbhar
Teacher at Hasur School - Kolhapur,
Salaam Mumbai Trainer,
recipient of the Manibhai Desai Yuva Puraskar
given by the Nehru Yuva Kendra

When Eaknath Kumbhar opens his umbrella, he shelters an entire generation.

Not a day more, Eaknath Kumbhar promised himself. He would not abide having two tobacco stores close to the school in which he taught. Nor would he look the other way if he spotted his students slyly visiting these stores. Having attended two Salaam Bombay workshops, he knew just how tempting tobacco products were to children. He was not going to let his students throw their lives away. But how could one man convince an entire generation?

This question occupied his thoughts as he walked home one rainy day. He'd barely taken a few steps when he saw one of his students taking shelter at a tobacco store. "Not going home, Jai?" he asked the teenager who replied he didn't want to get wet and fall sick. "If you don't want to fall sick, stay away from tobacco stores" he said gently, and offered to shelter Jai with his umbrella. Thus Jai's most important lesson began under an umbrella; by the time he reached home, he knew just how harmful tobacco could be. Eaknath learnt something too: when you take the time to talk to someone face-to-face, they will listen.

The very next day, Eaknath Kumbhar went to school armed with anti-tobacco posters and his very own portable classroom: an open umbrella with anti-tobacco information written underneath. And people listened; he had the stores shut down, and educated his students about the dangers of tobacco.

What began as one man spurred into action by an organisation, resulted in an army of young activists. Unshakable in their stance against tobacco, his students now spread the message he taught them using his innovative tool. They call it 'jadoo ki chhatri' or the 'magic umbrella'. Fitting name for something that can change the lives of those who spend a few seconds beneath it.



Deepali
Gifted dancer, budding choreographer,
and one of over five lac children who have
benefited from Salaam Bombay Foundation.

Few children walk out
of the slums.

Deepali danced
her way out.

As poetic as it would have been, Deepali was not born to dance. She came from one of Mumbai's over-crowded slums. Her mother worked hard all day, leaving the 12-year-old to manage the household. On a good day, they managed to put a full meal together. Her time at home was divided between cooking, cleaning and washing clothes.

But whenever she got a few spare moments, she worked hard at perfecting the most complex dance moves. Because Deepali loved to dream: of being on stage, of earning for her family, of living with dignity.

Fortunately for her, Salaam Bombay was just as anxious to make her dreams come true. She was enrolled into the organisation's dance academy. Her classes were scheduled around her school and chores. And while Deepali wasn't a skilled dancer, she made up

for it with grit and discipline. It wasn't easy, but step by rhythmic step, Deepali learnt to dance like her cinema idols.

Today, Deepali's future is brighter than she could have ever imagined. She has grown from a little girl with a burning desire to dance to a peer trainer at the Shiamak Davar Institute for Performing Arts at the young age of 13. All this, because Salaam Bombay was determined to see her live her dream.



Bharat and his friends won the support of stakeholders like Mr. Mahesh Zhagade (IAS), FDA commissioner and Mr. B. Sathe, Superintendent, BMC License Department.

How tiny feet took the nation a big leap forward.

In the span of a week, 11-year-old Bharat saw over 15 posters promoting tobacco products. They were everywhere, in movie theatres, in the stores he brought sweets from, and many other places frequented by children like him. While most children are easily lured by these posters, Bharat knew about the dark side of tobacco. He'd seen one of his father's friends succumb to cancer; he wasn't going to let his friends suffer the same fate.

Accompanied by a few of his equally determined playmates, he approached Salaam Bombay. The organisation conducted a survey in and around Mumbai. One that revealed that tobacco advertising laws were violated every day. Armed with the results, the children confronted the BMC's License and Advertising Department. They wanted change, and they wanted it immediately. The government body sprang into action.

Just days later – fittingly on No Tobacco Day – the BMC commissioner and other key stakeholders inaugurated Salaam Bombay's initiative to remove all point-of-sale cigarette advertisements. The children visited tobacco stores and spoke to the owners: did they know that every day no less than 5,500 children in India try tobacco for the first time? And so, a few young children accomplished what a major government organisation couldn't: successfully convince tobacco companies to respect the law.

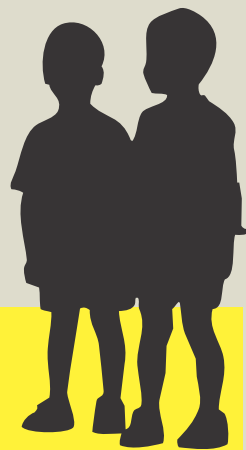
On their next visit to their favourite theatre, the children saw a result of their crusade: the complete absence of tobacco stores and advertisements. Bharat might have saved his friends after all.

When you help a child,
you change the world.



969

children are enhancing their lives
through our Arts Academy.



1,674

children are being influenced
through our Sports Academy.



78,481

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



5,22,333

children have been enrolled under
the Super Army Programme.



1,17,84,747

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



A CLOSER LOOK AT OUR PROGRAMMES

SUPER ARMY

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

Students from standards 5 to 7 develop their ability to understand, communicate and internalise issues related to tobacco. This year, approximately 70,000 children from 190 schools have been part of this programme. Children from the 8th and 9th standards are trained to become tobacco control advocates and are encouraged to work with different stakeholders including the police, the municipal corporation, FDA, BEST, the Health & Education Department and Media to be change agents as well as bring about better enforcement of tobacco laws.

Programme	Annual cost	Reach	Cost per child
Super Army	₹ 1,75,00,000	70,000	₹ 250

SPORTS ACADEMY

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

Salaam Bombay Hockey Academy

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

Salaam Bombay Cricket Academy

Started under the guidance of the late Mr. Ashok Mankad and his team of experienced coaches, this programme follows a world-class format to train children in cricket. Currently, 320 children from over 20 schools train thrice a week on 4 grounds. Over time, 18 boys have been working part-time as assistant coaches, scorers or umpires in various gymkhanas.

Academy	Annual cost	Reach	Cost per child
Hockey Academy	₹ 12,00,000	120 students, 4 schools	₹ 10,000
Cricket Academy	₹ 32,00,000	320 students, 24 schools	₹ 10,000

ARTS ACADEMY

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

Theatre Academy

This academy teaches a variety of theatre techniques; such as script-writing, directing and the technical aspects of production. 90 students from 3 schools in the Salaam Bombay Theatre Academy train twice a week under Ms. Meena Naik, a well-known Marathi theatre and film personality. They work on improving their acting skills while building confidence and improving their personality.

Kathak Academy

Under the able guidance of Ms. Anjalie Gupta, an award-winning exponent of Kathak, 100 boys and girls train in this dance form twice a week. They have had the opportunity to perform at various events in the city such as, The Kala Ghoda Festival and with the Sangeet Kala Kendra.

Western Dance Academy

120 students from 3 schools are being trained by Shiamak Davar and have been given the opportunity to learn western dance forms. 11 students were selected to perform in Raell Padamsee’s play, The Sound of Music.

Academy	Annual cost	Reach	Cost per child
Theatre Academy	₹ 9,00,000	90 students, 3 schools	₹ 10,000
Kathak Academy	₹ 10,00,000	100 students, 3 schools	₹ 10,000
Western Dance Academy	₹ 12,00,000	120 students, 2 schools	₹ 10,000
Indian Music Academy	₹ 5,00,000	50 students, 3 schools	₹ 10,000
Media Academy	₹ 13,00,000	260 students, 15 schools	₹ 5,000

Music Academy

Mr. Suresh Wadkar and Mr. Shivam Pathak from Ajivasan Sangeet Academy train 50 children twice a week in Indian classical music.

Media Academy

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

HALLA BOL

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

Newspaper Edition	No. of issues	Total cost	Cost per newsletter
Urban Edition	09	₹ 25,97,301	₹4
Rural Edition	01	₹ 82,72,500	₹5.50
Distribution Printing cost per edition			₹ 2,60,000

IN-CLASS PROGRAMMES

Programme	Annual cost	Reach	Cost per child
In-class conversational English	₹ 38,00,000	3,800 students, 6 schools	₹ 1,000

ANNUAL SPECIAL EVENTS

Event	Estimated cost
Little Masters Challenge Mumbai’s largest and only cricket tournament for students in private schools, BMC and government aided schools in Mumbai.	₹ 26,00,000
Rubber Ball Tournament Traditional gully cricket matches held between teams from urban slums in Mumbai.	₹ 1,82,000
VOICES Performing arts event held each year with teams from private schools, BMC and government aided schools in Mumbai.	₹ 11,35,000

BOARD OF DIRECTORS

Dr. Sultan Pradhan
Head of Oncology, Prince Aly Khan Hospital
Chairman, Aga Khan Health Services

Mrs. Padmini Somani
Founder and Director, Salaam Bombay Foundation

Mr. Balkumar Agarwal
Rtd. Additional Chief Secretary, Government of Maharashtra

Mr. Aditya Vikram Somani
Chairman, Everest Industries

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Co-founder and partner, Economics Laws Practice

Dr. Anjali Chhabria
Psychiatrist, Founder, Mind Temple

Mrs. Ritu Nanda
Partner, Alok Nanda Communications

“Salaam Bombay Foundation has helped me understand a serious problem faced in our country – Tobacco Consumption & Addiction. Volunteering my time to help their team fund raise and create awareness has been an enriching experience for me”

Shanav Mehta
Student Volunteer,
Singapore International School

“The best way to learn is to do it and there is no better way than to have children as the ambassadors of social responsibility and change through self-expression. “Voices” empowers children to start doing good early on in life”

Rajiv Bantwal
Associate Director, Edelweiss
Event Sponsor - Voices

THANK YOU FOR YOUR SUPPORT

Organisations

Indian
Ambashree Foundation
Americares India
Aroni Charitable Trust
Asian Paints Limited
Bai Freni & Seth Fali Meherji Variava Charitable Trust
Cowasji Shavaksha Dinshaw Adenwalla Trust
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Kampani Charitable Trust
Kissendasji & Parmananddasji Mundhra Charitable Trust
Madangopal Maheshwari Foundation
Mukti Foundation (Smita Thackeray)
Narotam Sekhsaria Foundation
New Vista Charitable Institute
Noor Baug Charitable Trust
Parsi Punchayat Funds & Properties
Pirojsha Godrej Trust
Ram Batra Memorial Foundation
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Roop Manek Bhanshali Charitable Trust
Rotary Club of Bombay Charities Trust
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Saraswatibai Bishwambharlal Charity Trust
Shree Hazarimal Somani Memorial Trust
Shree Ram Mills Charitable Trust
Sunflower Nursery School
Sunil Rajendra Memorial Trust
Swadi Charitable Trust
Tata Memorial Centre
The Lotus Trust
United Way of Mumbai
Urvi Ashok Piramal Foundation
Vinod Keshavlal Nevatia Charity Trust
Welspun Foundation

International
American Cancer Society
American Thoracic Society
Bill and Melinda Gates Foundation
Bloomberg Family Foundation
Campaign for Tobacco-Free Kids
Cancer Research (UK)
Centre for Disease Control
England & Wales Cricket Board
Google Inc.
Hockey Australia
Inebriation Development Research Centre
International Union Against Tuberculosis & Lung Diseases
International Union for Health Promotion & Education
International Union for Cancer Control
- National Cancer Institute
NHS Health Scotland Finance
Salaam Bombay Children's Fund
Sid Lahiri Cricket Academy Ltd.
Tobacco-Free Kids Action Fund
University of Minnesota
World Health Organisation
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Parle Products Pvt. Ltd.
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Proline India Ltd.
Radha Madhav Investments Ltd.
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Rae Sports Pvt. Ltd
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The Loot
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Arvind Nopany
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Ashmit Patel
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Dilip Gohil
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Girish Nair
Hilla Divecha
Katrina Rosemary Turcette
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Ritu Nanda
Sameer Tapia
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Sanjeev Dhar
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Shaleen Parekh
Shrenik Khasgiwala
Shruti Jatia
Sudhir Soni
Suhail Nathani
Suparna Kapur
Tanya Dubash
Venkateshwar Onkarmal Somani

Government and Civic Authorities
Government of India - Ministry of Health & Family Welfare
Government of Maharashtra - Ministry of Health & Family Welfare
Indian Council of Medical Research
Rashtriya Gramin Arogya Abhiyan (Maharashtra)

Brochure courtesy



AWARDS & RECOGNITION

MUKTI FOUNDATION,
In recognition of outstanding contribution to tobacco control, 2007

QIMPRO GOLD STANDARD 2010
Statesman for Quality in Healthcare, 2010

AMERICARES - SPIRIT OF HUMANITY
Best NGO of the Year, 2011

WORLD HEALTH ORGANIZATION
In recognition of outstanding contribution to tobacco control, 2011

OFFICE OF THE MAYOR, CITY OF NEW YORK
In recognition of outstanding contribution to tobacco control, 2011

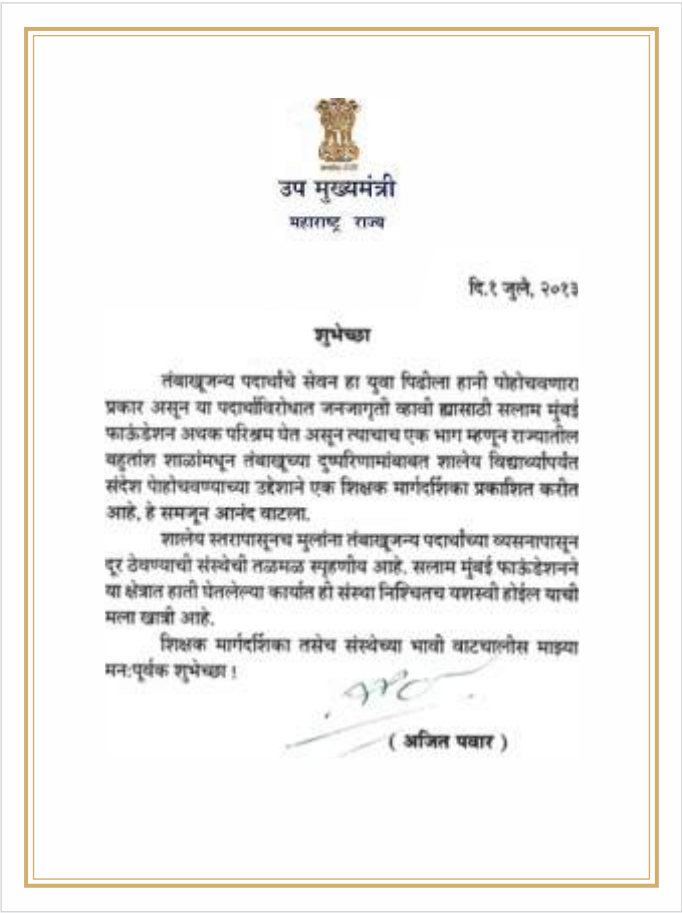
FICCI SPORTS AWARDS
In recognition of outstanding contribution to tobacco control, 2011

PUBLIC RELATIONS COUNCIL OF INDIA
Best NGO of the Year, 2011

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



Prithviraj Chavan,
Chief Minister,
Government of Maharashtra



SALAAM BOMBAY FOUNDATION

Extract of Audited income and expenditure Account
for the year ended 31st March 2013

INCOME (A)	Rupees (in lacs)
Donation	93.85
Registration & Sponsorship Fees	1.14
Interest Income	352.04
Others	5.82
Total Income - (A)	452.86
Total Expenditure - (B)	423.85
Income carried forward for ongoing projects - (A - B)	29.00

Projects are run by trained professionals who are employed with Salaam Bombay Foundation. Given below are project wise expenses:

EXPENDITURE (B)	Rupees (in lacs)
Projects and Programmes	
Super Army	85.58
Arts Academies	38.77
Sports Academies	27.96
Rural Projects	49.66
Events	33.32
Media Campaign & Media Academy	33.43
CBFC Workshop	0.45
Diary Workshop	1.16
Conversational English Programme	23.59
Tobacco-Free School & Tobacco-Free Teachers	0.04
Research & Documentation and Pilot Programmes	
Research & Documentation	9.62
Pilot programme - Cessation	17.37
Pilot programme - Vocational Training	5.42
Administration	
Communication	28.48
General Costs & Non Programme Salaries	69.01
Total	423.85

Notes:
1. Salaam Bombay Foundation was incorporated on July2, 2002 as a not-for-profit organisation under Section 25 of the Companies Act, 1956.
2. The Foundation is registered under section 12A of the Income Tax Act, 1961 vide registration no. INS/ 36855 dated November 28, 2002. The Foundation has also been granted approval under section 80G (5) of the Income Tax Act, 1961.
3. The Foundation is the registered recipient of foreign contributions under the Foreign Contribution (Regulation) Act, 1976 since financial year 2005-2006. Upto financial year ended on March 31, 2013, the Foundation has received foreign contributions aggregating Rs. 1868.43 lacs for carrying out various charitable activities.

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