



**A CHILD
IN SCHOOL
HAS A
FUTURE**

HOW DID WE INSPIRE THOUSANDS OF KIDS TO STAY IN SCHOOL?

BY GIVING THEM A CAUSE.

Most children from underprivileged homes drop out of school to provide for their families. This inevitably perpetuates the cycle of poverty and often leads to tobacco abuse. Salaam Bombay was founded to work with these children, to empower them to make the right decisions for their health and education. We've made it our mission to guard the next generation. Children who we found were most vulnerable to tobacco and pressure from parents and peers to leave school. It's our goal to ensure that they have a promising future, by intervening at the right time.

Over the years, our work with children and our tobacco prevention initiatives have provided important insights that compelled us to broaden our scope of intervention. All children are capable and talented, but many lack the opportunity to learn and shine.

Our academies focus on teaching children vital life and work skills – from theatrical, athletic and artistic to industry-specific knowledge – so they can work part-time without dropping out of school.

Our advocacy programmes transform at-risk children into agents of change and help them lead tobacco-free lives. At the core of all Salaam Bombay initiatives is our commitment to empower children to stay in school.

In collaboration with our network of NGOs, we have transformed the lives of tens of thousands of children, families and communities. With your support, we can reach out to even more. All our programmes and academies help children believe in their abilities, infuse them with ambition, and motivate them to stay in school. Because as we have learnt – and proved – a child in school has a future.

Padmini Somani
Founder & Director,
Salaam Bombay Foundation



From individuals to the community:
our unique approach.



A CHILD IN SCHOOL HAS A FUTURE.

WE MAKE SURE THEY HAVE ONE.

In a country where children are more likely to experiment with tobacco than have access to arts and sports facilities, Salaam Bombay's programmes and academies have successfully led children towards a better future.

According to a study conducted by the Harvard School of Public Health, Salaam Bombay children are less likely to use tobacco than their peers; less than one-third the national average, in fact.

More significantly, they are far more ambitious than their peers and over 90% of them are determined to stay in school. In other words, the children themselves are motivated to succeed; this is, perhaps, the most heartening result of our endeavours.



**LIFE SKILLS AND
JOB SKILLS.
THAT'S ALL CHILDREN
NEED TO UNLOCK
THEIR POTENTIAL.**

The cornerstones of Salaam Bombay – Project Super Army and Project Résumé – focus on two different, but equally important, aspects of our work. The first creates tobacco-free environments for children to flourish in, and boosts their confidence by enabling them to lead change. The second equips them with important career skills. Together, they sow the seeds of ambition and leadership in children, inspiring them to stay in school and work towards a brighter, healthier future.



PROJECT SUPER ARMY

*STUDENT ADVOCACY, LEADERSHIP DEVELOPMENT
AND TOBACCO CONTROL.*

POVERTY, TOBACCO ABUSE, POOR EDUCATION.

**CHILDREN FACE PROBLEMS
FAR BIGGER THAN THEMSELVES.**

TOBACCO CAUSES:



1 million
deaths in India
every year

86%
of oral cancer
cases in India

12%
of all male
deaths

Tobacco claims nearly one million lives in India every year. This figure becomes even more distressing when you consider that every 16 seconds, a child tries tobacco for the first time. That's 5,500 Indian children under the age of 10 every day.

The children most vulnerable to the relentless marketing by the tobacco industry are those who live in Mumbai's slums – where 56% of the city's people live. Here, tobacco-use is pervasive, and the monthly household income is usually less than ₹ 5,000 (\$ 85); hardly a suitable environment for children who are ill-equipped to deal with such stressors. Especially since most children who live in slums lack proper guidance, have poor decision-making skills and suffer from low self-esteem. Many start experimenting with tobacco. Most drop out of school to add to their families' income.

By the time they reach adulthood, nearly half of the boys and one in five girls will be tobacco-users. Most will only find employment in the informal sector. And the cycle of tobacco-use, poor education and poverty will continue.

Of all the children growing up in India:



19% of the boys and
8% of the girls between the ages
of 13 and 15 use tobacco



40% will not complete
their primary education



99% will drop out of
school before completing
the 12th grade

TRANSFORMING CHILDREN INTO EMPOWERED LEADERS WITH SUPER ARMY.

Tobacco use is a symptom of a larger, complex problem. Our initiatives are not limited to helping children lead tobacco-free lives; they also give rise to empowered, socially-responsible individuals.

Super Army's programmes work on different levels. The Foundation educates children on the ill-effects of tobacco and equips them with the life skills they need to lead change; this in turn gives them the confidence to explore their full potential.

We help communities by engaging local leaders to support schools, worksites, and neighbourhoods in their endeavour to become tobacco-free. At the society level, we work with policymakers to implement effective tobacco-control laws and advocate effective tobacco-control policies. Super Army also reaches out to a wide audience through mass media.



**How a 13-year-old steered
auto rickshaw unions away
from tobacco.**

To stop her father and his fellow auto drivers from killing themselves with tobacco, Bhairavi Yadav wrote and distributed informative cards. Her initiative touched over 200 lives, and several drivers have made their unions tobacco-free.

SUPER ARMY PROGRAMMES

SUPER ARMY IN-SCHOOL AWARENESS AND ADVOCACY

This programme teaches children between grades 7 and 9 how harmful tobacco can be, and enables them to collaborate with society influencers to make a difference. Their work as part of Super Army helps children value their futures and believe in themselves.

SUPER ARMY RURAL INTERVENTION

Our rural arm spreads awareness through local stakeholders and influencers like the *zilla parishad*, local NGOs and the rural police. It has also enabled thousands of village teachers take up anti-tobacco causes through the state-level training programmes.

SHOUT (Students Helping Others Understand Tobacco)

Initiated by Salaam Bombay Foundation alumni, SHOUT is a college-level programme that educates students, faculty members and campus visitors on the ill-effects of tobacco. The members help students develop life skills like leadership and teamwork.

LIFEFIRST: TOBACCO CESSATION PROGRAMME

Built on standards set by Mayo Clinic (USA) and the National Health Service (UK), LifeFirst helps schools and workspaces become tobacco-free.



530,533
children have emerged as leaders from our Super Army Programme



95%
of Super Army students report they can face the world with confidence



83.8%
of Super Army students believe they can help their friends quit tobacco



71.9%
of Super Army students have worked to prevent tobacco-use in their schools



14,003,308
children have inspired change in their villages thanks to the Salaam Mumbai Foundation Rural Programme



97,055
teachers are respected village influencers thanks to the Training the Trainers programme

CHANGING AN INDIVIDUAL TRANSFORMS THE COMMUNITY.

TAKE A LOOK AT OUR RESULTS.

Super Army has successfully steered tens of thousands of children away from tobacco. Studies have proved that those who resist tobacco before the age of 18, are likely to stay tobacco-free for the rest of their lives.

The programmes boost children's confidence so they can resist peer pressure, and equip them with vital life-skills like teamwork. Super Army children work with powerful bodies like the media and lawmakers to bring about change. They realise that they are important and valuable members of the society and learn – often for the first time – to have faith in themselves.



Principal Nikat went the whole 100 yards to protect her children.

Even though it is illegal to open a tobacco store within 100 yards of a school, it is a law that is poorly enforced. Unless you are within Principal Nikat's territory. Armed with legal assistance, she has successfully ensured that the 100-yard zones around her schools are absolutely tobacco-free. No one, not even the parents are allowed to break this law.



A teenager's one-man-show changed a district.

Determined to make a difference, Shubham Palekar decided to reach out to his biggest audience yet through a district-level performance. The teenager's heartfelt one-man show about the demons of tobacco reached many in the audience. One of them was sub-inspector Patil who went on to share the message with hundreds of his colleagues, with just as much passion.



PROJECT RÉSUMÉ

***DEVELOPING CAREER SKILLS
FOR A BRIGHTER FUTURE.***

90% OF INDIA'S CHILDREN WILL BE UNFIT FOR SKILLED JOBS BY THE TIME THEY LEAVE SCHOOL.



35%
of children growing up
in slums do not receive
education of any sort



34,500
children in Mumbai between
the ages of 5 and 14
are engaged in child labour

It is estimated that the next decade will see the rise of about 375 million skill-based jobs. Unfortunately, Indian youth lack the necessary training. Even today, only 25% of new entrants to the job market have basic, marketable skills.

This unequal ratio of job opportunities and job training rests on a rocky foundation: lack of education. Only 12% of government school students complete their 10th grade; a scant 1% completes 12th grade. It all comes down to the impressionable age of 13 when the families of at-risk children weigh their earning potential against their education. Most children succumb to this pressure and drop out. Few, if any, ever get a sustainable job. The current job market demands a level of education they never benefited from, and training they never had access to. Most cannot make it past the interview stage because of their inability to converse confidently in English. While the language is taught in government schools, the quality of teaching is subpar.



3 out of 5
Indians are
unemployable due
to poor skills



76%
of employers place
high importance
on fluency in English



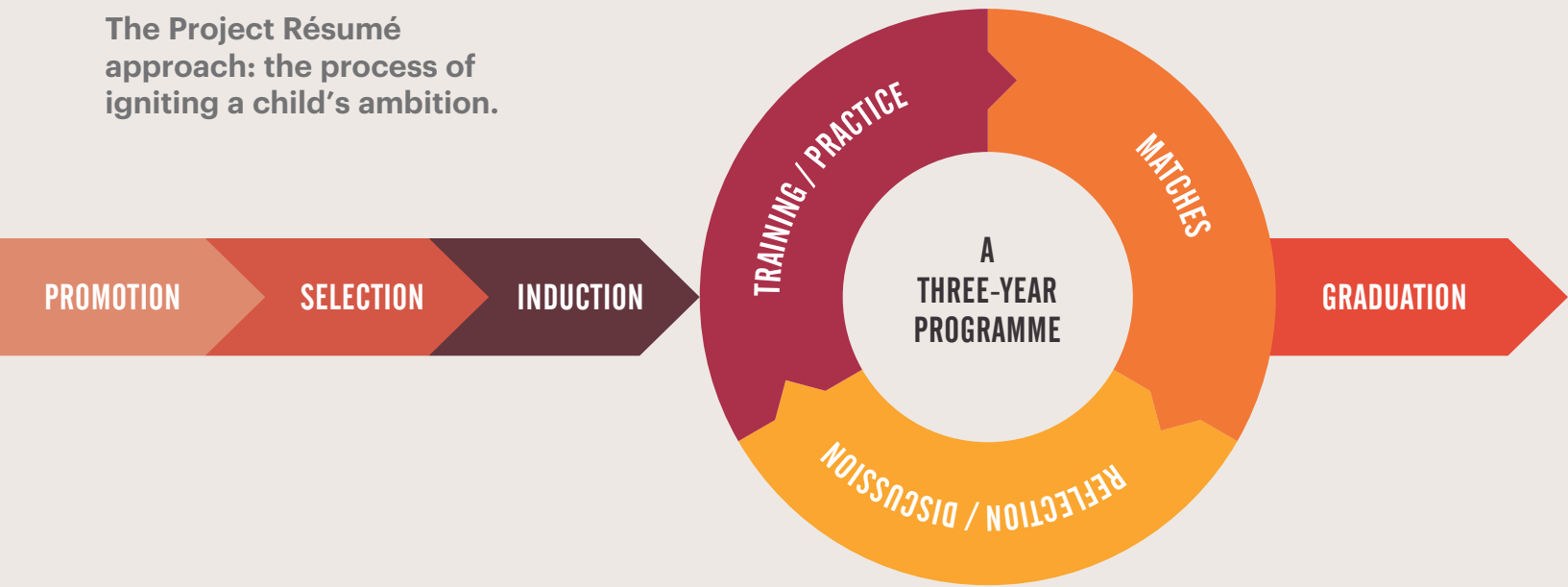
68%
of municipal
school students want
to learn English

PROJECT RÉSUMÉ: TEACHING MARKETABLE SKILLS TO AT-RISK CHILDREN.

Children grow as their horizons grow. Project Résumé helps children between the ages of 14 and 16 broaden their vision by providing enriching life experiences. This programme helps children make informed decisions, equips them with necessary life skills, and teaches them vocational skills for sustainable careers. All this is achieved through engaging, child-friendly programmes in the arts, sports, media, and skill-training.

Project Résumé gives children the means to earn part-time as they study, increases self-esteem, builds confidence, shapes them into role models for younger children and encourages them to stay in school.

The Project Résumé approach: the process of igniting a child's ambition.



The Foundation does more than help children with their apprenticeship; we also inculcate leadership, critical thinking and other life skills through our programmes and academies. We equip children with 21st century employment skills like computer awareness, build their confidence by increasing their fluency in English, broaden their horizons through the creative and performing arts academies, show them

how to make themselves heard through media courses, and teach skills like leadership, goal-setting, teamwork and stress management through sports.

Children emerge from our academies confident in their potential, inspired to work towards a brighter future, and empowered with skills designed to grab the attention of their future employers.



Salaam Bombay children are 77% less likely to be disillusioned about their future



Salaam Bombay students are twice as likely as their peers to have a positive self-concept



The Harvard School of Public Health estimated that over 90% of Salaam Bombay children are determined to finish school

PROJECT RÉSUMÉ

PROGRAMMES AND ACADEMIES

SALAAM BOMBAY Skills@School

Most children give in to the ever-mounting pressure to drop out of school and start earning, between the ages of 14 and 16. The Skills@School programme addresses this problem by enabling them to take up part-time jobs without dropping out. It equips children with necessary skills to apprentice with professionals, helping them save up for higher education, and preparing them for sustainable careers after graduation. Thus, it effectively breaks the cycle of poverty.

The programme includes courses in jewellery design, electronic repair, retail management, and hair styling. Over the years, Skills@School has successfully motivated children to stay in school. This has enabled them to secure sustainable jobs and lead better, healthier lives. This programme improves the lives of children and benefits their families and communities.

THE CONVERSATIONAL ENGLISH PROGRAMME

Most municipal school graduates perform poorly in interviews because of their inability to converse fluently in English. This programme was launched to equip them with English speaking skills, and help them face interviews with confidence.

SALAAM BOMBAY ACADEMY OF THE ARTS

Training children in the arts offers them the chance to improve their career

prospects; more importantly, it gives them a chance to express themselves. It is at these academies that many children find their voice, get noticed, and discover themselves for the first time.

Theatre Academy: Students are taught skills such as script-writing, acting and directing. Ms. Meena Naik, a well-known Marathi theatre and film personality, coaches the more advanced students.

Kathak Academy: Guruji Anjalie Gupta, an award-winning exponent of *Kathak*, trains both boys and girls in this classical Indian dance form.

Western Dance Academy: Students are trained by the celebrated Shiamak Davar's Victory Arts Foundation and acclaimed choreographer Norden Sherpa.

Music Academy: Children learn classical Indian and Western singing under the tutelage of renowned singers and music institutes.

Creative Academy: This project helps children express themselves and discuss social issues through drawing, craft and other related activities.

THE MEDIA ACADEMY

This academy offers intensive courses in journalism, photography, print production and design. It helps children develop strong communication, writing and interpersonal skills.

Voice of Halla Bol: With a monthly circulation of 5,000, this newsletter is by

children and is read by their peers, government school teachers, and other society stakeholders.

SALAAM BOMBAY SPORTS ACADEMY

This academy teaches children life skills such as leadership, goal-setting, teamwork and stress management through sports. The training also improves children's chances of receiving scholarships and job offers – both on and off the field.

Salaam Bombay Hockey Academy: Coached by Mr. Mir Ranjan Negi (former goalkeeper of the Indian Olympic field hockey team), this co-ed initiative encourages girls to participate in sports.

Salaam Bombay Cricket Academy: Initiated by test cricket luminary – late Mr. Ashok Mankad – and his team of expert coaches, this programme follows a world-class format to teach cricket.

Annual Special Events: Every year, Salaam Bombay hosts special events like the Little Masters Challenge – Mumbai's largest and only cricket tournament for students of government and private schools.

THOUSANDS OF CHILDREN

NOW LOOK FORWARD

TO PROMISING CAREERS.

Our endeavour to enable children to pursue sustainable careers and higher education has been immensely successful. The sports academies, for instance, have helped many of its students secure college scholarships. More significantly, it has helped students develop important life skills.



The success of the conversational English programme has prompted principals to have it conducted during schools hours



3,411
children have gained important life skills at our sports and arts academies



The *Kathak* students raised ₹3 million at a Rotary fund-raiser that featured famous Bollywood singer and composer Shaan



The cricket academy has seen a six-fold increase in strength between 2005 and 2014



How a quiet, withdrawn girl finally found her way to the spotlight.

When she joined Salaam Bombay's dance academy, Deepali learnt to express herself for the first time. Here she discovered an identity that was entirely her own. Suddenly she wasn't Deepali the cleaning girl, she became Deepali a proud peer trainer at the Shiamak Davar Institute of Dance.



A talented underprivileged boy has a shot at greatness.

Afsar's home might be a tin and tarpaulin shanty, but as a student of Salaam Bombay Cricket Academy, he has access to attentive coaches, cricket equipment, grounds and everything he needs to practice for tournaments.



AWARDS & RECOGNITION

2007

MUKTI FOUNDATION,

In recognition of outstanding contribution to tobacco control.

2010

QIMPRO GOLD STANDARD 2010

Statesman for Quality in Healthcare.

2011

AMERICARES - SPIRIT OF HUMANITY

Best NGO of the Year.

WORLD HEALTH ORGANIZATION

In recognition of outstanding contribution to tobacco control.

**OFFICE OF THE MAYOR,
CITY OF NEW YORK**

In recognition of outstanding contribution to tobacco control.

FICCI SPORTS AWARDS

In recognition of outstanding contribution to tobacco control.

PUBLIC RELATIONS COUNCIL OF INDIA

Best NGO of the Year.

2014

INDIAN DENTAL ASSOCIATION

National Oral Healthcare Award for outstanding contribution in the field of oral health awareness and prevention.

**SHAILAJA NAIR FOUNDATION -
COMMUNICATIONS EXCELLENCE
AWARD**

SUCCESS IN CRICKET TOURNAMENTS

Tanveer Singh won the title 'Man of the Series' in the Under 12 Maharashtra Cricket Academy tournaments. Salaam Bombay's Under 14 Cricket team won the cricket tournament by Reality Way.

SUCCESS IN HOCKEY TOURNAMENTS

The girls' team won the district-level tournament organised by the Maharashtra District Sports Organisation and made it to the division level.

**ACCOLADES WON BY THE ACADEMY
OF ARTS**

Theatre

The students of R. P. Marg School won the 1st place at an inter-BMC school competition and reached the semi-finals in 'Voices', a competition that saw the participation of 50 private and public schools. They also won the 2nd runner-up prize at an inter-school competition by NCPA; 2 students - Sakshi Kasare and Rishikesh Dhuri - won the best actress and actor award, beating students from 20 private schools.

Students of Andheri School won the Best Ensemble prize at an event conducted by the Singapore International School.

Dance

Victory Arts Foundation students were invited to perform at the NGMA on Children's Day. Their performance received special praise at an inter-school dance competition hosted by the Singapore International School.

The *Kathak* students were invited to perform at an inter-school competition organised by the Rotary Club of Bombay Peninsula.

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

Dr. Sanjay Oak

Director of Medical Education,
Municipal Corporation of Mumbai

D. Sivanandan

Ex-Police Commissioner,
Government of Maharashtra

Arpita Mohta

Art Coach

Chitra Ashokkumar

Darius Khambata

Deepak Jayaraman

Devika Chadha

Dilip Gohil

Dipali Javeri

Dr. Sultan Pradhan

Hemant Oberoi

Hilla Divecha

Iris Madeira

Jamshed Pesi Cama

Kajal Shah

Katrina Rosemary Turcotte

Kulin Kapadia

Mehli Adi Nazir

Mridula Somani

N. S. Sekhsaria

Nimish Indubhai Kapashi

Nitai Mehta

Nupur Somani

Padmini Somani

Pooja Mehra

Praveen Chand Jhanji

Rahul R. Bhat

Rajesh Kumar Dugar

Rajiv Atulkumar Javeri

RJ Annie

RJ Archana Pania

RJ Hrishikesh Kanan

Mr. Suhail Nathani

Co-founder and Partner,
Economics Laws Practice

Dr. Anjali Chhabria

Psychiatrist, Founder, Mind Temple

Mrs. Ritu Nanda

Partner, Alok Nanda Communications

Mr. Aditya Vikram Somani

Chairman, Everest Industries Ltd.

Rajshree Sanjay Sharma

Ramesh V. Somani

Ravi Sanwalka

Rita Chetan Shah

Sameer Tapia

Sangeeta Punjabi

Sanjay Parikh

Sanjeev Bhandare

Sanjeev Dharr

Shaleen Parekh

Shantanu Mukherji

Shivani Mittal

Shivani Sunny Pherwani

Shrenik Mahendra Khasgiwala

Shruti Jatia

Smita Kamlesh Seth

Sudhir Soni

Suhail Nathani

Sumangali Gada

Sumer Shankardass

Suparna Kapur

Sushil T. Vaswani

Tanya Dubash

Veena Singhania

Venkateshwar Onkarmal Somani

Vikram Agarwal

Vimesh Zaveri

Vishal Kedia

Zachary Anderson Bayman

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

Rashtirya Gramin Arogya Abhiyan (Maharashtra)

CORPORATIONS

Aava Water

Ace Entertainments

Amarsons

Ambuja Cements Ltd.

ACC

Bajaj Electricals Ltd.

BlueFrog Media Pvt. Ltd.

Haribhakti Ecosystems

Cadbury India Ltd.

Classic Stripes

Colgate-Palmolive Company

Credit Suisse

Cricket Club of India

Deloitte

DHL Express

D. H. Consultants Pvt. Ltd.

DNA India

Euro Vistaa India Ltd.

Everest Industries Ltd.

Famy Energy Private Limited

FCB Ulka

Girnar Food & Beverages Pvt. Ltd.

Glaxo SmithKline

Godrej & Boyce Mfg. Pvt. Ltd

Goodlass Nerolac Paints Ltd.

Gourmet Catering LLP

Green Products Inc.

Heinz India Pvt. Ltd.

ICICI Bank Ltd.

Infiniti Retail Ltd.

Innovations

Jainex Imports & Exports Pvt. Ltd.

Johnson & Johnson Ltd.

Junoon Theatre

Jupiter Dyechem Pvt. Ltd.

KarRox Technologies Ltd.

Kraftex Trading Private Ltd.

Larsen & Toubro

Lifestyle International Pvt. Ltd.

Mahindra & Mahindra

Mediafusion Outdoor (I) Pvt. Ltd.

Miura Trading and Invest Pvt. Ltd.

Monginis Foods

MRF

Neo Cricket

Nestle

Ogilvy & Mather

Oricon Enterprises Ltd.

Parkson Graphics

Parksons Packaging Ltd.

Parle Bisleri

Parle Products Pvt. Ltd.

Payne & Co.

Pfizer Inc.

Pixelpro Management Pvt. Ltd.

Premier Agencies

Procam International Ltd.

Proline India Ltd.

Radha Madhav Investments Ltd.

Radio One 94.3

Rae Sports Pvt. Ltd.

Sahib Textiles Pvt. Ltd.

Shree N. M. Electricals Ltd.

Shinrai Automobiles

State Bank of India – Staff

Taj Group of Hotels

The Barking Deer

The Loot

Thomas Cook India

Trent-Westside

USL

Victoria Land Pvt. Ltd.

INDIAN TRUSTS, FOUNDATIONS AND ORGANISATIONS

Ambashree Foundation

Americares India

Aroni Charitable Trust

Asian Paints Limited

Bai Freni & Seth Fali Meherji Variava

Charitable Trust

Cowasji Shavaksha Dinshaw Adenwalla Trust

Create Foundation

D. H. Bhakru Foundation

Doshi Foundation

EdelGive Foundation

FICCI Ladies Organisation

Give Foundation

Goodlass Nerolac Paints Charitable Trust

Hriday

Indian Institute of Sports Management

Jairazbhoy Peerbhoy Khoja Sanatorium

Jamnalal Bajaj Foundation

Kampani Charitable Trust

Kissendasji & Parmananddasji

Lila Hira Charitable Foundation

Madangopal Maheshwari Foundation

Mukti Foundation (Smita Thackeray)

Mundhra Charitable Trust

Narotam Sekhsaria Foundation

New Vista Charitable Institute

Noor Baug Charitable Trust

Parsi Punchayat Funds & Properties

Pirojsha Godrej Trust

Pratruca Charitable Trust

Ram Batra Memorial Foundation

Ramdin Gangadevi Daga Charitable Trust

Roop Manek Bhanshali Charitable Trust

Rotary International

Rotary Club of Mumbai Peninsula

Sangeet Kala Kendra

Saraswatibai Bishwambharlal Charity Trust

Shree Hazarimal Somani Memorial Trust

Shree Ram Mills Charitable Trust

Songbound

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

Vinod Keshavdeo Nevatia Charity Trust

Welspun Foundation

INTERNATIONAL AGENCIES

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

World Lung Foundation

OUR

SUPPORTERS

***Thank you for providing
a strong foundation to build
young futures on.***

INDIVIDUALS

Aditi Parikh

Aditya Vikram Somani

Anand Dorairaj

Anupama Bharat Oberoi

Apurva Bhupendra Shah

Arpana Singh

Arvind Nopany

Ashadevi Sajjan Kejriwal

Ashmit Patel

Balgovind Chokhani

Banwari Lal Jatia

Bhupinder Singh Chadha

Brijnandan Mundhra

THOUSANDS OF CHILDREN NEED YOUR SUPPORT.

HELP THEM FIND A BRIGHTER FUTURE.

At Salaam Bombay, we have changed the lives of many children. But there are others who still need your help. You can show your support by donating to Salaam Bombay Foundation or to any one of our programmes. You can also help by mentoring our children or by giving them the opportunity to apprentice with your company.

To contribute to our efforts, visit support@salaambombay.org



Nirmal Building, 1st Floor
Nariman Point
Mumbai 400021

T +91.22.61491900
F +91.22.22044931

info@salaambombay.org
www.salaambombay.org