



SALAAM — BOMBAY FOUNDATION ANNUAL REPORT 2017-18



A CHILD IN SCHOOL HAS A FUTURE

We've come — — a long way since we launched Salaam Bombay — in 2002.

When we began our journey, our mission was to steer adolescents from Mumbai's slums away from tobacco. Today, our focus is far more multifaceted. We offer leadership programmes that empower teenagers to engage with policymakers and bring about change. Our arts and sports academies build their confidence and ignite a spark of ambition. And our vocational skills programmes give adolescents the means to earn part-time without dropping out of school. As varied as our initiatives are, they all serve to meet one important goal – helping underprivileged adolescents stay in school so they can have a bright future.

In 2018, we saw even more growth – more, in fact, than we have ever seen before. It was the year Salaam Bombay went national. We teamed up with NGOs that share our values, to extend our presence to different cities in India.

We've already taken our first steps into cities like Kolkata and Pune. Eventually, we plan to reach out to adolescents all across the country. Many new challenges lie before us. But then, so do many new milestones.

**At Salaam Bombay,
—— we don't think
of what we do ——
as a job.
—— It's a calling.**

We reach out to at-risk adolescents. We understand their challenges. We teach, we intervene, we mentor and we change lives. This desire to do more than what's expected is, I think, the true spirit of our foundation.

In 2018, we took stock of all we had done. Over the years, we had successfully steered thousands of at-risk youth away from tobacco, encouraged girls to defy gender stereotypes, and taught vocational skills and nurtured talent to give adolescents the means and motivation to stay in school. As proud as we were of our achievements, we knew that we could not rest on our laurels. Instead, we worked on expanding our mission, sharpening our strategic vision and articulating our core values. All of which helped us create a blueprint for the next stage of our journey – building a strong presence in all four corners of India within the next decade.

Today, we have already made our first forays into new regions and are piloting new initiatives. It's a monumental undertaking, but I have no doubt that our team will rise to the challenge. After all, the future of thousands of teenagers hangs in the balance.

VISION

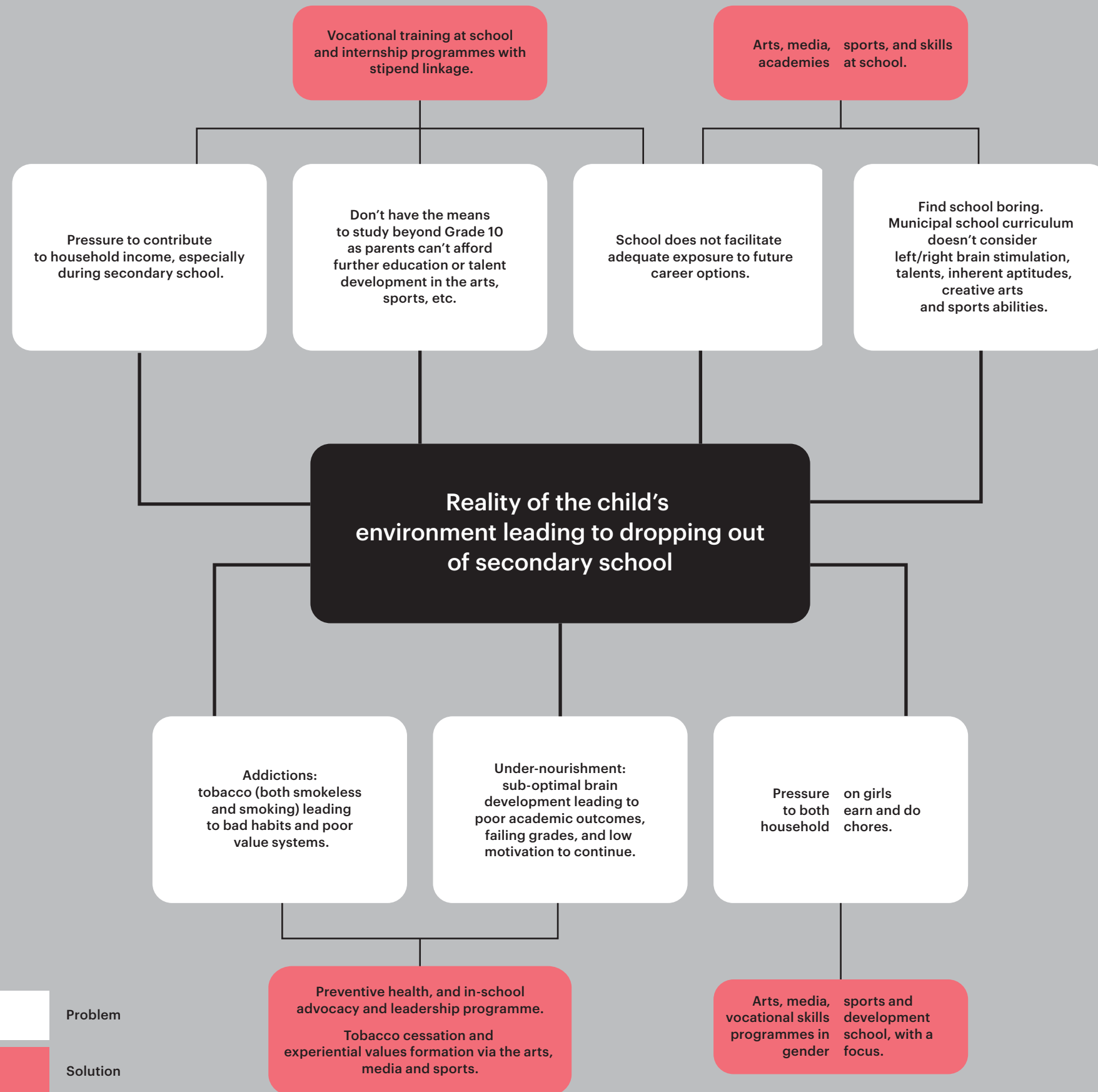


“Our vision is to keep adolescents in school by empowering them to make the right choices about their health, education and livelihood, thereby ensuring that they can thrive with a bright future.”



MISSION

“Our mission is to engage at-risk teenagers 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 Approach

There are many reasons teenagers drop out of school. One NGO focuses on them all.

According to the 2014 study by the National Service Scheme (NSS), 36.6% of students in India drop out by the 8th grade. The reasons for this are many and varied. At Salaam Bombay, we're committed to understanding these causes and developing solutions to keep adolescents from dropping out of secondary school.

Journey 2018-2019

The Salaam Bombay expansion plan.

PUNE

- Football and cricket academies.
- skills@school programmes, including Jewellery Design and Robotics.
- Programmes for student leadership and preventive health in 100 schools.

KOLKATA

- Theatre and Western Dance training, in partnership with Tomorrow's Foundation.
- skills@school programmes, including Beauty and Wellness, and Graphic Design.
- Programmes for student leadership and preventive health.

BENGALURU

- skills@school programmes, including Mobile Repair and Graphic Design.
- Programmes for student leadership and preventive health.

THANE

- Media academy in 5 schools with over 100 students.
- Programmes for student leadership and preventive health.

JAIPUR

- Programmes for student leadership and preventive health.



Advocacy & Preventive Health

**The best way to save
people from tobacco,
is to empower them
to fight it.**

Every 16 seconds, a child in India starts experimenting with tobacco. There are many reasons for this. Many children in India – particularly those in slums – live in a culture steeped in tobacco but are not informed about the ill effects of the same. This habit, that begins in childhood, lasts well into adulthood. Like most addictions, tobacco abuse is a hard one to be cured of. Particularly, when you have no support.

At Salaam Bombay, we help people of all ages fight tobacco abuse. We teach adolescents about its ill effects and galvanise them into taking action. We help adults quit their addiction by

offering them counselling and helping them work in a tobacco-free environment. Our aim is to reduce tobacco-abuse in a country with a particularly young and vulnerable population. It's a long journey, but we have come a long way.

Super Army

Super Army is a programme that educates adolescents on the ill effects of tobacco, motivates them to form in-school councils like the Balpanchayat and the Balparishad, and empowers them to collaborate with policymakers to bring about change. Our students have helped enforce laws pertaining to tobacco, shut down tobacco stores around their schools, and used social gatherings as a platform to educate others on the dangers of tobacco. Students who join the Super Army learn that they can make a difference. They emerge from the programme as young leaders – confident, cognisant of the law and policy implementation, and eager to meet a healthier and more promising future.

Key objectives

- Spreading awareness on the harmful effects of tobacco.
- Helping adolescents develop life skills to refuse tobacco.
- Giving teenagers opportunities to develop leadership skills.
- Empowering students to become advocates of change.

Highlights of 2017 - 2018

- **Our reach:** This year, the Super Army programme included 19,537 boys and 18,962 girls.
- **We expanded our reach to Kolkata and Pune** by partnering with organisations like Tomorrow's Foundation.
- **Our student councils supported the implementation of tobacco-control laws:** The Balpanchayat and Balparishad collaborated with the Mumbai Police to shut down stores that flouted the law.
- **Over 31 more schools are now tobacco-free:** These schools supported our Super Army programme.

Future endeavours

- **The Super Army programme will reach 350 schools in Maharashtra:** This includes schools in Mumbai, Thane and Pune.
- **Digitalisation of the Super Army module:** This will help our programme reach a larger audience, at a lower cost.
- **Expansion to other cities:** We will be working with partner NGOs to implement a one-year Super Army programme in schools across Bengaluru and Jaipur.

Sheetal soldiers on

When Sheetal first joined the Super Army, her parents were far from pleased. “They didn’t like me going out and speaking with strangers,” she explains. The programme, however, gave her the confidence to stay strong. Over the years, Sheetal helped spread awareness, met policymakers, and grew increasingly motivated. Eventually, her family came around too. “I remember going back to our village in Uttar Pradesh,” she says. “Newspaper cuttings of me with the Chief Minister of Maharashtra were pasted on the walls,” she smiles. “They were so proud.” Today, the 18-year-old is a field facilitator for Salaam Bombay, and is determined to pursue a master’s degree in social work. When asked why, she responds, “I want to inspire others like me.”



LifeFirst

The LifeFirst programme operates in two spheres: schools and workplaces. While our school-based cessation programme offers counselling to adolescents trying to quit tobacco and cope with peer pressure, our workplace programme helps employers offer a healthy, tobacco-free environment. This includes everything from helping those addicted to tobacco to quit their habit, and training anti-tobacco champions to sustain our tobacco cessation initiative. Both the programmes have seen considerable success. At the end of six counselling sessions, 1,007 students reported that they had stopped chewing and smoking tobacco. And after six months of counselling at Maratha Cement Works (Chandrapur), 67% of the employees who had registered for the programme, steered clear of tobacco.

Key objectives

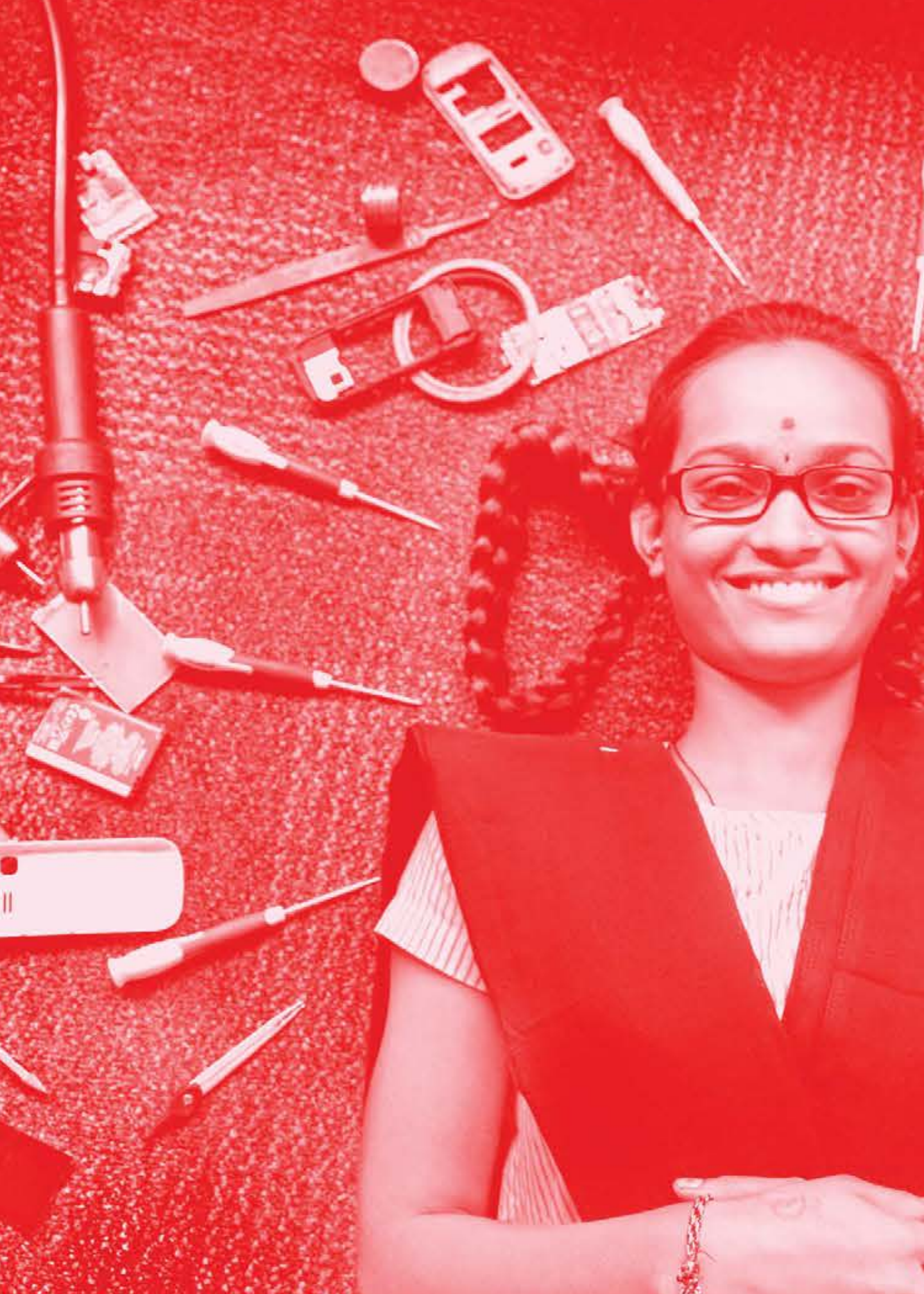
- To increase awareness about the ill effects of tobacco.
- To develop and implement a tobacco-free school and workplace policy.
- To motivate and support people's efforts to quit tobacco and prevent relapse.

Highlights of 2017 - 2018

- **This year, LifeFirst was initiated at two new workplaces:** The Cipla Research and Development Centre in Vikhroli, and the head office of Ambuja Cements Limited (Andheri, Mumbai).
- **We completed a three-year project at Maratha Cement Works:** We trained the team at the office in Chandrapur to help the company stay tobacco-free.

REACH (2017 - 18)	
No. of schools	40
No. of students oriented	4,302
No. of students registered	1,441 (34%)
No. of employees sensitised	3,554
No. of employees registered for LifeFirst counselling services	706 (19.9%)





Project Résumé

Expanding career horizons

Give adolescents skills and self-confidence, and you'll give them a better future.

For adolescents growing up in slums, the ages between 12 and 17 are especially precarious. While the government has a number of programmes that focus on children in primary school and youth over 18, adolescents often fall through the cracks. Not coincidentally, by 13, many in the slums give in to the pressure of earning for their families, give up on their futures, and drop out of school.

This is why we launched Project Résumé – a programme that reaches out to at-risk students between grades 7 and 9. Our courses and academies introduce training and coaching in the arts, sports, media and vocational skills to resource-poor schools. They give students opportunities to explore their talents, learn skills to earn part-time without dropping out of school, and the drive to pursue higher education. More importantly, these courses give at-risk adolescents something they rarely find in slums – a reason to believe in themselves, and their limitless potential.

Key objectives

- Giving adolescents the confidence and opportunities to express themselves and explore their potential.
- Offering high-quality training in the arts, sports, media and vocational skills to adolescents from resource-poor schools.
- Breaking gender stereotypes: we encourage girls to explore sports, and tech fields like Mobile Repair. We also motivate boys to join courses like Kathak, and Beauty and Wellness.
- Empowering teenagers with skills so that they can earn part-time without dropping out of school.
- Guiding at-risk adolescents to make the right choices regarding their education and careers.

Salaam Bombay skills@school

Over 6.5 million young Indians are unemployed. This is despite the fact that over 5.5 million jobs are added every year. One of the biggest reasons for this is that about 36% of the students in India drop out of school by the 8th grade. While the government offers skills training to adults, we realised that we could motivate adolescents to continue their education and aspire for better careers, by offering it while they are still in secondary school. Many of our students use the skills they learn to get part-time jobs, which help them support their families and save up for higher education, without dropping out of school. Our courses also give students the means and motivation to pursue higher education, internships and gainful employment.

Our courses include

- **Technology:** Robotics, Computer Hardware Repair, Mobile Repair, and Home Appliances Repair.
- **21st-century skills:** Web Design, Graphic Design, Software Development.
- **Design:** Fashion Design and Jewellery Design.
- **Retail Management.**
- **Beauty and Wellness.**
- **Baking and Confectionery.**

Reach

2016-17
992 students
enrolled
(20 schools,
40 batches)

2017-18
2,277 students
enrolled
(40 schools,
81 batches)

Highlights

- **skills@school now has a national presence:** with programmes in Pune, Baramati and Kolkata.
- **More girls in technical programmes:** Over 160 girls joined courses for Mobile Repair, Graphic Design, and Home Appliance Repair.
- **84% of our students were trained at professional institutes:** Including Kohinoor Technical Institute, Masoom (Tech on Wheels), Modern Technology and more.

Sadruddin finds his calling.

“I don’t even notice the noise” grins Saddrudin as a train lets out a deafening hoot and rumbles by. He has, after all, lived in a shanty by the tracks for over 10 years. “But I want a new home for my family. Away from all this,” he says, gesturing at the piles of garbage around his home. Now, thanks to his training in mobile repair, he can work part-time to make that dream come true. “When I learnt to repair phones, I realised that I could do anything if I just set my mind to it,” says Sadruddin. “School work didn’t seem so difficult any more, neither does college. Now I want to open my own phone repair shop. I know I’ll be able to do that too.”



Salaam Bombay Sports Academy

This academy uses sports as a medium for change. Over the years, we have used sports training to teach adolescents leadership, discipline, teamwork and goal setting. The academy has given secondary school students access to international tournaments, higher education through sports scholarships, internships at multinational companies, and the ability to pay their way through school and college through part-time jobs as coaches, scorekeepers, umpires and more.

Highlights of 2017 - 2018

- **Our training gave rise to champions:** Our students won medals and accolades at the Little Masters Challenge, Inter-NGO Sports Meet, and the Joe Fernandez Hockey Tournament amongst other events.
- **Our girls shone:** Our girls' teams reached the semi-finals and quarter-finals at the Shankar Nagar Football Regionals and the MSSA Hockey Tournament respectively.
- **Our students earned scholarships and internship opportunities** from institutions like Udayan Shalini and Chandrakant Pandit Cricket Clinic (CPCC).

Future endeavours

- We plan to partner with five more training centres.
- We will be organising a cricket summer camp. 150 students will be selected for advanced training.
- We're planning to extend our basic cricket programme to 15 new schools.
- We want to host the massively successful tennis ball tournament in three new cities. The tournament is a less intimidating version of cricket that replaces the hard cricket ball with a softer tennis ball, and serves as a feeder programme for the sports academy.

SUB-ACADEMIES	REACH (No. of students)	
	2016 - 17	2017 - 18
Cricket	448	530
Hockey	60	100
Football	NA	80

Hussain's big goal.

Football training is one of the few things that give some semblance of structure to twelve-year-old Hussain's life. Perhaps, the only thing. His father suffers from a mental illness. His mother's health is precariously weak. And home is wherever his labourer father can find one. But every time he returns to field, it's with renewed fervour. "Can you show me how to play like Ronaldo?" he asks excitedly. "India's football team is ranked 97, do you think it'll get better? Do you think I can make it better?"



The Salaam Bombay Academy of the Arts

At Salaam Bombay, we focus on schools that lack the resources to offer extra-curricular activities that engage students' left brain and right brain. Our arts academy helps fill that gap. It focuses on building the confidence of adolescents, igniting their ambition, helping them develop their natural creative talents, and motivating them to stay in school. For many, this academy gives them the opportunity to collaborate with luminaries and earn part-time through performances, and as assistant trainers. Most importantly, this programme gives adolescents from the slums something they rarely have: a chance to explore the arts and express themselves – often, for the first time.

SUB-ACADEMIES	REACH (No. of students)	
	2016 - 17	2017 - 18
Theatre	167	513
Western Dance	137	429
Kathak	158	152
Music	115	1,027
Creative Arts	29	672

Highlights of 2017 - 2018

- **Our students made a splash in mainstream entertainment:** A theatre student, Siddesh Pardi, won a major role in *Hichki*, a big-banner Bollywood movie. Our dance academy alumni performed in a show by Shiamak Davar – a famous Bollywood choreographer.
- **We offered opportunities to collaborate with doyens:** our theatre students performed in stage productions by Raell Padamsee, and attended a course by Berlin puppeteer Thomas Herfort.



Salaam Bombay Media Academy

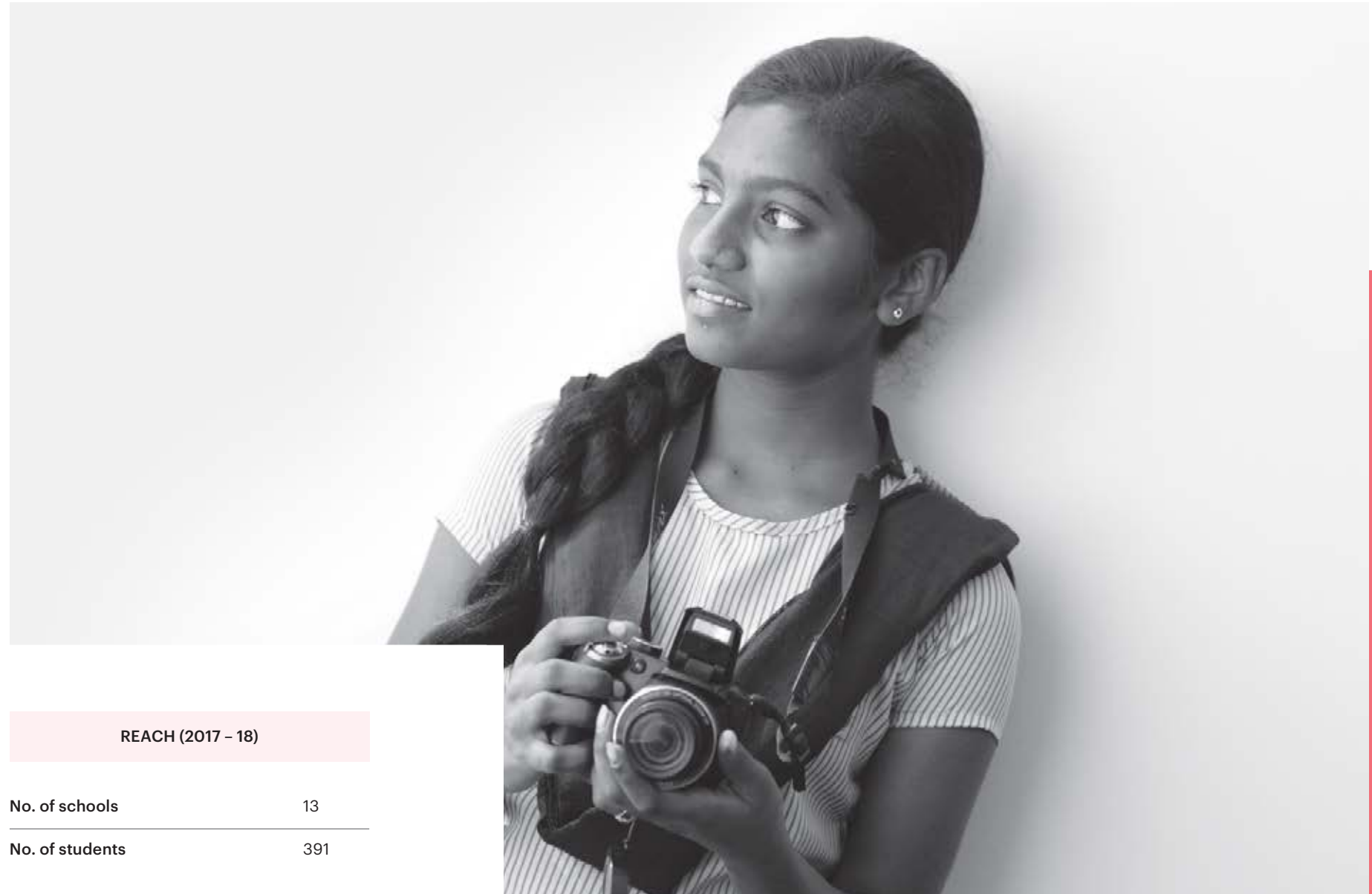
Adolescents in slums often grow up thinking that their voice doesn't matter. This academy shows them it does, by developing their communication skills and giving them platforms to express themselves.

Our courses include:

- Photography
- Creative Writing
- Electronic Media
- Social Media
- Training for Radio Jockeying and Voice Modulation
- Film Editing

Highlights of 2017 - 2018

- **Our students' work was published:** 19 articles by our students were printed in mainstream newspapers.
- **We offered practical knowledge through field trips:** These included a visit to the Hindustan Times printing press.
- **We broadened our students' career horizons** with a workshop on advertising and communication.



REACH (2017 - 18)

No. of schools	13
No. of students	391

Future Plans

- We want to add market-relevant courses to give our students more career options.
- We plan to launch a course on stop-motion animation.
- In response to our students' desire to continue their association with the academy after they graduate, we plan to initiate an alumni engagement programme.

Donors

**We would like to
thank our supporters for
helping us transform
thousands of lives.**

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Nirmal Building, 1st Floor
Nariman Point
Mumbai 400 021

T +91 22 6149 1900

info@salaambombay.org
www.salaambombay.org

 [@salaambayorg](https://www.facebook.com/salaambayorg)
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