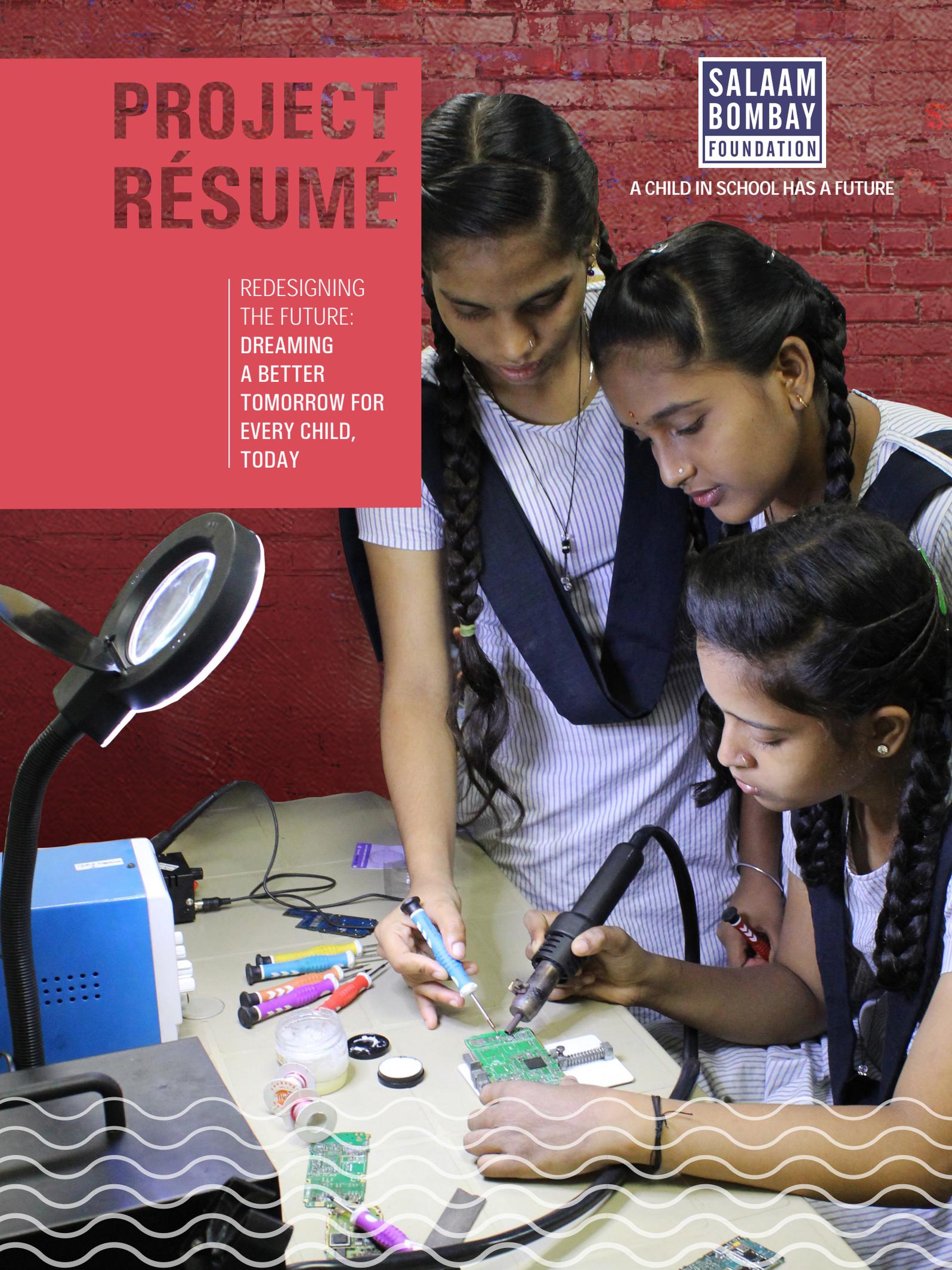


PROJECT RÉSUMÉ

REDESIGNING
THE FUTURE:
DREAMING
A BETTER
TOMORROW FOR
EVERY CHILD,
TODAY

SALAAM
BOMBAY
FOUNDATION

A CHILD IN SCHOOL HAS A FUTURE





Students learn to wield the camera in the Media Academy

AT A GLIMPSE

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SALAAM BOMBAY FOUNDATION

A Child in School Has a Future

Salaam Bombay Foundation is a refuge for Mumbai's underprivileged children, whose lives are bereft of opportunities, facilities, creative spaces, and personal attention.

Established in 2002, Salaam Bombay initiated Project Super Army to fight the growing tobacco menace among the slum population — especially school children. The program targets 'at-risk'

kids, often as young as 12 years old, and trains them to become changemakers in their communities. However, tobacco is only a symptom of a larger problem, one that stems from a lack of life skills and vocational training.

To combat this, Salaam Bombay established Project Résumé to help these very children make better decisions for their health, education, and livelihood.

The Salaam Bombay model consists of two main focus areas:

Project Super Army
and
Project Résumé

Together, they sow the seeds of ambition and leadership in children — inspiring them and their families to ensure they stay in school and work towards a brighter, healthier future.

EVERY CHILD COUNTS IN THE STORY OF SUCCESS

In a country with nearly 200 million people living below the poverty line¹, are quality education and subsequent employment opportunities accessible to all?

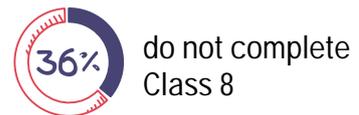
Mumbai is home to over 14.3 million people, 56% of whom live with large families in slums and survive on an average monthly income of Rs 8,000. Unfortunately, the worst affected in this scenario are children between the ages of 12 and 17. In addition to poverty, factors such as generationally illiterate parents, poor teaching standards in local Brihanmumbai Municipal

Corporation (BMC) schools, and lack of avenues for self-expression discourage them from pursuing higher education.

By secondary school, these children and their families face an 'either-or' situation: continue to attend school or enter the workforce to contribute to the household income. Very often there is no choice.



Research shows that out of 100 students, only:



What's more, students who choose to discontinue their education, find themselves trapped in unskilled, low-paying jobs with few prospects for growth.

Between 2011-2016 alone, over **55,688 children** have dropped out of municipal schools in Mumbai³. And the numbers are only rising.

The future of these children is at stake. It's time to redesign it.



THE SKILL ECOSYSTEM IN INDIA TODAY



Current population under 35 years: **~800 million**⁴



Number of people joining the workforce every year: **12 million**⁵



New jobs added every year: **5.5 million**⁵

This gap of 6.5 million unemployed youth is only growing with every passing year – a condition compounded by two major problems.

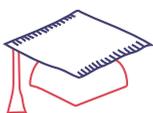
1. The Education-Employment Paradox

Today, the average unemployment rate in India is 2.6%⁶. But the solution does not lie with higher education alone, as the numbers prove below.

The rate of unemployment⁷ in India



7.4%
Diploma or Certificate Holders



8.7%
Graduates



8.9%
Post Graduates



2. A Fruitless Vocation

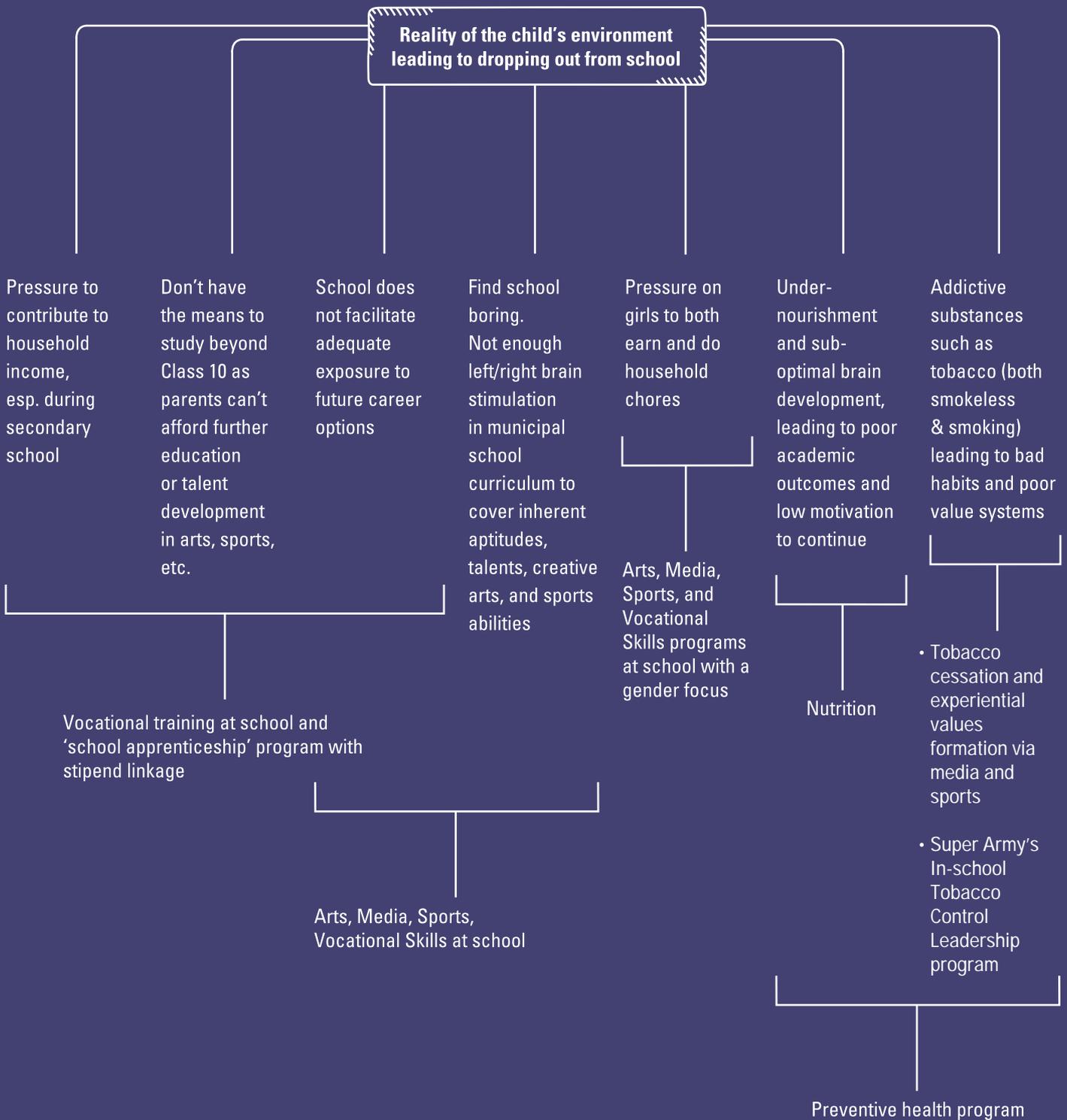
While there are several vocational training initiatives offering short-term courses to young school dropouts, including those backed by the government, they do not necessarily improve employability. Studies show that only a small fraction of this group retains jobs for more than a year. Further, hampered by a lack of formal education and the required soft skills, many fall behind on their career progression.

Between an education system that imparts knowledge but doesn't help secure a job, and a skilling environment that guarantees jobs but not long-term careers, the Indian youth find themselves in a vulnerable position.

Can vocational training in its current form bridge the gap? Perhaps not.

The Need of the Hour
A holistic, child-friendly program that integrates with formal education.

SALAAM BOMBAY FOUNDATION EFFECTIVE INTERVENTION PROGRAMS



INTRODUCING PROJECT RÉSUMÉ

Salaam Bombay's Answer to Building a Better Future for Children

Recognizing the importance of integrating education and skill development, Salaam Bombay aims to bridge the gap through Project Résumé.

This initiative helps empower underprivileged children with employability skills, thus enabling them to complete education till Class 10. These skills, which also help them secure part-time jobs, are imparted through in-school and after-school initiatives to make vocational training better suited for those under 17.

Government data suggests that while 36.37% of students drop out of school by Class 8, 97% of Salaam Bombay's students go on to complete higher education².

Project Résumé offers skill-based training through four innovative, child-friendly academies: **Sports, Academy of the Arts, Media, and skills@school**. The initiative helps students hone their communication, teamwork, and leadership skills, while building the necessary confidence and self-esteem

needed to better their lives – thus breaking the cycle of poverty.

In addition to providing market and career orientation to improve future prospects, Project Résumé also opens avenues to internship opportunities (under the provisions of the Apprenticeship Act, 1961). Focused on providing them with skills relevant to today's employment market, it has also introduced programs such as Conversational English and Financial Literacy.



Creative Art
(Salaam Bombay Academy of the Arts)

The Apprenticeship Act, 1961

Under the aegis of Directorate General of Employment and Training, the Apprenticeship Act of 1961 aims to provide hands-on training to the next generation of tradespeople and professionals, in non-hazardous work environments. The objective of this Act is to ensure sufficient skilled manpower to satisfy future requirements across 100 industries.

The Act is applicable to **teenagers older than 14 years of age who have passed Class 8**. For these students, the apprenticeship program acts as a source of income, guaranteeing **70% or more of the minimum income** drawn by a formally trained worker.

Reach

| Program | Year of Inception | Cumulative Enrolment (March, 2017) | Cumulative Enrolment (March, 2018) |
|---------------------|-------------------|------------------------------------|------------------------------------|
| Sports Academy | 2005 | 1,784 | 2,464 |
| Academy of the Arts | 2007 | 1,530 | 6,381 |
| Media Academy | 2010 | 795 | 1,230 |
| skills@school | 2013 | 1,899 | 3,815 |
| Total | | 6,008 | 13,890 |

THE PROJECT RÉSUMÉ

PROCESS

The Sports, Media, Arts, and skills@school programs develop students' skills – between three months to three years – through intensive training. In an effort to provide children with a holistic skill-training environment, Salaam Bombay follows this process:

1

Promotion:

Faculty-approved vocational courses are promoted in schools

2

Selection:

Prospective students, with parental consent, are screened basis their attitude and commitment

3

Induction:

Selected children are initiated into courses of their choice

4

Training:

- Theory and practical classes
- Matches, performances, excursions, and exposure visits
- Reflection and discussions

5

Graduation:

Skilled students are now better equipped with the tools needed to make better decisions for health, education, and livelihood



SPORTS ACADEMY

Power of the Playground

Initiated in 2005, the Sports Academy aims to nurture sportsman like values and develop healthy minds and bodies, by training boys and girls in cricket, hockey, and football. Through sports, children are encouraged to express themselves and learn life skills such as goal-setting, teamwork, and stress management. Moreover, training at the Sports Academy opens up avenues for scholarships as well as part-time jobs such as scorekeepers, umpires, assistant coaches, and groundsmen.

The Sports Academy has partnered with the Chandrakant Pandit Cricket Clinic to allow select students access to improved infrastructure and coaching services, further helping them hone their talent. The Clinic's instructors include former National, Ranji Trophy, and State-level players.

The recently initiated football-training program has attracted over 80 students (40 girls and 40 boys) from Class 6 of two Mumbai schools.



Salaam Bombay's Hockey Academy works like an international organization. They nurture young boys and girls by giving them proper guidance and upskilling from the best coaches across Mumbai. The Foundation also provides the best facilities to children at the grassroot level to help them become professionals, giving them a chance to play at the State and National level.

**Stanley Thomas
Coach, Hockey Academy**



Students from across Mumbai participating in Salaam Bombay's Little Masters Challenge at the Brabourne Stadium. Boys and girls from the city's public and government schools compete in this annual cricket championship, contesting fiercely for the title of 'Little Masters U14' and 'Little Masters U17'.

Empowering girls through sports
(Hockey-Salaam Bombay Sports Academy)



Reach

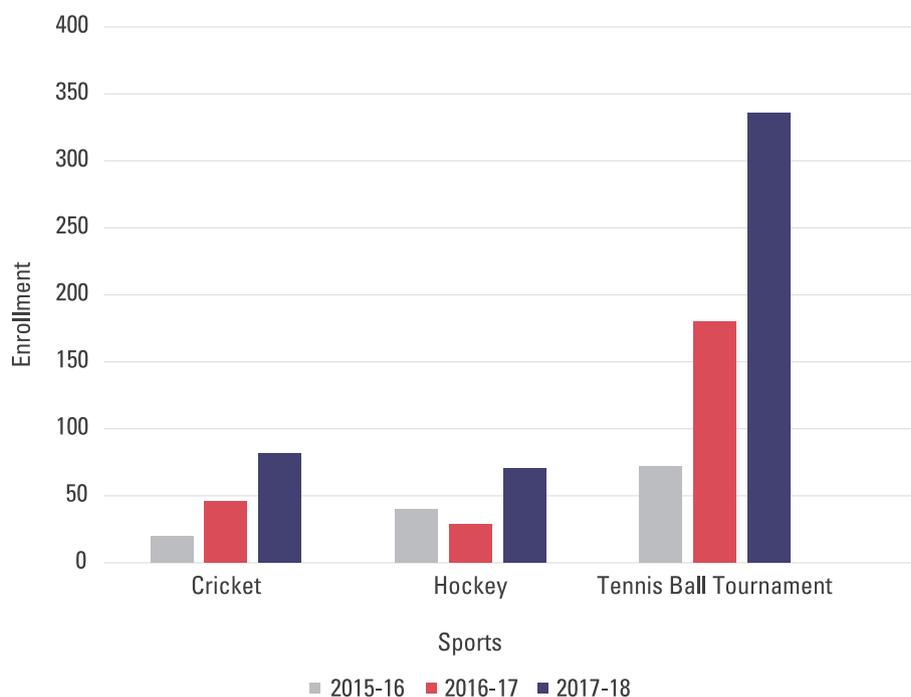
| Program | Year of Inception | Cumulative Enrolment (March, 2017) | Cumulative Enrolment (March, 2018) | Vision 2020 (March, 2020) |
|----------------|-------------------|------------------------------------|------------------------------------|---------------------------|
| Sports Academy | 2005 | 1,784 | 2,464 | 2,979 |

Girls in Sports

By the age of 14, 2x more girls drop out of sports than boys. Issues such as restricted opportunities, safety and hygiene concerns, social stigma, and the absence of role models, are some of the pertinent reasons for this exit. Mindful of this fact, the Academy especially focuses on encouraging more girls to play sports.

Towards this endeavor, the Academy organizes an annual Girls-only Tennis Ball Cricket Tournament in February — which recently brought together 180 girls (between 12 and 14 years) from 15 municipal schools in Mumbai. **For its continued efforts, Salaam Bombay received a grant of USD 20,000 from the International Olympic Committee.**

Enrollment Figures



Success Story

Amar Bhayade, an assistant coach and an alumnus of the Cricket Academy, has been associated with Salaam Bombay Foundation for over six years. Having participated in several programs organized by Salaam Bombay, Amar found his calling in helping children coming from a similar background as him. Today, his goal is to help other children build a positive image of themselves — the importance of which he learned at the Sports Academy.

The Way Forward

The Sports Academy is evolving a model to link schools to the closest cricket academy in their vicinity. This will provide a larger number of students the opportunity to train with professional gear and play formal matches.



ACADEMY OF THE ARTS

Building Confidence Through the Arts

Children in the Academy of the Arts are provided a platform to express themselves through Kathak, Music, Theater, Western Contemporary Dance, and Creative Art. The Academy also offers children the opportunity to perform in public spaces, greatly improving their confidence and reducing inhibition. In fact, some students have even performed at renowned venues such as the Kala Ghoda Arts Festival and State-level Drama Competitions, as well as with big names such as Shiamak Davar and Raell Padamsee.

Students who show dedication and talent for the arts often find job opportunities in

choreography, theatre, voice-overs, and film production. The Academy also absorbs alumni as assistant trainers, who go on to teach other students like themselves.

Since its inception in 2007, the Academy has helped 6,381 students discover themselves through the arts.

Repertory Group

In an effort to provide the Academy's alumni with an avenue to showcase their talents, a Repertory Group of 50 students has been formed. Their first commercially successful production,

a modern interpretation of the 50's comedy classic *'Chalti Ka Naam Gaadi'*, saw 11 shows staged over 6 days for an audience of over 2,000 viewers.

Delighted by the performance, Amit Kumar, Kishore Kumar's son, said, "Wherever my father is, he would be very proud of you and his blessings will always be with you."

In the future, the Academy hopes to make the Repertory's shows an annual feature.



Success Story

Sanket Gurav was just 14 years old when he was exposed to puppetry for the first time. The introduction left a significant impact on the Academy of the Arts student, leading him to discover a love for storytelling, the stage, and a yearning to become a master puppeteer. Unfortunately, due to financial constraints, Sanket and his family had to go back to their village, leaving the

young artist with no scope to hone his skills further.

Sanket's tryst with puppetry was not yet over. A few years later, he and his family returned to Mumbai, and he resumed his training from where he had left off. He was soon successfully competing at State and National-level contests. Awards apart, Sanket could also contribute to family expenses, going so far as to support his father's medical treatment.

Today, Sanket plans to use the money he earns from private performances and competitions to fund his college tuition — proving that children can build their own future if given the right tools and timely opportunities.

The Way Forward

The Academy of the Arts plans to enrich the lives of underprivileged children and its alumni through programs such as:

- **Rural Art Projects:** Providing weekly training in theater and western dance, currently aimed at the Adivasi Padas in and around Thane district
- **Social Network Drives:** Creating future job opportunities for promising students and potential trainers from the Academy
- **BMC Partnership:** Building a platform for art teachers from existing BMC schools and trainers from Salaam Bombay to work together, with the aim of reaching out to more schools

Reach

| Program | Year of Inception | Cumulative Enrollment (March, 2017) | Cumulative Enrollment (March, 2018) | Vision 2020 (March, 2020) |
|---------------------|-------------------|-------------------------------------|-------------------------------------|---------------------------|
| Academy of the Arts | 2007 | 1,530 | 6,381 | 9,850 |

Regular training with external trainers

| Program | Theater | Western Dance | Kathak | Music | Creative Art |
|--------------------------|---------|---------------|--------|-------|--------------|
| Schools | 5 | 4 | 4 | 4 | 3 |
| Coaches | 3 | 4 | 3 | 3 | 3 |
| Students since inception | 1,099 | 579 | 165 | 1,716 | 1,679 |

Expansion plan with alumni, BMC, and Govt-aided school teachers initiated in 2017-18

| Program | Theater | Western Dance | Music | Creative Art |
|----------|---------|---------------|-------|--------------|
| Schools | 10 | 10 | 4 | 7 |
| Coaches | 8 | 11 | 4 | 7 |
| Students | 327 | 296 | 965 | 460 |



I have been training students at the Jogeshwari Municipal School for a year and have observed tremendous growth in them. I can see many positive changes in these students, such as more discipline, better manners, greater punctuality, and improved skills as dancers. I am very happy to train these passionate and disciplined students and look forward to seeing them improve as dancers, over time.

Krishna Patel,
Trainer, Happy Feet Academy



First Prize at the National Centre for the Performing Arts' Inter-school Drama Competition, 2016



'Best Set Design' at the State-level Drama Competition, 2016



'Best Ensemble' at Singapore International School Drama Competition, 2013 and 2014



MEDIA ACADEMY

Creating Proactive Citizens of Tomorrow

This rigorous three-year program trains students in journalism, photography, print production, and design to help them creatively communicate their ideas and emotions. The Academy also aims to improve their confidence and self-image by crediting their work in print. To date, their photos and articles have been showcased in several publications such as Mumbai Lakshadeep, Dainik Anand Mangal, and Salaam Bombay's Voice of Hallabol.

Since its inception in 2010, the Media Academy has exposed over 1,230 students to learning experiences through workshops and excursions at print and electronic media houses, exhibitions, and community events.

Voice of Hallabol

Established in 2007, Voice of Hallabol is a monthly newsletter with a circulation of

5,000 within Mumbai's slums. Designed, written, and edited 'by the children, for the children', it offers information ranging from career advice to anti-tobacco advocacy. Voice of Hallabol is a product of the Media Academy and is the only newsletter of its kind to be circulated within Mumbai's slums, with sections printed in Hindi, Marathi, and English.

Reach

| Program | Year of Inception | Cumulative Enrollment (March, 2017) | Cumulative Enrollment (January, 2018) | Vision 2020 (March, 2020) |
|---------------|-------------------|-------------------------------------|---------------------------------------|---------------------------|
| Media Academy | 2010 | 795 | 1,230 | 1,455 |



I was approached by the Salaam Bombay Foundation to train a batch of students in photography. Initially, I was worried as I had experience in training senior students who wanted to become professional photographers, but none with municipal school children. However, when I started training them, I was impressed to see the creativity and potential these children had. The youngsters of the Salaam Bombay Foundation can teach my older students a thing or two when it comes to shooting very unusual photos.

Jeroo Mulla,
Photography Trainer and Former HOD, Photography Dept., Sophia College for Women



Exposure visit to the Hindustan Times printing press (Salaam Bombay Media Academy)



Volunteering to make an Impact

Devanshi Kejriwal

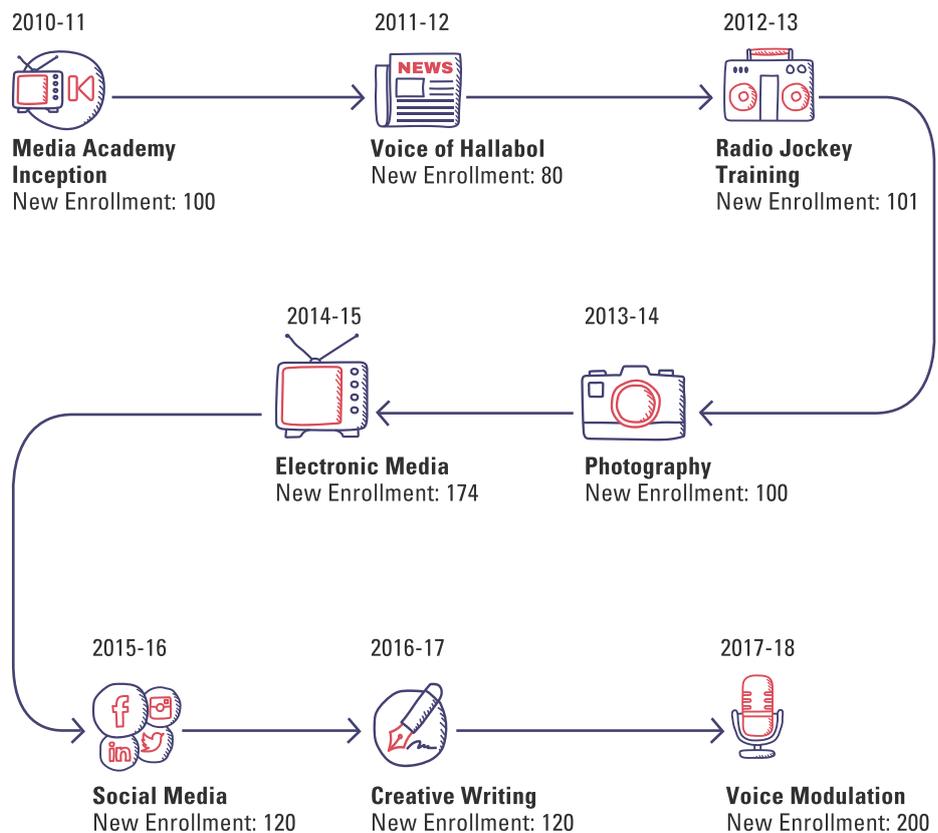
Inspired by Salaam Bombay's credo "a child in school has a future", Devanshi Kejriwal, a high school student of the B D Somani International School, volunteered with the Media Academy. Over the course of four years, she taught Conversational English to students of Class 7 and Class 8, while simultaneously juggling her own academics. Her interactions with the Academy's students motivated her to channel her passion – painting – as a way to help the community.

Devanshi decided to use her art to raise funds by organizing an exhibition titled 'Introspection – My Experiences Splashed On Canvas'. The paintings were displayed at the World Trade Center, Mumbai, and were a resounding success – raising **over Rs 12 lakhs!**

Devanshi generously donated the entire amount to her mentees at the Media Academy.

To know more, visit <https://youtu.be/sgt9hyWmHZ8>.

Year Wise New Enrollments



Success Story

A shy boy at the beginning of his training, Dhiraj Konduskar has since transformed into a confident and eloquent young man with several published articles and well-received photography projects to his name. Dhiraj is currently a Class 10 student at the N M Joshi Municipal School in Lower Parel, Mumbai, and has been associated with Salaam Bombay since 2014. Over the course of his training at the Media Academy, his articles have been featured in many Marathi dailies such as Mumbai Lakshadeep, Jantecha Satyavrata, and Dainik Anand Mangal. Dhiraj is also a passionate photographer, who has gained repute for his still photographs among seniors and peers alike. Dhiraj's father, Mr Hari Konduskar, a



Photo Credit: Dhiraj Konduskar

clerk at a CA's office, and his mother, Mrs Ranjana Konduskar, a housewife, are grateful to the Academy for having instilled a sense of responsibility and maturity in their son at such a young age.

Dhiraj intends to use his earnings from published articles and photos to further his dreams of becoming an engineer, a dream which his parents are wholly supportive of.

skills@school

Integrating Vocational Education in Schools

Since its inception in 2013, skills@school has focused on providing vocational skills as well as market and career orientation to help children consider progressive career paths. Through this initiative, they are encouraged to continue regular schooling while they improve employability skills. Students undergo 60-80 hours of training – both in school and at partner institutes.

In order to formalize students' assessment and certification, the

Academy has partnered with Ambuja Cement Foundation (ACF) – a National Skill Development Council (NSDC) approved external examiner. This partnership will ensure that students are tested and certified at standards that align with the National Skills Qualification Framework of the NSDC.

To date, skills@school has worked with 3,815 students, exposing them to the relevant training they need to become professionals.



Automobile Repair (skills@school)

Skills Taught



Beauty and Wellness



Hospitality Management



Mobile Repair



Retail Management



Automobile Repair



Home Appliance Repair



Web Design



Computer Hardware Repair



Jewellery Design



Fashion Design



Graphic Design

Advanced Market Relevant Skills

Entrepreneurship:

Children learn skills such as Identifying Opportunity, Budgeting, Resource Mobilization, Marketing, and Scalability of a Business. These concepts are explained through games, activities, and inspirational stories of different organizations.

Financial Literacy:

Students are taught the basics of finance through the module 'Financial Education for Children', which is designed by the Securities and Exchange Board of India. This training helps them understand terms such as 'assets and liabilities', 'budgeting', and 'investments'.

Conversational English:

Children undergo intensive training over 60 hours (3-4 months) in four important aspects of the English language, namely reading, writing, communication, and comprehension.

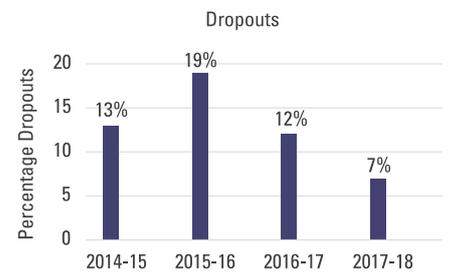
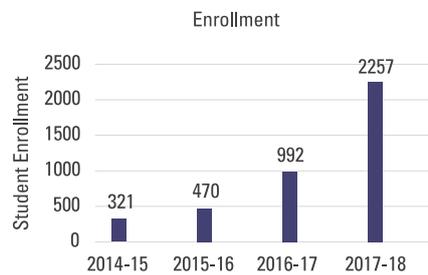
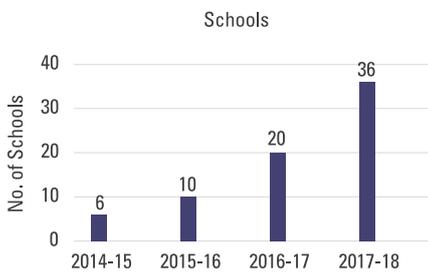
Associated Training Institutions

- Kohinoor Technical Institute (NSDC partner)
- LabourNet (NSDC partner)
- Masoom
- Beyond Fringes
- Rudra
- Sun 'n' Sand Hotel
- Modern India Enterprise (Indian Institute of Jewellery)

Reach

| Program | Year of Inception | Cumulative Enrollment (March, 2017) | Cumulative Enrollment (March, 2018) | Vision 2020 (March, 2020) |
|---------------|-------------------|-------------------------------------|-------------------------------------|---------------------------|
| skills@school | 2013 | 1,815 | 2,000 | 15,815 |

Comparative Analysis (Mumbai)



Children everywhere tend to fall prey to different forms of abuse and child labor. Indian urban cities witness this at a very large scale. Salaam Bombay's initiative to empower children through life-skills training brings new hope to thousands of impoverished children and their families. Our partnership with Salaam Bombay to provide vocational training to children in municipal schools across Mumbai is based on shared ideologies. We are looking forward to a fulfilling partnership creating a positive social impact through early intervention.

Gayathri Vasudevan,
LabourNet Services India Pvt Ltd



Success Story

Although she had signed up for the Beauty and Wellness course, Sharifa Sheikh had a change of heart and decided to pursue the Mobile Repair course instead. However, being the only girl in a class full of boys wasn't easy. She was teased everyday and had to steel herself to put in her best effort — something she did with ease. Throughout her training, she maintained impeccable attendance and was a confident and passionate student. Today, Sharifa is known in her neighborhood for her mobile repairing skills, a feat that has

inspired her father to use his meagre savings to buy her the tools of her trade. In a recent external examination conducted by the ACF, Sharifa topped a class of 81 students with a score of 81%!

The Way Forward

While skills@school will reach 3,815 students by the end of Q4, 2017-2018, Salaam Bombay's vision is to reach approximately 15,815 students by 2020 across India — an increase of nearly 250%!



PROJECT SUPER ARMY

What influences children to try tobacco? The factors range from lack of awareness of the ill-effects of tobacco, the absence of positive role models, aggressive marketing practices by tobacco companies, ineffective implementation of tobacco-control laws, to easy availability of cigarettes, *supari*, and *gutkha*, amongst others.

To combat this, the Salaam Bombay Foundation launched **Project Super Army** among the most risk-prone demographic in Mumbai – underprivileged students in municipal schools within the age group of 12-17 years. These children were trained to:

- Develop skills and techniques to refuse tobacco
- Recognize tobacco’s harmful health effects
- Become a catalyst of change in their communities

The foundation also helps curb the sale of tobacco near schools, sensitizes local vendors, policy makers, and police on the

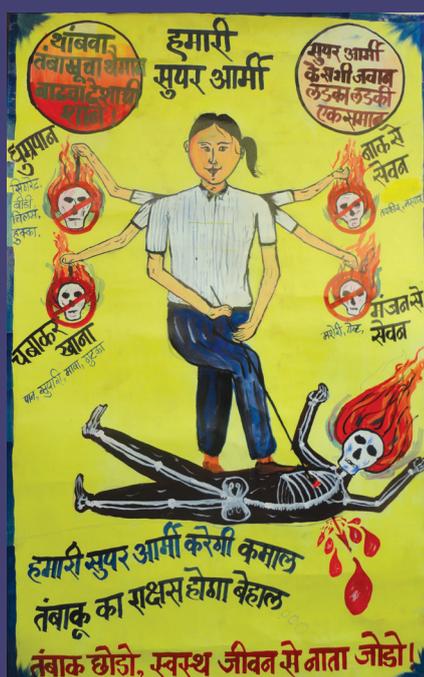
Cigarettes and Other Tobacco Products Act, 2003 (COTPA), and establishes in-school health councils.

To date, Project Super Army has impacted more than 5 lakh students across 300+ low-income municipal schools in Mumbai, Kolkata and other parts of India. Most of these children see themselves as agents of change.

Every day, 5,500 children in India try tobacco for the first time – that’s one child every 16 seconds. Nearly one-third of these children are younger than 10 years of age.



A Super Army session in progress



Success Story

For Pallavi, reminding her uncle — who was also her guardian — to not chew tobacco after dinner, had turned into a nightly ritual. Every evening he would ignore her pleas and reasons for him to stop. Of course, he knew she was right, having seen the photos of cancer-ravaged lungs, but he wasn’t going to stop a habit he’d been practising for nearly 25 years.

Pallavi’s nightly reminder started soon after she’d joined Salaam Bombay’s Project Super Army program, something he had given her permission for. The program taught Pallavi about the ill-effects of consuming tobacco products, motivating her to remove this enemy from her house and surroundings.

A year later, Pallavi’s uncle got married and she saw an opportunity to get him to quit tobacco for good. She spoke to her aunt, convinced her of the bad effects of using tobacco and laid out a plan to confront her uncle.

That evening when her uncle came home from work, he saw his wife getting ready to chew tobacco. Taken aback and angry at what he was witnessing, he protested. All it took was a simple reply, “If you can, why can’t I?” to stop him in his tracks.

Since then, tobacco hasn’t found a place in Pallavi’s home.

THE DISMAL PICTURE



10,00,000
Tobacco deaths per year in india



Rs 7,320 crore
cost to the economy



12% of all male deaths are due to tobacco usage



86% of all oral cancer cases are found in india

SUPER ARMY IMPACT



83.8% Super Army students believe they can help a friend quit tobacco



71.1% students have worked to prevent tobacco use in school

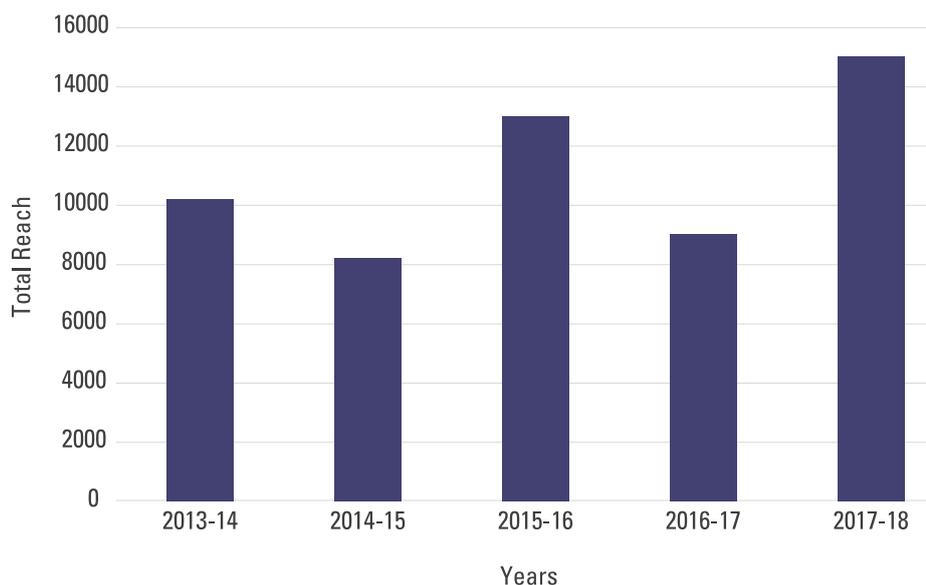


14,537 police personnel sensitized at **94** police stations in Mumbai



77.3% Super Army students can identify nicotine in tobacco

TOTAL REACH OF SUPER ARMY



Total reach of children to date in Mumbai, Kolkata, etc.

5,67,572

Total reach of schools to date in Mumbai

316

PROJECT SUPER ARMY INITIATIVES

Curbing tobacco consumption among children involves much more than just restricting the sale of tobacco products. Project Super Army's research revealed many influences, which can be broadly categorized into three levels:



Individual



Community



Policy

This clear identification helps Project Super Army focus its initiatives to parallelly address each level. Some of the most impactful initiatives include:

Establishing *Balpanchayats* and *Balparishad*:

Since 2007, these intra- and inter-school forums have been providing students the platform they need to voice concerns and initiate action on issues related to tobacco control. At the school level, the *Balpanchayat* — a council comprising eight student representatives — leads the effort to raise awareness on the ill-effects of tobacco, and implements activities to curb its presence both inside

and outside the campus. This effort is supported by the *Balparishad*, where presidents and secretaries of each *Balpanchayat* annually meet to voice their challenges and share strategies for change with local stakeholders.

Advocating Against Tobacco at Popular Festivals:

In 2010, Project Super Army undertook tobacco-control activities during festivals such as *Ganesh Chaturthi* and *Rakshabandhan*. These initiatives were aimed at restricting surrogate advertisements at *pandal* sites and reaching out to key stakeholders to promote tobacco control. These activities, and the combined effort of Salaam Bombay and BMC, led to a blanket ban on *pandal* sponsorships by tobacco companies and a ban on tobacco-related advertisements in *pandals*, effective from 2011.

Curbing Surrogate Tobacco Advertisements:

In May 2011, Project Super Army's students met with the Superintendent of the License and Advertisement Dept,

BMC, and other government officials. In these meetings, the students advocated against the growing occurrence of tobacco companies advertising their products under the name of *pan masala* — which doesn't contain tobacco and is widely considered a harmless alternative to *gutkha* — on Mumbai's public buses. These efforts bore fruit in the form of a letter from BMC restricting all vendors from displaying surrogate advertisements on their facilities or in their premises — in turn achieving another milestone in the fight against tobacco.

Bringing Tobacco Warnings to Cinema:

In 2012, the Salaam Bombay Foundation, in collaboration with the World Health Organization, HRIDAY, the Healis Sekhsaria Institute for Public Health, and other human-welfare organizations initiated meetings and workshops with government health bodies and members of the film fraternity to sensitize them on how tobacco usage is depicted in movies, and its effect on children.

The vital evidence to drive home this point was provided by the Foundation and has gone a long way in influencing these stakeholders to introduce graphic and textual warnings on the consequences of tobacco usage. These warnings are shown before, during, and after a movie, and are also prominently displayed when a character in the film smokes or uses tobacco products — thereby sensitizing millions of moviegoers across India, every week.

These initiatives are some of the many Project Super Army has introduced to successfully engage with stakeholders at every level of influence, and build a happy and healthy future for our children.



Engaging with stakeholders for better implementation of the law

SALAAM BOMBAY FOUNDATION

A HOLISTIC APPROACH

Impact as defined by Salaam Bombay Foundation (2017-18)⁸



Child is able to pursue higher studies



Child is able to earn in future



Child has an idea of career options



Child stays away from tobacco

Child stays in school and is able to pursue higher studies

I Alumni pursuing education



82% of alumni are currently studying

II Alumni aspiring to study



93% of alumni want to pursue higher studies

III Students aspiring to study



97% of students want to study after Class 10

Child's earning potential has increased

I Alumni Employed



16% of alumni are employed in some form

II Earning potential



53% of earning alumni are earning more than INR 5000 followed by 9% alumni who are earning INR 3000-5000

III Job Satisfaction and Progression



75% are happy and proud of their current work and none of them have changed their job in the last one year



50% of alumni who are working want to continue in the existing job/profession



16% have been promoted in their current job in the last year

Salaam Bombay students have an idea of career options available

I Idea about Career Options



71% of students are able to highlight one clear profession/career

II Relevance to Academy



36% of students want to pursue a career in relation with the academy that they were a part of

III Clarity on Milestones



53% of students are able to highlight key milestones needed to achieve their career goal

Majority of Salaam Bombay students stay away from consuming tobacco and influence positive change in their environment⁹

I Student Consumption



of students do not consume tobacco



of students do not consume supari

II Alumni Consumption



of alumni do not consume tobacco



of them speak about the ill-effects of tobacco

III Engaging Friends and Family



of alumni friends/family do not consume tobacco

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References

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PROJECT RÉSUMÉ

REDESIGNING
THE FUTURE:
DREAMING
A BETTER
TOMORROW
FOR EVERY
CHILD, TODAY

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A CHILD IN SCHOOL HAS A FUTURE

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