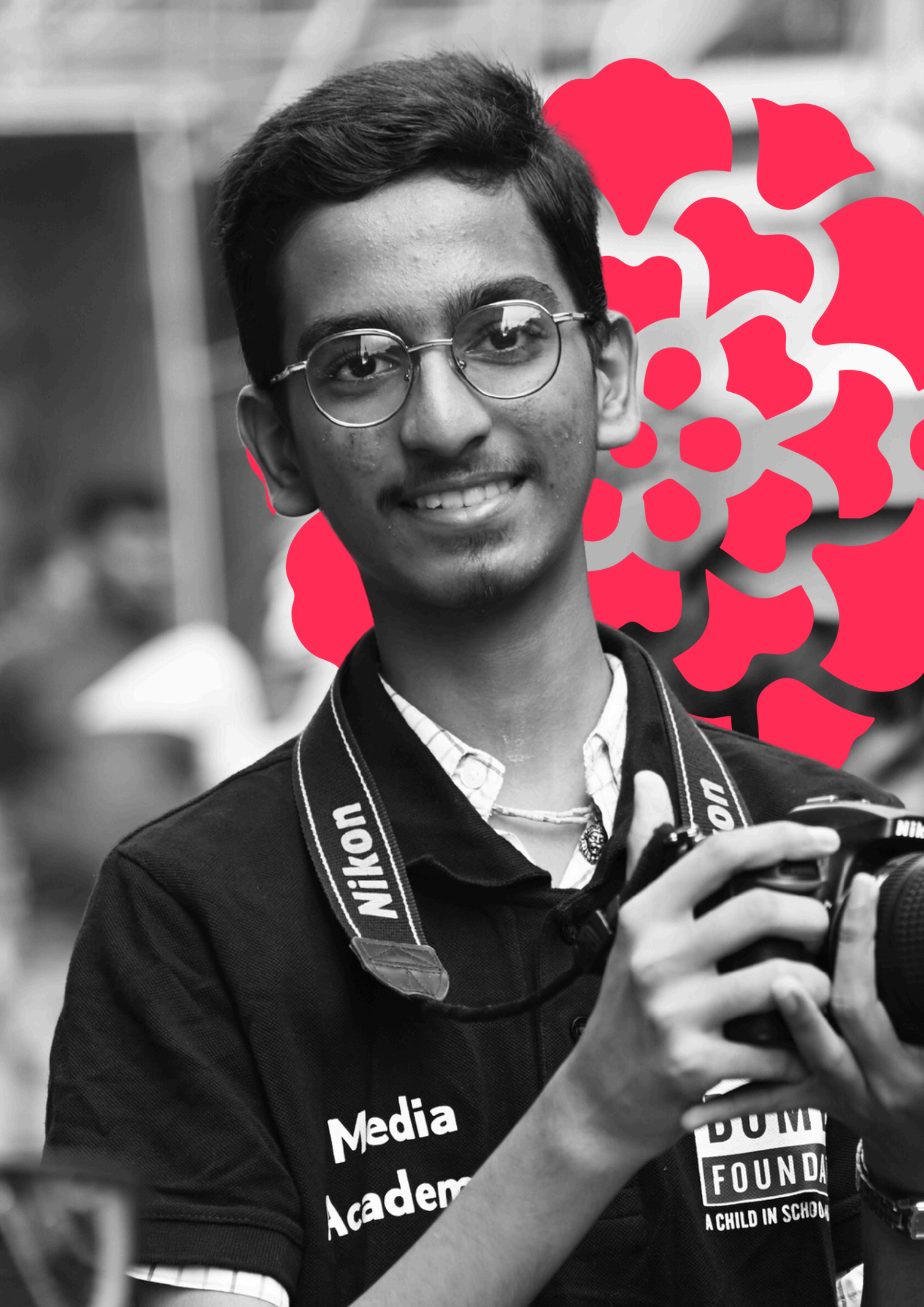




# **Annual Report 2024-25**







# WHEN SELF BELIEF MEETS OPPORTUNITY, WE BEGIN TO BREAK THE CYCLE.

Each year, our work reaffirms a simple truth: poverty may shape a child's circumstances, but it does not define their potential. What shapes their future is whether they are given the confidence, skills, and opportunities to rewrite their own story.

For over two decades, Salaam Bombay Foundation has worked with children on the cusp of adolescence—young people who stand at a pivotal moment where the right intervention can alter the course of an entire lifetime. In a country where over 52 lakh students dropped out of secondary school last year, this moment has never been more critical.

Through our Preventive Health Education Programme, we cumulatively reached 6,87,150 students, helping them develop essential life skills and the resilience to make informed decisions about their health, education, and livelihoods. Building on this foundation, students moved into Project Résumé, where they learned practical career skills using real tools across media, arts, vocational trades, and sports.


Through skills@school, cumulatively 40,825 adolescents began developing career-ready skills, with 55% of them being girls, marking meaningful progress toward greater gender equity. Our academies continued to serve as powerful spaces for discovery and growth: 10,224 students have honed their abilities through the Sports Academy, and 27,106 found their voice and creative confidence in the Arts and Media Academy. For many, these pathways marked the first time they could envision a future that felt within reach.

DreamLab extended this continuum into high school and junior college, connecting classroom learning to real-world steps such as internships, industry exposure, and early entrepreneurial ventures. Today, our alumni are earning through their skills, running small businesses, and accessing opportunities that once felt distant. Notably, 70% of them balance education alongside earning a livelihood—a powerful indicator of both ambition and agency. Young entrepreneurs from our Dolphin Tanki initiative launched home bakeries, beauty salons, photography ventures, and more, demonstrating the strength of skills-based empowerment.

Each of these achievements points to a larger story: cycles that once held children back are losing their strength. Confidence is being rebuilt, skills are being sharpened, and new possibilities are being imagined every day.

With small steps that lead to long-term transformation, we are breaking the cycle and turning poverty into possibility in a single generational leap.

With warm regards,  
**Padmini Sekhsaria**  
Founder | Salaam Bombay Foundation







# TOGETHER, WE TURN POTENTIAL INTO LASTING CHANGE.

Our belief in our children has always been constant, yet every year they find new ways to surprise us. Their talent grows quietly and then arrives in full colour. This year more than 150 adolescents have set up their own small businesses. Others have reached international robotics stages, creative platforms, and earned the respect of artists, leaders, and experts across fields.

As impressive as these achievements are, they all begin with one simple truth. Every child deserves a chance. Our work is to give them the life skills and career skills that help them stay in school, build their confidence and find their spark, enabling them to move from the classroom to career pathways. Once they begin to trust their own ability, the direction of their lives starts to shift.

This year, we saw these steps grow stronger. Students shared their creative work at Kala Ka Karwaan. Others presented Robotics and IoT projects at Techvision 2.0. Many led fitness and well-being efforts in their neighbourhoods. The PHEP team also created the Changemakers Award, recognising three Health Monitor students whose work in their communities stood out for its impact. Each of these moments showed a student moving from learning to applying, and from applying to choosing a path with intent.

What made all of this possible was the steady work of our team. They spent hours in schools and communities, guiding, listening, teaching and giving children the space to grow. Their patience and clarity helped students stay the course and step into futures that once felt out of reach. We are also proud to share that we have been recognised as a Great Place to Work again for the 7th consecutive year, a testament to the culture and commitment that drive our work.

Thank you for walking beside us and helping us break the cycle. Here's to another year of small steps that turn into long term change.

Warm Regards,

**Nandina Ramchandran**

**CEO | Salaam Bombay Foundation**

# DISCOVER THE POWER OF POTENTIAL, MEET OUR CHILDREN.

**Salaam Bombay Foundation** works with children from India's toughest neighbourhoods where dropping out of school to earn is often the only option.

We help them build confidence, and learn skills that let them support their families without giving up on education and thus break the cycle of limitations they've been navigating.

In just three years, they go from surviving to striving. They don't just stay in school but set themselves on a path to dignified living.

Break the cycle. Build a future.

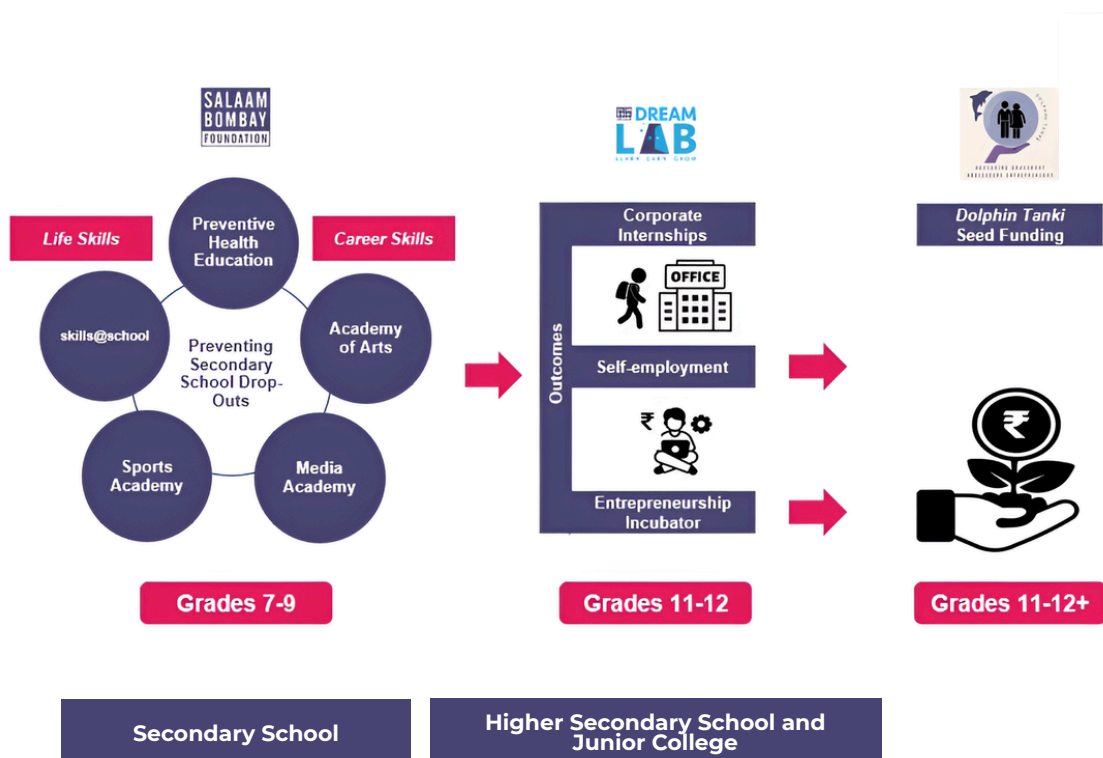




Students then advance to **Project Résumé** by entering one of four specialised academies: Arts, Media, Sports, or Vocational Skills. Students get focused, hands-on training for real-world careers. This allows them to gain skills needed to support their families while remaining in school, ensuring they don't have to choose between earning and education.

Finally, **DreamLab** integrates paid internships and industry exposure with formal learning and features an Entrepreneurship Incubator. This advanced stage training provides direct livelihood opportunities and mentorship, equipping students to turn skills into sustainable careers, self employment and business ventures. This journey moves students "from surviving to striving," securing a path to a dignified future.

## OUR CONTINUUM MODEL: CLASSROOM TO CAREERS



## BREAKING THE CYCLE OF SCHOOL DROPOUTS

**99%**

of our students stay in school and complete their education.

## BREAKING THE CYCLE OF GENDER BARRIERS

**70%**

of alumni in the entrepreneurship program are girls. Many fund their own education.

## BREAKING THE CYCLE OF LACK OF CONFIDENCE

**91%**

improvement in our alumni's leadership skills.

## BREAKING THE CYCLE OF LIMITATIONS

**75%**

of our students aspire to be entrepreneurs. We help them reach that goal.

## BREAKING THE CYCLE OF GENERATIONAL POVERTY

**50%**

increase in our alumni household income has been consistently recorded.

**OUR DONORS HELP  
CHANGE COUNTLESS  
FUTURES AND BREAK  
THE CYCLE IN ONE  
GENERATION.**

Every contribution plays a vital role in providing essential resources and support to students working hard to break the cycle of poverty. Salaam Bombay Foundation helps alter the course of their lives and empower the next generation to rise, flourish, and take the lead.







# 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 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

**WE INSPIRE UNDER-  
RESOURCED ADOLESCENTS  
IN INDIA TO MOVE FROM  
SURVIVAL TO DIGNITY.**



# 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.

## **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

## **ACTUAL IMPACT**

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

## **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.

# HUMAN RESOURCES





# STRONGER THE FOUNDATION, GREATER THE IMPACT.

Our people are at the centre of our Foundation. Everything we do relies on their skill, and their belief in the potential of every child we serve. This is why we focus on building a workplace that values gender diversity, equal opportunity, and an atmosphere where our teams feel supported, encouraged, and proud of the work they do each day.

This year, we saw that commitment take shape in many ways. Our culture earned recognition, our teams published thoughtful human resource papers, and we introduced initiatives that strengthened both community support and employee well-being. These steps remind us that when our people grow, the impact we create grows with them.

## ACCOLADES

- Arogya World Healthy Workplace: Gold Winner
- Great Place to Work: 7th time in a row! (Since 2018): Certified May 2024 - May 2025
- Best Workplace for Women Top 100: Certified May 2024 - May 2025
- Published a paper titled 'Women in the Workforce', at the National Research Paper Conference which was organised by the Centre for Development Policy and Practice (CDPP) and the Presidency University, Bengaluru.

# **PREVENTIVE HEALTH EDUCATION PROGRAMME**

**EMPOWERING  
ADOLESCENTS TO  
BECOME HEALTH  
CHAMPIONS**



A child born into poverty carries bright dreams, yet survival often dims them. Poverty is more than hardship, it is living with uncertainty over food, health, and growth.

Hope disappears quickly in such conditions. With little-to-no support, children often make choices that trap them in a vicious cycle of fear and ignorance.

The **Preventive Health Education Programme (PHEP)** changes this. It empowers children with knowledge, confidence, and belief in their own potential. This puts them on the path that will eventually help them break the cycle of ignorance and uncertainty.

## OUR PROGRAMME'S IMPACT ON LIFE SKILLS

Our greatest joy is giving vulnerable children the confidence to take the reins of their futures

**Leadership skills improved from** 17.6% ➡ **52.4%**

**Communication skills surged from** 19.6% ➡ **52.8%**

**Problem Solving skills rose from** 16.7% ➡ **52.8%**

PHEP fundamentally rests on three pillars that shape every child's growth.

### Tobacco Control

Showing the dangers of tobacco and substance use

### Nutrition

Stressing the value of a balanced diet in development

### Mental Well-being

Building resilience, self-esteem, and decision-making skills

Each session goes beyond information. It builds conviction, reminding children that their bodies are sacred, their minds are capable, and their voices hold strength. This belief becomes the foundation of lasting change.

## OBJECTIVES

- To impart knowledge of preventive health practices including the dangers of tobacco use, the importance of a healthy diet, and coping strategies for mental well-being.
- To empower children from underserved communities to break the cycle of ignorance, uncertainty, and despair by building their health, resilience, and life skills through preventive health education.
- To strengthen self-esteem, decision-making, resilience and leadership abilities by believing in their own potential, protecting their health, enabling them to make informed life choices, and build a healthier future.



## **SUPER ARMY**

### Our Tobacco Control and Leadership Programme

This programme reaches out to students during grade 7. A time when many begin experimenting with tobacco and engaging in behaviour that puts their futures at risk. The programme does not 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.

The prevalence of regularly consuming tobacco dropped from 5.5% to 1.3% within this year

#### **At The End of Our Sessions**

69% of students are now aware about the link between tobacco use and serious diseases like cancer, heart conditions, diabetes, and high blood pressure.

**72% are committed to refusing tobacco and educating others about its dangers.**



**KHANA****Knowledge on Nutrition And Health Awareness**

Our close bond with students revealed a clear link: poor nutrition often leads to poor academic performance, limiting their career opportunities after school, which in turn traps families deeper in poverty. To address this, we launched KHANA in 2017. The programme educates students, parents, and communities about proper nutrition, while making healthy eating practical and affordable. From simple recipes using everyday ingredients to school kitchen gardens that grow microgreens, KHANA turns awareness into action and helps break the cycle of poor health and limited opportunity.

**85%**

are now aware about balanced meal, and bring it into practice at home.

**76%**

of our students can correctly understand how to identify nutritional values of packaged foods.

**85%**

are now aware about association of junk foods and NCDs.



## HAPPY MINDS

### Our mental well-being initiative

Happy Minds was born during the pandemic, when we realised our students needed support that went beyond training and nutrition. What started as simple phone calls during lockdowns to check on their and their families' well-being evolved into a structured programme to address an often neglected mental health needs.

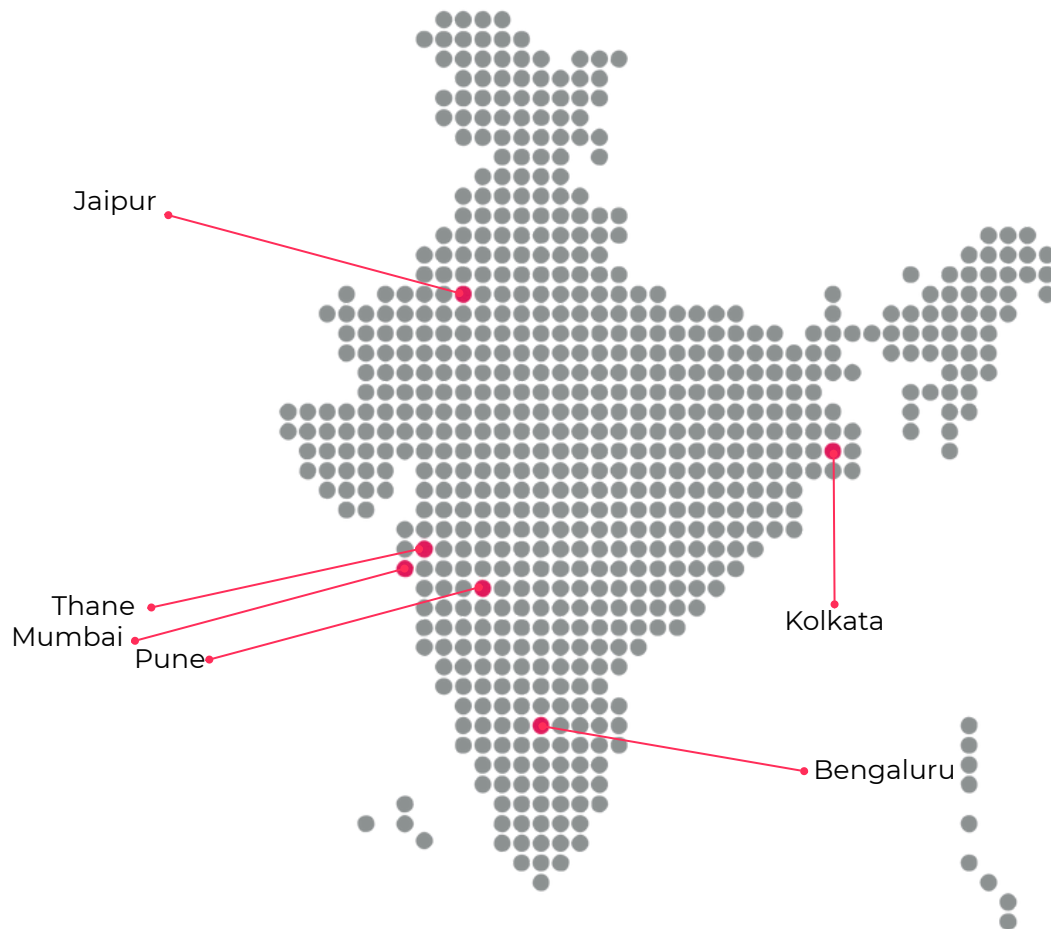
The initiative helps students navigate daily struggles by encouraging practices like mindfulness, meditation, and exercises that help them manage stress and build resilience. With these tools, they find the much needed motivation to continue their education and the strength to shape their futures with confidence.

89%

**Students are aware about practical tools such as deep breathing, mindfulness, and seeking support to develop healthy coping mechanisms**







**1,269**

Health Monitors from 53 schools took the initiative to engage 75 tobacco vendors within their communities.

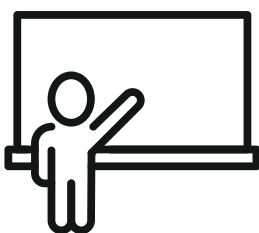
**32**

Tobacco vendors shifted their business to a new place

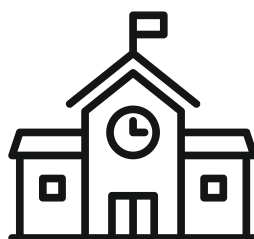
**43**

Tobacco vendors have stopped selling tobacco altogether

### PHEP REACH IN 2024 - 2025



**4,968**  
Sessions



**310**  
Schools



**59,413**  
Students





### **Calm Corners for Emotional Well-being**

In eight schools, 375 Health Monitors created Calm Corners, safe spaces where classmates manage stress through breathing, mindfulness, and guided conversations. For 431 peers, these corners became places of calm and support. By leading them, Health Monitors promoted empathy and resilience, turning classrooms into healthier environments and building skills that stay with students for life.

### **Community Health Mela**

Our Health Monitors organised a Community Health Mela that drew over 2,000 participants from the community. Through games, models, and exhibits, they highlighted tobacco risks, nutrition, and mental health. They also raised awareness about the linkages between tobacco use and non-communicable disease. What began as a school event grew into a community-wide celebration, proving that adolescents can be powerful messengers of change.

### **Police Department Engagement**

349 Health Monitors engaged 1,478 police personnel across 68 police stations on stress, tobacco use, and anger management. For officers, it was a reminder that health choices matter at every age. For students, it was proof that their voices could support and influence those who keep the communities safe.

### **BEST Depot Outreach**

204 Health Monitors from 20 schools reached 970 BEST employees across 19 depots. They spoke with drivers, conductors, and staff about nutrition, stress, and tobacco use. For workers with long hours, these sessions offered practical tools for self-care. They also distributed Health Cards that keeps the employees aware and on track with their individual health goals. For students, it was a chance to take their knowledge from schools to the city.

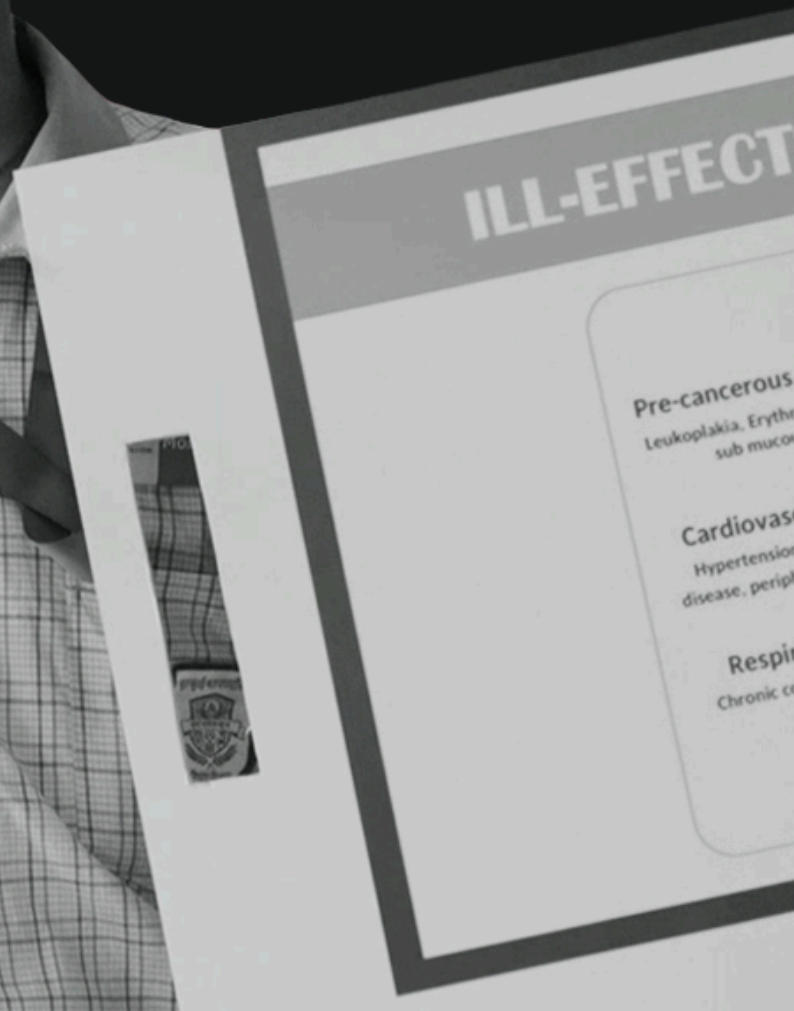
### **Bal Parishad 2025 – Youth Voices**

The 19th Bal Parishad brought young Health Monitors together to voice their ideas for healthier schools and communities. Held at Shri Gauridutt Mittal Vidyalaya and Junior College in Sion, the event gave students from government schools a rare platform to lead conversations on public health. This year also saw the launch of the Young Changemakers Award, which recognised students who worked on tobacco free schools, mental wellbeing, nutrition, and community health. Their efforts ranged from guiding peers, engaging local shopkeepers, setting up kitchen gardens, and running awareness drives. For many, it was the first time they were heard at this scale, and it showed how children can lead meaningful change when given the space and support to do so.

### **FUTURE PLANS (2025-26)**

Target outreach to 310 schools and 56,000 students across Mumbai, Pune, Kolkata, Jaipur, and Bengaluru.

# RAJ MAHARVA



# YOUTH LEADERSHIP IN ACTION

## Raj Maurya's Journey to a Tobacco-Free School

Raj Maurya, a Class 8 student of a government school, stands out as a young changemaker. His father is a tailor, his mother a homemaker, and resources at home are limited. Yet Raj carries an uncommon determination.

In Class 7, he attended a Salaam Bombay Foundation session on the dangers of tobacco. What he learnt shook him. Determined to act, Raj became a Health Monitor under the Foundation's guidance and formed a student-led committee in order to spread awareness. He then led campaigns through drawings, flip charts, and notices, thereby making the issue visible to all.

When tobacco wrappers were found in school, Raj spearheaded an investigation. With his peers, he identified 12 non-teaching staff using tobacco and sensitised them. Soon, the school achieved full compliance and met all nine criteria of a Tobacco-Free Educational Institute.

Today, teachers and students jointly monitor the campus, while Raj has taken his mission into the community, urging local residents to stay tobacco-free.

Raj dreams of becoming an IAS officer to bring systemic change. His journey shows how knowledge and leadership opportunities, when nurtured by Salaam Bombay Foundation, can empower children to transform schools and inspire entire communities.

“

**When I learnt what tobacco does, I decided to act. Now our school is tobacco-free and I want to keep working so every child can grow up healthy and aim higher.**

**-Raj Maurya**

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# LifeFirst

## Creating tobacco-free environments where potential can thrive

**LifeFirst**, an initiative of the Narotam Sekhsaria Foundation in collaboration with Salaam Bombay Foundation, helps people quit tobacco and build healthier, tobacco-free environments. The programme follows a research-based approach and is active in workplaces and factories, while also running a special module for schools. This module identifies students using tobacco and supports them in quitting using structured guidance.

The programme also reaches parents, encouraging them to create supportive homes free from tobacco. With a hybrid model of in-person and virtual sessions, LifeFirst ensures deeper impact and consistent engagement. This year, the programme was active in more than 100 schools, giving young people and their families the chance to break free from addiction and step into healthier, more hopeful futures.

## OBJECTIVES

- To increase awareness about the ill-effects of tobacco, e-cigarettes and supari among students and parents.
- To identify tobacco users amongst students and parents.
- To prevent transition from supari to tobacco use.
- To reduce the prevalence of tobacco, e-cigarettes and supari use by motivating and supporting them to quit.



## RESEARCH PUBLICATIONS

•Adapting and Evaluating a Brief Advice Tobacco Cessation Intervention in High-reach, Low-resource Settings in India: Protocol for a Cluster Randomized Controlled Trial - JMIR Research Protocol

•Comparison of School-Attending Adolescent Areca Nut Users with Tobacco-Only Users and Those Using Both Substances on Demographic Variables and Behavioural Determinants Asian Pacific Journal of Cancer Prevention

•Comparison of Tobacco Use Behaviour and Cessation Outcomes during the Pre-COVID-19 and COVID-19 Periods in Mumbai, India - Indian Journal of Behavioural Sciences

•Differences in preparedness among managers and workers for a tobacco free workplace policy and cessation services at their workplace – a situational analysis survey in six workplaces in India - Population Medicine

## REACH

	STUDENTS	PARENTS
Total Reach	8514	1726
Individuals sensitised about ill- effects of tobacco/supari	6009 (71%)	1201 (70%)
Prevalence of Use of Tobacco/ E-cigarettes/supari	2228	1050
<b>Individuals registered for LifeFirst Counselling</b>	<b>2228 (37%)</b>	<b>1046 (87%)</b>

# PROJECT RÉSUMÉ

**OPENING THE DOORS TO  
FINDING ONE'S VOICE  
AND VOCATION**





# THE ACADEMY OF THE ARTS

In schools with few resources, art is often absent from a child's world. The Academy of the Arts opens this door, turning theatre, music, dance, and creative arts into a path of self-discovery and hope. Here, adolescents who once felt lost find direction that textbooks could not give. Shy children discover their voices, while restless youth channel energy into creation. The change is profound. It builds confidence, sparks ambition, and shows them a future beyond survival. For many, the Academy of the Arts is where the cycle of poverty begins to break. It helps transform hidden talent into possibility, and possibility into purpose.

**1271**

students from the Academy of the Arts attended specialised courses with 93% attendance:

- Choreography
- Dubbing
- Theatre
- Direction
- Canvas Painting
- Macrame
- Expert-Led Workshops

## OBJECTIVES

- Use arts as a medium to keep adolescents engaged in school, reducing their vulnerability to substance use, especially tobacco.
- Strengthen essential life skills (communication, confidence, teamwork, decision-making) to support healthier choices in education and well-being.
- Build 21st-century creative and digital skills that enhance future employability and economic opportunity.
- Provide training and exposure that open pathways to careers in the creative and cultural industries.





This year, a total of 1,271 students received training across the Creative Arts, Theatre, Western Dance, Music, and Kathak academies. Students were trained at different levels: Level 1, Level 2, and Level 3, based on their academy year within the respective disciplines. We started 10 new batches and enrolled 281 students, maintaining continuity by matching the number of new admissions with the number of students who graduated in the Academic Year 2023-24.

## Technical Skill Growth

Overall technical skills improved from 46% to 70% over three quarters

Creative Arts	59%	➤	80%
Western Dance	50%	➤	65%
Music and Theatre	40%	➤	60%
Kathak	40%	➤	78%
Theatre	42%	➤	67%

Data sourced from SBF's M&E and Research Studies

In 3 years, students of the Academy of the Arts saw life skills rise sharply. Self confidence climbed by 58%, and interpersonal communication jumped by 56%, thus reinforcing what our work has shown for years: creative expression is a powerful lever for measurable, long term growth in adolescents.

194

Trained in  
Kathak

225

Studied Theatre  
With us

365

Trained in The  
Creative Arts

364

Attended Sessions in  
Western Dance

123

Trained by our  
Music Academy



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## HIGHLIGHTS

### Stronger Institutional Partnerships

Our collaboration with the Education Department deepened through events like Shikshan Saptah and Balkostav. We supported students in state-level art exams (Gandharva, Elementary, Intermediate) and contributed expertise to official drawing textbooks—positioning arts education as key to holistic development under NEP 2020.

### Career Guidance and Alumni Connect

To link training with real-world opportunities, we launched career and entrepreneurship sessions for Grade 9 students and established a structured alumni network for mentorship. Students gained valuable industry exposure through sessions with experts and visits to professional training institutes.

### Curriculum Alignment with NEP

Drawing from 15 years of experience running the Academy of the Arts, we undertook a major initiative to align our curriculum with the National Education Policy (NEP 2020). A five-day workshop, led by an education expert, helped shape a structured and progressive arts syllabus designed for easy implementation in schools. The revised curriculum now follows three learning levels: Level 1, Level 2, and Level 3, reflecting NEP's focus on experiential learning, creativity, critical thinking, and vocational skill-building.

### Kala Ka Kaarwan

On 20th February 2025, the Academy of the Arts transformed the Y.B. Chavan Auditorium into a vibrant celebration of student creativity during its Annual Culmination Program. More than 500 distinguished guests, including government officials, school leaders, industry professionals, and representatives of Salaam Bombay Foundation, came together to witness the artistic journey of young performers, reflecting a year of dedication, growth, and hard work.

### Repertory Company

Our Repertory Company staged the Marathi experimental play Ahankarak Kahankarakachi Goshta, written by acclaimed playwright Ajit Dalvi. The production was entirely performed and managed by our alumni, now active in professional theatre, showcasing their growing expertise and the Academy's strong talent pipeline.

## FUTURE PLANS

### Building Strategic Networks

Strong ties with experts, institutes, and agencies will help students turn training into real careers, breaking barriers of access and opportunity.

### Expert Engagement

Masterclasses and mentorship from dancers, musicians, directors, and artists giving students role models who show that dreams can be professions.

### Institutional Collaborations

Partnerships with leading arts schools open advanced learning, scholarships, and dual certifications that once felt out of reach.

### Production House Tie-ups

Internships and backstage roles in theatres, films, and events give students first-hand industry experience that bridges poverty with possibility.

### Industry Networking Events

An annual Arts Career Conclave connects students with professionals, alumni, and opportunities they never thought were possible.

### Alumni-Led Networking

Graduates return as mentors and collaborators, proving that breaking the cycle is not theory but lived experience.

### Professional Development

Workshops on portfolios, resumes, and digital platforms equip students to stand shoulder to shoulder with industry peers.

### Long-Term Goal

An Industry Partnership Council will guide growth, ensuring every student has the chance to step into the creative world with confidence.





# ANUJ JAISWAL



# DRAWING HIS DREAMS

## Anuj Jaiswal's Artistic Journey Begins

Anuj Jaiswal is a third-year student at the Academy of the Arts. His family comprises four members: his mother, a homemaker; his father, who works in motor winding; and his brother, who is in Grade 10 at the same school. Anuj lives in a rented chawl in Suman Nagar, Kurla East.

From a young age, Anuj was drawn to art. He would secretly take money from his mother to buy drawing materials and create his work.

His journey took a turn when he was selected for Salaam Bombay Foundation's Creative Arts programme. There, he received free art supplies, expert training, and the encouragement he needed.

A visit to the J.J. School of Art Gallery further deepened his understanding and appreciation of art, which he began to incorporate into his work.

Anuj performed on stage at the "Bacche Bole Moraya" programme at his municipal school, where he had the opportunity to meet actor Salman Khan. Once criticized by his mother for spending too much time drawing, Anuj found that this performance changed his family's perception.

His improved skills have led friends and neighbours to commission artwork from him. He has already earned around ₹3,000, which he uses to buy supplies and contribute to household needs. He is grateful to Salaam Bombay Foundation for the training, resources, and the courage to dream big.

“

**" I dream of becoming a renowned artist and exhibiting my paintings in a top gallery someday."**

**-Anuj Jaiswal**

”





# MEDIA ACADEMY

At the Media Academy, we believe opportunity can change everything. With the right skills and support, potential has no limits.

Our mission is simple. First, to build confidence in underprivileged youth, step by step, fuelling ambition and resilience. Second, to equip them with life and job skills that open doors to education, internships, and lasting careers.

Students may enter with few prospects, but they leave as confident, skilled individuals ready to shape their future. Each year, we see young people break the cycle of poverty within a single generation.

Training spans journalism, photography, video editing, podcasting, and production design. These skills can connect them to the digital economy and financial independence. Alongside this, we focus on communication, leadership, problem-solving, and financial literacy, ensuring they are not only job-ready but future-ready.

## OBJECTIVES

- To build life skills in children to help them in making better decisions for their health, education and livelihood.
- To equip them with life and job skills that open doors to higher education, internships, and sustainable careers.
- To provide Employability Skills relevant to the 21st century that can enhance their economic prospects.



## MEDIA ACADEMY REACH IN 2024 - 2025

METRIC	DETAILS	IMPACT
Total Students	809 (443 new, 336 continuing)	Balanced participation enables broad access to media training
Gender	434 girls, 375 boys	Equal opportunities for skill development and confidence building
Schools & Medium	13 schools: 8 municipal, 5 aided; 7 English, 5 Marathi, 1 Hindi	Linguistic and institutional diversity ensures inclusivity
Specialised Training	Photography: 80 students (4 batches), Video Editing: 32 students (2 batches)	Hands-on, expert-led learning prepares students for creative careers
Tools & Resources	8 digital cameras, 5 laptops with Adobe Premiere Pro	Practical exposure strengthens technical skills and real-world readiness
Community Engagement	Media projects for self-expression and social storytelling	Students apply skills to real-world issues, gaining confidence and understanding of their communities

### GROWTH IN SKILLS OBSERVED IN OUR STUDENTS

Technical Skills in Media	36% ➡➡ 67%
Video Editing Knowledge	54% ➡➡ 80%
Photography Knowledge	61% ➡➡ 95%
Magazine Creation Skills	28% ➡➡ 63%
Communication Skills	35% ➡➡ 77%
Critical Thinking	20% ➡➡ 67%
Reporting and editing proficiency	40% ➡➡ 66%

We do not stop at technical training. Our holistic approach includes communication, leadership, problem-solving, and financial literacy, ensuring our students are not just job-ready, but future-ready.

### Reading Corner Initiative

A dedicated Reading Corner was launched, where students explored diverse books and led peer reading sessions. Extending to the community, they set up a pop-up corner, engaging children and adults, nurturing a culture of reading beyond school walls.

### Documentary Project – Capturing Dharavi

Guided by photojournalist Prashant Nakwe, students documented Dharavi's culture, resilience, and industry. Their work was featured at the Education Beyond Books exhibition and inspired many to consider photography as a career.

### Annual Exhibition – Education Beyond Books: Kala Ka Karwaan

On 20th February 2025, 80+ students presented projects in writing, podcasting, filmmaking, and storytelling. Over 300 peers, alumni, volunteers, and media professionals witnessed the culmination of skill, confidence, and creativity.

### Granthpeti Collaboration

In partnership with Kusumagraj Pratishthan, students accessed 100 new books per quarter through the Granthpeti book-box initiative, totaling over 400 books annually. The librarian managed activities and tracked engagement, fostering consistent reading habits.

### World Photography Day – “An Entire Day” Theme

Students captured everyday life in their communities. Top entries were displayed on a Photography Wall, showcasing creativity while building pride and ownership in artistic expression.



## **FUTURE PLANS**

### **Student Reach & Career Training**

We will train 800 students in foundational media skills across Mumbai, with an additional 100 students receiving specialised training in Photography, Cinematography, and Video Editing, aligned with industry standards and career pathways.

### **Stronger Industry Engagement**

We aim to deepen ties with the media industry through masterclasses, guest lectures, internships, and field visits, providing real-world exposure and mentorship opportunities.

### **Community-Based Projects**

Building on the success of local initiatives, we will scale community engagement through media festivals, street campaigns, and collaborative storytelling, empowering students to give back through creative expression.

### **Alumni Connect Programme**

A structured Alumni Network will include digital meet-ups, newsletters, and spotlights, offering continued support, mentorship, and career guidance.

### **Platforms to Showcase Talent**

We will expand opportunities for students to present their work via digital portfolios, social media takeovers, screenings, exhibitions, and inter-school competitions, boosting visibility and confidence.

### **Trainer Development**

To maintain training excellence, we will invest in trainer upskilling through exposure visits, certifications, and workshops, ensuring they stay updated with the latest media tools and teaching methods.





# RASHMI YADAV





# A CONFIDENT VOICE

## Rashmi Yadav's Story-telling Journey

Rashmi Yadav, a Class 9 student at Maneklal Mehta School, realised her confidence and potential through the Media Academy of Salaam Bombay Foundation. Naturally passionate about speaking and drawn to photography, she flourished with the right guidance and opportunities.

Through reading sessions, story-writing workshops, and creative thinking exercises, Rashmi learned to craft compelling narratives. Her participation in PHEP health melas allowed her to interview guests, engage with health inspectors, and represent her school with poise.

Visits to exhibitions like the Wildlife Photography showcase at the Nita Mukesh Ambani Cultural Centre deepened her understanding of photography and strengthened her public speaking.

Her journey reached a milestone on January 20, 2025, at the “Kala Ka Karwaan” event, where she delivered a storytelling performance that captivated the audience. The confidence, creativity, and self-belief she had cultivated shone through.

Rashmi's story shows how mentorship, exposure, and hands-on opportunities can unlock a young person's potential. With Salaam Bombay Foundation's support, she broke through hesitation and self-doubt, using her voice and skills to inspire herself and those around her, proving that opportunity can transform lives.

“

**I never thought I could speak in front of so many people. Now I know my ideas and my stories can make a difference.**

**-Rashmi Yadav**

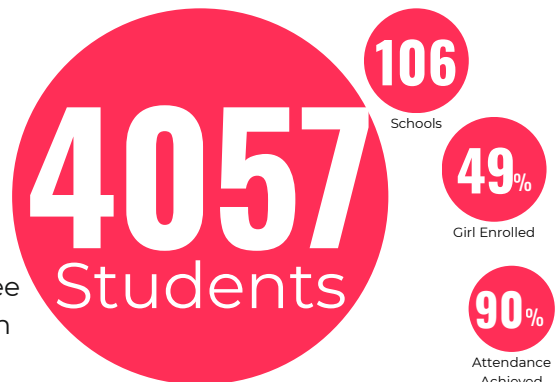
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# skills@school

The skills@school programme equips adolescents with practical trades, digital literacy, and early career exposure so they can step beyond limited choices. Salaam Bombay Foundation has been running NEP aligned vocational skilling since 2014. Now that government implementation is fully in motion, we see a clear opportunity to scale our programmes through existing government systems and resources.

A key highlight was the re-launch of the two wheeler automobile trade in Mumbai and Pune with Motul India Limited. In Bengaluru, drone workshops reached 1,265 students and opened doors to future ready technologies.

Meanwhile, a summer camp at Dadar with The Innovation Story gave alumni hands on, project based learning. Students gained national exposure through the Amazon Sambhav Summit, the First Tech Challenge, and the Codeavour Competition.



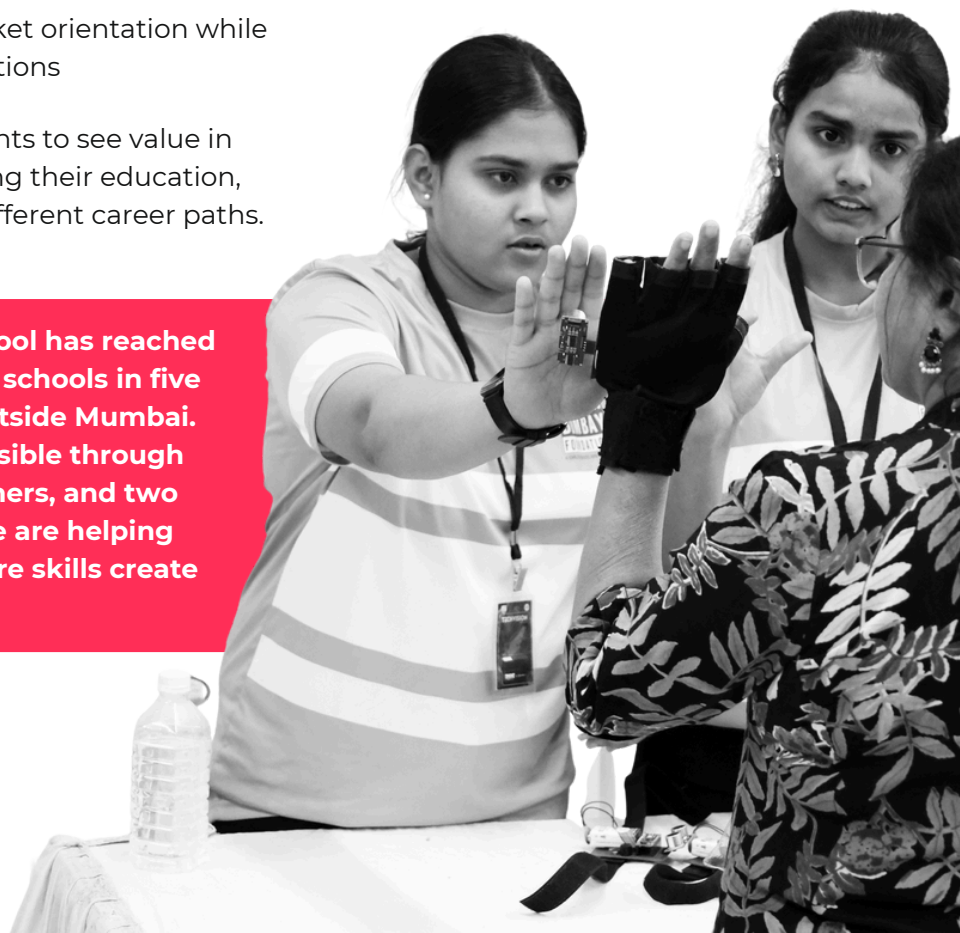
## skills@school REACH IN 2024 - 2025

For FY 2024-25, the target was 3,046 students. However, with the generous funding from external donors, the team exceeded expectations with 4057 students trained.

## OBJECTIVES

- Effective skill building and market orientation while in school building career aspirations
- Encourage and motivate students to see value in staying in school and completing their education, while making them aware of different career paths.

Since inception, skills@school has reached 40,825 students across 250 schools in five states, with 41.82% from outside Mumbai. This progress has been possible through 42 donors, 36 training partners, and two NGO partners. Together, we are helping students build futures where skills create real choice.



**65%** of the earning students reported using their income for savings, demonstrating a financially responsible attitude.

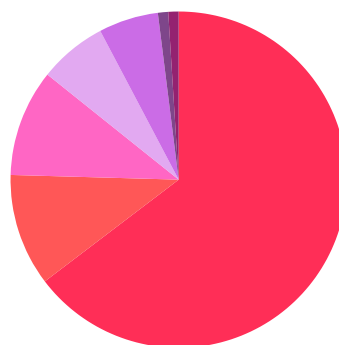
**11%** additional students have invested in setting up or expanding small entrepreneurial ventures.

**11%** additional students used their earnings to support their further education showcasing a will to continue learning.

**65%** of the students also reported having a bank account, a promising sign of financial inclusion.

## USE OF INCOME

**Savings (65.3%)**  
**Setup/Enhancement of Entrepreneurial Activity (10.9%)**  
**Supporting Own Educational (10.4%)**  
**Other Family Expense (6.6%)**  
**Bearing Own Day To Day Expenses (5.8%)**  
**Supporting Education of Siblings (1%)**  
**Sharing Household Loan Repayment (1%)**



Data sourced from SBF's M&E and Research Studies

## HIGHLIGHTS

### Financial Literacy TOT

We partnered with the Education Department, Dhule District, to advance financial literacy among students. In line with NEP 2020's vision for inclusion of financial education in school curriculum, we conducted a training of 23 Master Trainers, followed by block-level training for 250+ government school teachers, empowering them to bring financial literacy to around 70,000 students across Dhule District.

### Rural Expansion – Vocational Skill Training in Nashik

We partnered with Quest2Travel.com to deliver a vocational skill training to 8 rural schools. The initiative aimed to boost employability and curb school dropout rates resource-challenged adolescents from underserved urban communities.

### 2-Wheeler Automobile Programme Launch

We partnered with the Motul Corazón Tools for Life Foundation to bring two-wheeler maintenance training to our students. Through this collaboration, we aim to equip resource-challenged adolescents with practical skills and pathways into the automotive industry. We have reached 100 students across 7 schools and are encouraged by the growing participation of girl students.

### TechVision 2.0 – STEM Showcase in Pune

TechVision 2.0, in collaboration with Pune Knowledge Cluster (under the Principal Scientific Advisor's Office), saw ideas that solve real-world problems, built by young minds who refuse to let circumstances dictate their future. From a remote-controlled KrishiBot helping farmers to an alcohol-detecting helmet that could save lives to an obstacle detection gadget for the visually impaired, and a smart wheelchair that provides freedom with mobility, these students aren't just learning, they are engineering change.

## FUTURE PLANS

The skills@school programme plans to implement training for the academic year 2025-2026 for 3,800 beneficiaries across 7 locations.

# SURAJ GUPTA





# WHEN OPPORTUNITY MEETS RESOLVE

## Suraj Gupta's Story From Fixing Phones to Building Futures

Suraj Jayprakash Gupta, a Class 9 student from Ganesh Nagar MPS. School, lives with his family of six in Kandivali West, Mumbai. His father repairs televisions, bringing home about ₹15,000 a month. Money was always tight, but Suraj never let hardship cloud his ambition. He excelled in academics, joined school activities, and dreamed of a future beyond the limits of his surroundings.

That future began to take shape when he joined the Mobile Repair course at Salaam Bombay Foundation. Suraj's hunger to learn was unmatched. He arrived early to the sessions, stayed focused, and asked questions that showed not just curiosity, but vision. Soon, his classroom lessons inspired him to take on real work. He started replacing screens, fixing charging ports, and repairing batteries. Before completing the course, he had already earned ₹3,055 through small repair jobs.

This wasn't just about money. It was about confidence, responsibility, and the belief that he could change the course of his life. His passion for technology pushed him further when he took part in Codeavour 6.0, a national coding competition, where he won second place. His victory earned him a spot at the India National Event in Delhi in April 2025, a moment that widened his horizon even more.

Today, Suraj dreams of becoming a hardware engineer. His skills and confidence are growing, and so is his resolve to break free from the cycle of financial struggle. For him and his family, Salaam Bombay Foundation has been more than a training ground; it has been the spark of possibility.

“ Learning mobile repair and coding showed me I can earn, learn, and dream bigger than I ever thought possible.

-Suraj Gupta

”

# Sports Academy

Our programme works with adolescents aged 12 to 17 in government and aided schools across crowded city areas. Structured physical activity can shift how they see school. It builds confidence, lifts attendance, and quietly reinforces the value of staying in education.

Our approach follows the spirit of NEP 2020 and the IOC's Sports and Active Society vision. The goal is simple. Support physical health, steady the mind, and build life skills that help a young person stay on track.

This year brought clear progress. Three quarters of our sessions were led by our facilitators, and specialist trainers added yoga and advanced modules. Reach grew by 8.25 %. 780 students joined the Basic Fitness Programme, including 130 in Bengaluru. Another 460 moved into the Advanced Programme.

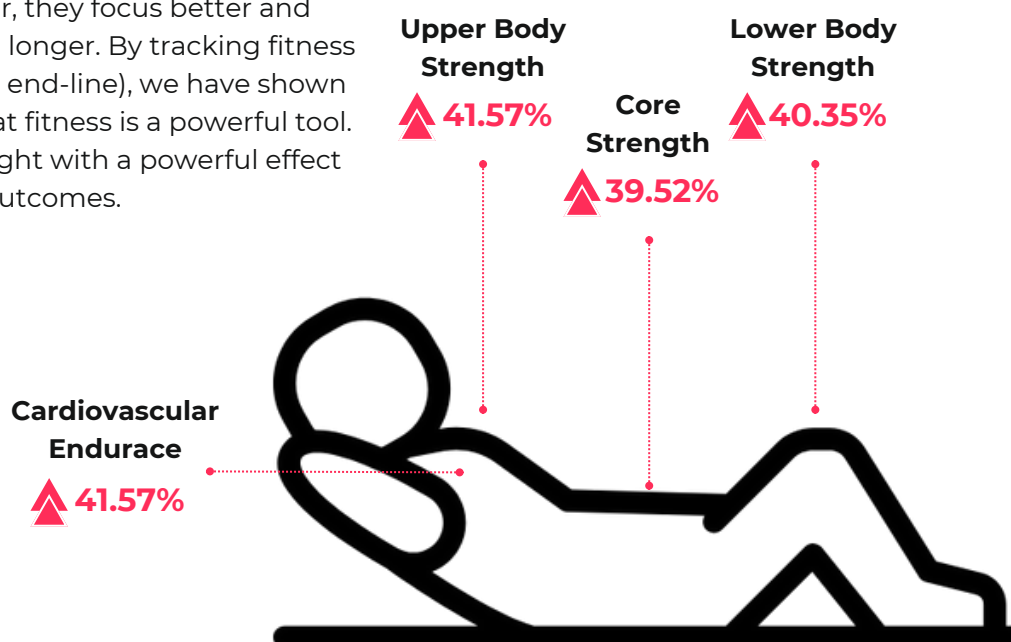
Across Mumbai, Pune, Thane, and Bengaluru, fitness is helping students understand that effort leads somewhere. Once that belief settles in, the cycle begins to break.

## OBJECTIVES

- Helping students improve 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 fitness and sports.

## PROGRAMMATIC REACH

Our assessments show something others often overlook. When students grow stronger, they focus better and stay in school longer. By tracking fitness (baseline and end-line), we have shown educators that fitness is a powerful tool. It is a key insight with a powerful effect on learning outcomes.



## COMMUNITY FITNESS

Our students step up without being asked. Once they gain confidence, they guide neighbours, gather peers, and run fitness sessions with steady purpose. Their initiative turns small spaces into active hubs and builds a spirit of community fitness that stretches far beyond school. This leadership is what drives the Fitizens programme.

**127** Fitness Monitors conducted fitness sessions across municipal wards in Mumbai, reaching **3,608** community members through the Fitizens initiative.

### In 15 Days Community Participants Recorded Major Improvements

Cardiovascular Endurance	▲ <b>38.75%</b>	Upper Body Strength	▲ <b>41.57%</b>
Core Strength	▲ <b>39.52%</b>	Lower Body Strength	▲ <b>40.35%</b>



BODY फिट...  
TOH LIFE  
HAI हिट!

---

## HIGHLIGHTS

### Corporate Changemaker Tournament

9 corporates battled it out at our cricket fundraiser tournament. Alumni students, including girls, shone as umpires, scorers, and coordinators, displaying leadership beyond the pitch.

### Training with Experts

120 advanced students trained under industry coach Vishal Dogra, building skills and confidence for a future in sports and fitness.

### Shikshan Saptah

Celebrated across four schools with fitness and indigenous games, echoing NEP 2020's vision for holistic education.

### Narotam Sekhsaria Foundation Office Cricket Match

Fitness Monitors led warm-ups and cool-downs, guiding the Narotam Sekhsaria Foundation Office team with professional fitness and cricket support.

### International Day of Yoga

Over 230 parents, teachers, and community members practised yoga, meditation, and stretching with our Fitness Monitors, spreading health and calm.

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## FUTURE PLANS

### 1,100 students to be empowered across 3 cities

We aim to empower 920 in Mumbai, 80 in Pune, and 100 in Bengaluru. The programme is designed in two levels, reaching 620 students through the Basic Fitness Programme and 480 students through the Advanced Fitness Programme.

### Community Reach

Over 4,000 people to benefit from grassroots fitness sessions.

### Specialised Training

200 advanced students to train at HB Sports for career opportunities in fitness and sports.

### Youth Leadership Through Fitizens

Youth leadership will be strengthened through the Fitizens initiative, with 50 new Fitness Monitors selected from the Advanced batch. This will bring the total number of Fitness Monitors to 200, all of whom will lead community sessions and inspire healthier habits at the grassroots.







# SHAPE YOUR PAIN ALWAYS



# POWERED BY PURPOSE

## Sairaj's Rise from Adversity to Empowerment Through Fitness

Sairaj Bhajanawal's path reflects resilience and steady effort. Growing up in a community with limited opportunity and constant financial strain, he faced the same cycle that traps many young people: low paying work, little direction, and a future that felt fixed.

His turning point came when he joined Salaam Bombay Foundation's Fitness Programme. It gave him structure, routine, and the first real space where he felt seen.

With guidance from his coaches, he built confidence, discipline, and a sense of control over his own progress. That support helped him recognise his interest in fitness not as a hobby, but as a possible career.

Sairaj went on to enrol in a Certified Personal Trainer course, using the foundation he built at SBF to stay committed through challenges. He balanced responsibilities, pushed past doubt, and kept moving toward his goal.

Today, he works as a freelance Certified Personal Trainer and earns about ₹45,000/- a month. More than the income, he now guides others, helping them build strength and belief in themselves. His growth shows what can happen when a young person gets the right support at the right time. Sairaj did not break the cycle alone. He took the effort, and Salaam Bombay Foundation gave him the platform.

Sairaj didn't wait for change. He became the change.

“

**The day I realised I could shape my own future, everything changed. Fitness just gave me the push I needed.**

**-Sairaj Bhajanawal**

”



# DreamLab

**UNLOCKING  
CAREERS &  
ENTREPRENEURIAL  
DREAMS**





# DreamLab: LEARN, EARN, GROW

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, industry exposure, internship opportunities and support for budding entrepreneurs.

---

So far, we have successfully created an ecosystem where the former students of our sports, skills@school, arts, and media academies can use their skills to transition into their future careers.

## DREAMLAB: ARTS AND MEDIA

### OBJECTIVES

- To provide our alumni with opportunities for market-relevant, stipend-based internships.
- To constantly scan the emerging job market and train interns to adapt to new skills to meet current market requirements.
- To provide advanced training by industry experts to our arts and media alumni.
- Develop knowledge and skills for self-employment.
- To support alumni who want to set up or scale-up their businesses, earn a higher income, or provide employment to those in their community.
- To provide necessary support through training, mentorship and funding opportunities in the creative arts.

### REACH

DreamLab strategically focused on enhancing alumni employability and career sustainability by offering specialised, market-aligned courses in high-demand skills like Photography and Video Editing. We partnered with leading institutes and industry professionals to deliver scholarship-based training combined with internships, ensuring accessibility. Following outreach to **404** alumni, a rigorous selection process enrolled 20 highly committed alumni into professional and academic programmes.

## HIGHLIGHTS

### The Dream of Whistling Woods

10 of our alumni faced rigorous evaluation at the Whistling Woods International Scholarship Workshop, with one truly outstanding finalist advancing to the last round for a life-changing Bachelor's degree scholarship.

### Netflix Success Story

Yashika is already making her mark as a dubbing artist for Netflix. Her skill brought depth and emotion to roles in "Pedro" and "Tomb Raider," proving that our training truly opens the door to once-in-a-lifetime opportunities.

### Dolphin Tanki 4.0

Alumni Priya Gupta, Lavnya Aroskar, Akshata Chawan, Om Gupta, Shweta Jadhav, and Udit Patole were recognised at SBF's Dolphin Tanki 4.0 for their outstanding business ideas in choreography, creative arts, editing, and photography. They received seed funding to start their ventures. 3 were awarded ₹50,000 grants, one received ₹40,000, and another ₹25,000 for their innovative and strategic proposals. The event featured 17 alumni, supported by NMIMS MBA interns.

## FUTURE PLANS

In the coming year, DreamLab plans to expand opportunities for alumni by offering specialised training, subject to funding support. We will also focus on:

- Partnerships with providers offering internships after training
- Digital Marketing and Dubbing courses planned (funding-based)
- Touchpoint sessions introduced for 10th-grade students
- Scholarship-based training through institutional partnerships

### Alumnus Joins ABP Maza as Assistant Editor

One of our video editing alumni has landed a role as an assistant editor at ABP Majha, a leading Marathi news channel. After completing our course, he honed his skills in editing, storytelling, and precision, earning a monthly salary of ₹15,000.

### Hands-on Internship

5 talented alumni completed a month-long internship with artist Shilpa Gode at Rustique and assisted painter Neeta Desai. They gained hands-on experience, artistic insight, and learned about the art business all while earning a stipend of ₹2,000 each.

## POST-SESSION RESULTS

Post-DreamLab training	<b>₹2,400</b>
Post-Entrepreneurship Incubator training	<b>₹4,380</b>
Post-Dolphin Tanki preparation training	<b>₹7,000</b>
Average family income	<b>₹22,000</b>
Students' contribution of earnings towards family expenses	<b>15%-20%</b>



# FROM SURVIVAL TO STORYTELLING

## Rushikesh's Story-of Finding His True Calling

Rushikesh was born into poverty, where every day was a fight to survive and dreams were often sacrificed to necessity. Yet he refused to let hardship silence his ambition. From a young age, he carried within him a quiet belief that life could be different, that he could carve out a future far brighter than the one laid before him.

His turning point came in Class 7, when he joined Salaam Bombay Foundation's Theatre Academy. For the first time, he stepped onto stages like the NCPA and Royal Opera House, and in the glow of the lights, he discovered the power of storytelling. Theatre gave him confidence, expression, and the courage to dream beyond the limits of his circumstances.

One day, while waiting at a Bollywood audition, Rushikesh felt a moment of clarity. He realised his place was not in front of the camera but behind it, shaping stories rather than performing them. That single realisation changed everything. Filmmaking became his calling, his way to transform not just his own life but his family's as well.

Through Salaam Bombay Foundation's DreamLab programme, Rushikesh gained precious industry training, professional mentorship, technical skills, and access to a network that could open doors. Today, he prides himself on being a storyteller, an artist, and a young man determined to break the cycle for himself and also for those who come after him.



“

**Before DreamLab, I never thought someone like me could dream of films. Now I know my story matters and I can make it big.**

**-Rushikesh Dhuri**

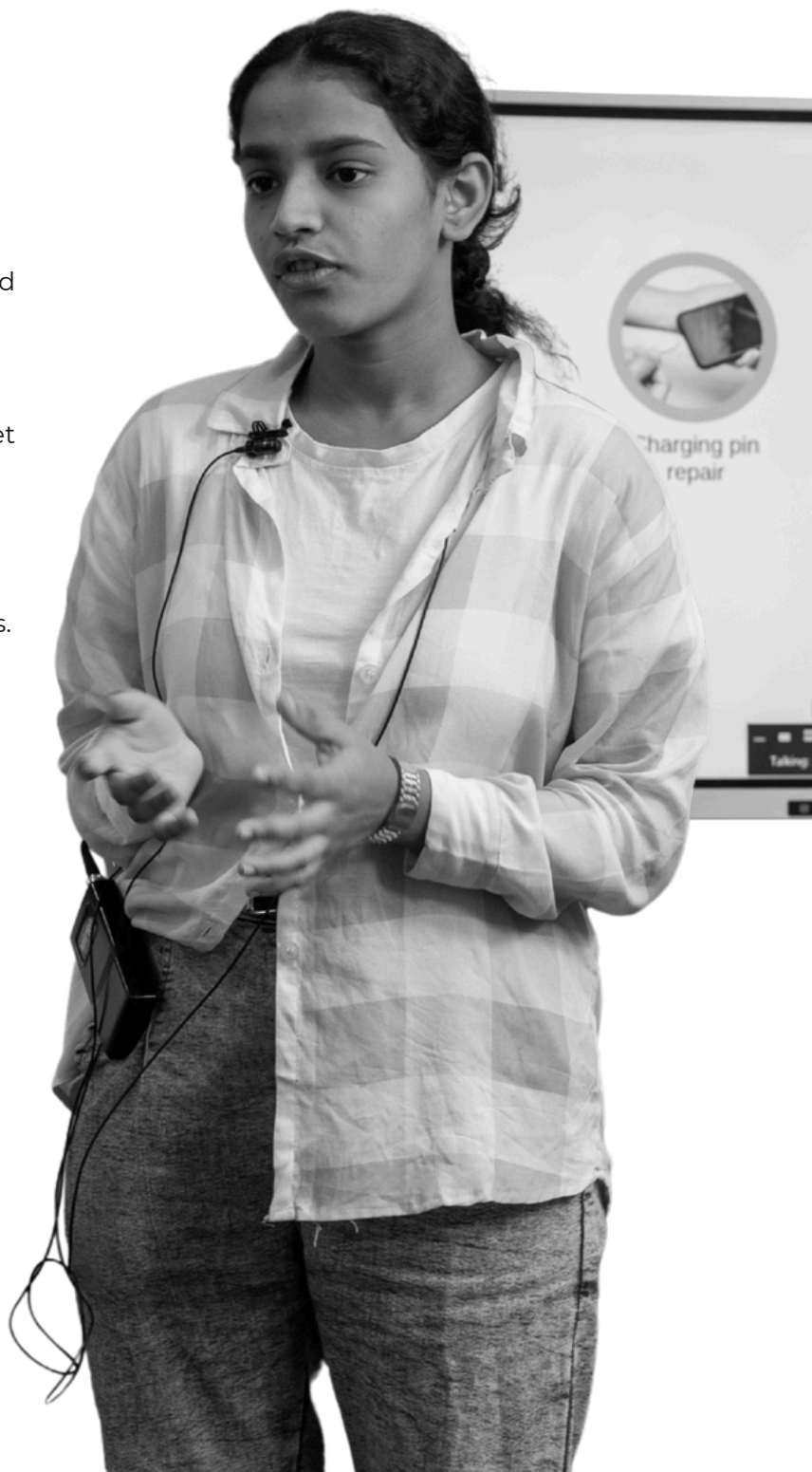
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# DREAMLAB: SKILLS

## OBJECTIVES

- To support alumni showcasing a prowess for setting up businesses - scaling their business, earning higher income, providing employment to those in their community.
- To provide necessary support through advanced training, mentorship and funding opportunities
- To provide market relevant - stipend based Internships for skills alumni for industry exposure
- To continuously scan emerging job market and train interns to adapt to new skills to meet current market requirements
- Facilitate access to resources and training that enable self-employment opportunities.



## HIGHLIGHTS

### 5 alumni handpicked and mentored by Katrina Kaif through her passion project 'Kreate with Kay Beauty'.

Kreate with Kay Beauty, launched by Katrina Kaif, supports aspiring makeup artists lacking financial means. 5 young women — Pranali, Shama, Anu, Divya, and Sarita — were mentored and sponsored to complete a year-long professional makeup and hair course. Their journeys were documented in a six-episode YouTube series, highlighting their struggles and growth. Today, they are working across TV sets, bridal events, ad shoots, and fashion shows, collectively earning ₹1,98,000 in a year while gaining real-world experience. Each dreams of becoming a renowned professional and eventually starting her own beauty academy.

### Dolphin Tanki 4.0

The Entrepreneurship Incubator supported 74 new entrepreneurs this year. Of these, 36 pitched for seed funding at Dolphin Tanki, a unique platform that replicates real investor settings, giving participants vital exposure and feedback. This year also marked the launch of the Rural Edition, bringing mentorship, funding, and opportunities to small towns and villages, bridging the urban-rural divide. 12 Gold winners received ₹50,000 each, 8 Silver winners were awarded ₹25,000. 2 special donor prizes of ₹40,000 each highlighted the growing community support for grassroots enterprise. The incubator continues to spark innovation, resilience, and ambition among young first-generation entrepreneurs.



## INTERNSHIP OPPORTUNITIES

As part of DreamLab's outreach, we help our alumni with short-term internships, as they simultaneously continue with their education. These internships provide them with industry exposure during vacations, weekends, and other holidays.

31 interns, have earned an average stipend of ₹41,867 this year.

	Interns	Days	Total Stipend
Bakery and Confectionery	5	8	2,200
Beauty & Wellness	15	1,519	6,26,038
Mehendi	7	28	47,150
Retail	2	671	3,43,000
Data Entry	1	59	14,928
Back Office	1	365	1,96,500
<b>TOTAL</b>	<b>31</b>	<b>2,650</b>	<b>12,28,816</b>

70%

students with entrepreneurial mindset and solid technical skills saw their earnings double after Dolphin Tanki.

## FUTURE PLANS

- Work with 150 young entrepreneurs across Mumbai, Pune, Nashik, and Kolkata. With the right guidance and a curious mentor, their ideas gain surprising shape.
- Keep checking in with earlier Dolphin Tanki cohorts so we can spot the small shifts that matter.
- Run the fifth edition of Dolphin Tanki, giving young founders a room where sharp questions build real confidence.
- Create 50 internship opportunities and job routes so students can gain early experience and direction.
- Bring in volunteers to mentor past winners, because those who have lived through the early challenges often give the most useful advice.

# WHERE TRANSFORMATION FINDS ITS VOICE

Every number we study tells us something real about the lives our students are shaping. A rise in confidence, a drop in harmful habits, or a stronger sense of purpose is beyond data. It reflects a young person learning to steer their own life in conditions that often deny them that choice.

At Salaam Bombay Foundation, this is why we study impact closely. Change for adolescents in poverty is rarely dramatic. It appears in steady shifts in health, clarity, decision making, and direction. Measurement helps us see these shifts with accuracy, not assumption.

Our focus goes beyond outcomes. We look for early signs that a student is starting to think differently, choose differently, and trust their own path. These signals show up before the numbers rise, and tracking them helps us understand when the cycle begins to weaken.

This balance of lived experience and rigorous evidence anchors our Research and M&E work. It gives us a clearer picture of what truly moves a young person toward a stronger future, and it guides every programme we build.



# RESEARCH, MONITORING & EVALUATION

QUANTIFYING  
IMPACT



# CHASING PURPOSE

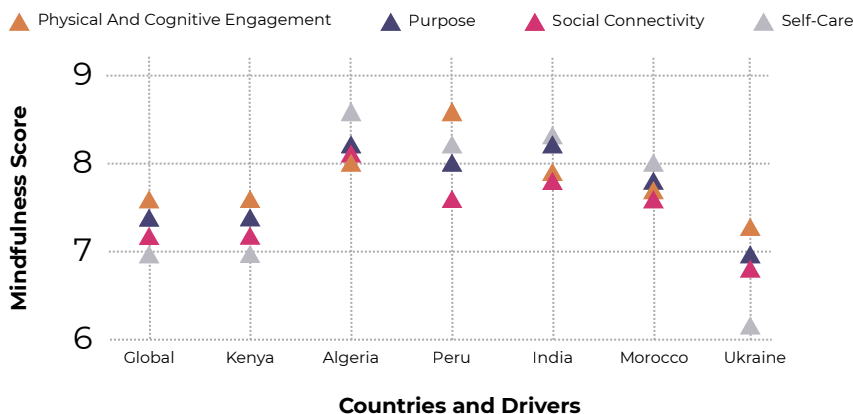
## How Adolescents Define A Meaningful Life

Salaam Bombay Foundation worked with Denmark's Voluntas Foundation to understand how our adolescents find meaning in their lives. Using the Youth Meaningfulness Index across five Mumbai government schools, we measured Purpose, Social Connectivity, Self Care, and Physical and Cognitive Engagement. Students of Salaam Bombay Foundation, representing India, scored higher in Purpose and Social Connectivity, confirming what we see daily. When young people gain skills, support, and structure, they begin to act with intent. This study shows that practical fieldwork and strong research can shape better ways to build youth well-being.

### HIGHLIGHTS

- **Education as a Priority:** SBF students view education as central to achieving their dreams and improving quality of life.
- **Future-Focused Aspirations:** Students express clear career goals and personal ambitions, often tied to continued learning and self-improvement.
- **Strong Family Bonds:** Parents serve as primary motivators, with many students driven by the desire to make their families proud.
- **Emphasis on Well-being:** Adolescents recognize the importance of physical fitness and overall health in building confidence and working toward future goals.

### HOW DO ADOLESCENTS IN DEVELOPING COUNTRIES PERCEIVE MEANINGFULNESS IN LIFE?



This study reinforces SBF's impact in nurturing purpose-driven, resilient, and future-ready adolescents in underserved communities.

# UNCOVERING WHAT HELPS ADOLESCENTS THRIVE

A long-term study of health, resilience, and opportunity.

Salaam Bombay Foundation and the Harvard T.H. Chan School of Public Health have launched a 10-year study to understand what truly shapes the life outcomes of adolescents in Mumbai's government schools. Modelled on Harvard's A-Health framework, it follows more than ten thousand students and measures health behaviours, resilience, life skills, social support, and engagement in school and community. The study, now in its second year, tracks our students over a decade against a matched control group to see how our programmes help them break the cycle of poverty and to identify which early interventions create lasting change in health, confidence, and opportunity.

## HIGHLIGHTS

The study follows more than 10,000 students through a rigorous case and control design across 4 waves. Waves I and II, completed in 2023–24 and 2024–25, each covered 3,000 students split evenly between intervention and control groups. Wave III begins in 2025–26 with new 7th graders and follow ups for 8th and 9th graders.

## FINDINGS

More students are choosing to study longer and care for their health, showing a clear shift in confidence and direction. These trends suggest that when adolescents feel supported, they make stronger decisions about both education and well-being.

**9/10** Students Workout At Least Once A Week

Junk Food Consumption Has Seen A Drop Between Grades 7 to 9

24% ▼ 18%

**80%**

Students Want To Study Upto Grade 12

**59%**

Students Want To Pursue Graduation

**40%**

Students Want To Be A Post Graduate





# THE FUTURE STARTS HERE

As we expand our academies, reach new cities, and strengthen our rural outreach, our goal stays clear: to give every adolescent the chance to rise above their circumstances.

We will continue aligning our programmes with the priorities of the National Education Policy and the Skill India Mission, ensuring that each initiative prepares youth for the future of work. Our focus will grow on building strong partnerships with industries, creative professionals, and educational institutions so students can step from classroom into careers with confidence.

Digital learning, mental well-being, and entrepreneurship will remain central to our work. We aim to build pathways that go beyond training and extend into mentorship, internships, and enterprise.

As we look ahead, one truth stays constant. Breaking the cycle of poverty begins with one skill, one opportunity, one child at a time. For each of these young ones, Salaam Bombay Foundation will continue to be the place where possibility begins.

# YOUR GENEROSITY MATTERS

## To Donate Contact

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**SALAAM  
BOMBAY**  
FOUNDATION

# SALAAM BOMBAY FOUNDATION

Extract of Income and Expenditure Account for the year ended March 2025 & March 2024

All figures in lakhs (₹)

Income [A]	For the year ended 31st March 2025	For the year ended 31st March 2024
Donations & Grants	972.13	993.47
Interest Income	290.74	290.97
Others	5.37	8.65
<b>Total Income - [A]</b>	<b>1,268.24</b>	<b>1,293.09</b>
<b>Total Expenditure - [B]</b>	<b>1,309.78</b>	<b>1,262.31</b>
<b>Surplus / (Deficit) [A-B]</b>	<b>(41.54)</b>	<b>30.78</b>

Projects are run by 111 trained professionals of Salaam Bombay Foundation. Given below are project wise expenses:

All figures in lakhs (₹)

Expenditure [B]	For the year ended 31st March 2025	For the year ended 31st March 2024
<b>Projects and Programmes</b>		
• Preventive Health Programme	224.86	174.66
• Arts Academy	135.25	136.82
• Sports Academy	63.35	78.23
• Skill Development	348.49	337.08
• Media Academy	51.99	51.43
• Life First Cessation Project	22.87	32.48
• Events	0.09	0.09
• Media Campaign	75.19	78.18
• Marketing & Promotion	26.16	25.25
• Research & Documentation	28.58	26.18
<b>Administration</b>		
• General Costs & Non Programme Salaries	332.95	321.91
<b>Total</b>	<b>1,309.78</b>	<b>1,262.31</b>

**Notes:**

1. 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).  
2. 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.  
3. 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, 2025, the Foundation has received foreign contributions aggregating Rs. 3838 lakhs for carrying out various charitable activities.