



A CHILD IN SCHOOL HAS A FUTURE

ANNUAL REPORT  
2023-24

NO LIMITS





# The journey from potential to limitless possibilities.

In India, 64% of students drop out before they reach the 8th Grade. These children — so full of untapped potential — are forced to abandon their dreams and remain trapped in the cycle of poverty.

At Salaam Bombay Foundation, we refuse to let these dreams fade. We reach out to these adolescent children to give them a way to stay in school. Our programmes don't just offer underprivileged children access to training that would otherwise be out of their reach, but also build their confidence and equip them with vital life and job skills. This provides them with the means to financially contribute to the family income without dropping out of school.

While every member of this Foundation is driven by the belief that each child deserves a chance, we recognise that it is a joint effort. For over two decades, our efforts have thrived owing to the unwavering belief of our students' parents, communities and donors. This year, we saw it come to fruition as superstar Alia Bhatt, the beloved actor, hosted her first ever charity gala in London to raise funds for Salaam Bombay Foundation.

I would like to take this opportunity to thank each of you. Because of your belief in us, thousands of children can learn, dream and pursue a brighter future. Here's to our students' limitless potential.

**Padmini Sekhsaria**  
Founder  
Salaam Bombay Foundation

## 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.

## 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.





# If you want to discover the power of potential, meet our children.

Our belief in our children is infinite. Yet every year, they manage to amaze us with their blossoming talents and wondrous achievements.

Our students have acted in award-winning films. You'll hear their voices dubbing beloved characters on Netflix. Over 150 of them have started their own businesses. And they have made their way to international-level robotics competitions and into the hearts of countless celebrities, business leaders, and legends across various industries.

As dazzling as their achievements are, they all began with a simple premise: every child deserves a chance. Our aim always has been to give them the skills and confidence to stay in school, find their spark and pursue their ambitions. This act of faith in them has launched countless dreams.

In recognising our students' success, I must also give credit to the people behind it — our exceptional team. Each member of the Salaam Bombay family plays a critical role in empowering at-risk children. Our culture of helping people thrive begins with us — we have been recognised as a Great Place to Work for the sixth time in a row.

It has been a heartening journey so far — one that reaffirms our mission and inspires us to do more. We hope you will join us as we stand on the cusp of another year of changing young lives.

**Nandina Ramchandran**  
CEO  
Salaam Bombay Foundation





# 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.

## ACTUAL IMPACT

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

## 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.

## 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.

# OUR HUMAN RESOURCES

## Stronger the foundation, greater the impact.

Our people are the heart of our Foundation. Which is why, we have made a commitment to maintain an inspiring environment that fosters gender diversity, equal opportunity, and the drive to create positive impact.

This year, we have seen recognition for our company culture, papers published by our own teams, and initiatives that both served the community and looked after our employees' wellbeing.

### ACCOLADES



**Great Place to Work Certified May 2023 — May 2024**  
For the 6th consecutive year

**India's Best Workplaces for Women 2023**  
For the 3rd time

**Champions Award — International Institute of Health Management Research**  
Presented at the 6th National Conference on Tobacco or Health (NCTOH) 2024

### HIGHLIGHTS

- Our HR department presented a thought-provoking research article titled "How do organisations imbibe and implement HR Best Industry practices to create a synergistic gender-inclusive workplace?" at the National Conference on Gender and Inclusion: Women in the Workforce on March 14, 2024. This study underscores the department's commitment to integrating best practices that promote gender equality and inclusion, fostering an environment where all employees can thrive.
- As part of our commitment to sustainability, we organised some successful collection drives for books, e-waste, plastic recycling and more. Among these, the clothes collection drive (in partnership with Hunar Sikho NGO) received an overwhelming response.
- We partnered with Tata Hospital's Department of Preventive Oncology to conduct a health screening for all Salaam Bombay Foundation employees.
- On Independence Day, 2023, we visited the Brihanmumbai Municipal Corporation (BMC) drainage department to honour the Drainage Cleanup Marshalls for their invaluable contribution to society, and to conduct medical check-ups. A mask distribution drive was also organised to support the health and safety of the workers.



PREVENTIVE  
HEALTH EDUCATION  
PROGRAMME

Transforming  
children into  
health champions  
and potential into  
limitless  
possibilities.





The roots of our Preventive Health Education Programme (PHEP) go back to our tobacco awareness initiative in 2002. Since then, the programme has evolved from steering students away from tobacco to educating them on the importance of good nutrition and mental health in addition to tobacco resistance. Focussed on students between grades 7 and 9, the programme serves as a catalyst for leadership; enabling students to spearhead impactful community movements through meaningful collaboration with policymakers.

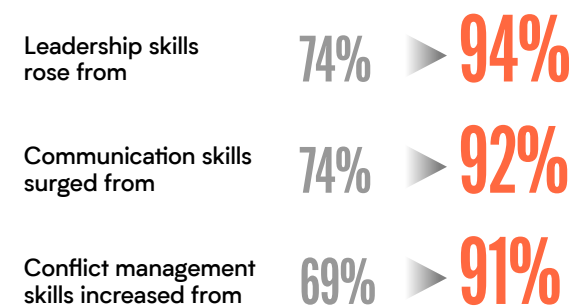
The programme engages students with activities that are designed to be both educational and enjoyable. It also works on connecting with the society at large through community events and webinars. By fostering a culture of wellness, and sparking a sense of responsibility and initiative, the programme has inspired students to stay committed to their education, thus paving the path to a more promising future.

#### OBJECTIVES

- To create awareness among the adolescents on ill effects of tobacco, nutrition and diet, and mental well-being.
- To build the capacities of adolescents and transform them into change agents designated as 'Health Monitors' (HM) and provide them avenues and platforms to create change in their community.

#### OUR PROGRAMME'S IMPACT ON LIFE SKILLS

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



#### SUPER ARMY | Our Tobacco Control and Leadership Programme

This programme reaches out to students at a critical age — grade 7. A time when many of them begin experimenting with tobacco and engaging in behaviour that puts their futures at risk. The programme doesn't 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.

##### SUPER ARMY VS TOBACCO

Consumption of tobacco has declined substantially from 7.5% in 2021 to 1.7% in 2024.

Awareness of the harmful effects of tobacco has grown from 77% in 2021 to 95% in 2024.

##### EFFECT OF OUR INTERVENTION ON TOBACCO REFUSAL

###### ON DAY 1

50% of our students say they will refuse tobacco.

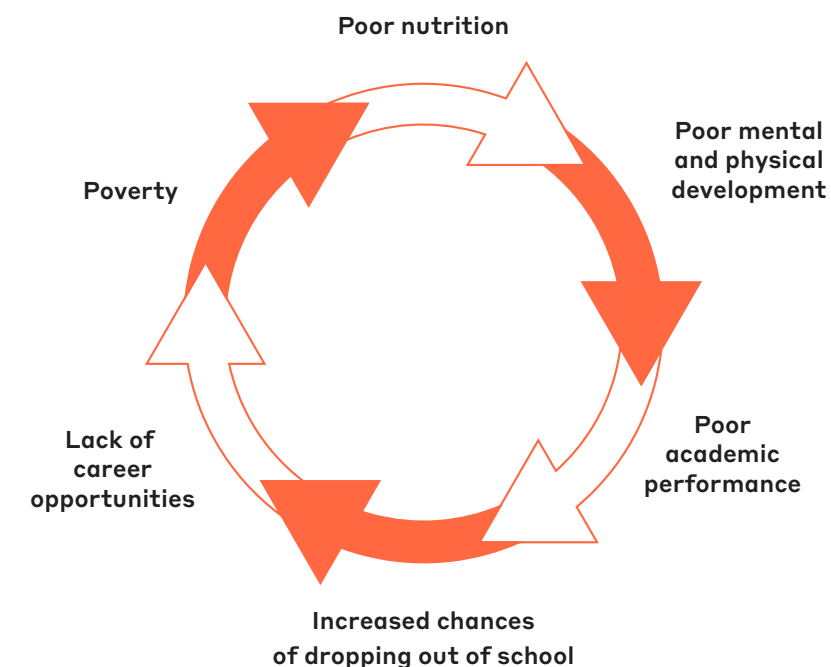
###### AFTER THE PROGRAMME

70% are committed to refusing tobacco and educating others about its dangers

#### KHANA | Knowledge On Health And Nutrition For Adolescents

Our close bond with our students helped us realise that poor nutrition often leads to poor academic performance, which perpetuates the cycle of poverty. And so, in 2017 we launched KHANA — a programme designed to educate students, their parents and their

community on proper nutrition. KHANA goes beyond awareness and makes healthy eating more accessible by crafting recipes with easily available ingredients and encouraging kitchen gardens for affordable microgreens.



#### THE KHANA EFFECT FROM 2021 TO 2024

95%

of our students' daily diets are more likely to include essential nutrients

88%

are more likely to include immunity boosting ingredients

#### HAPPY MINDS | Our mental well-being initiative

The Happy Minds initiative was born during the pandemic, when it became clear that our students needed support that went beyond training and nutrition. The programme provides a vital but often overlooked aspect of outreach for children in slums — mental well-being support. What began as regular phone calls during lockdowns to check-in on our

students evolved into a programme that helps them navigate issues in their daily lives. Happy Minds encourages practices like meditation and exercise to help students manage stress and build resilience. Tools that will help them stay motivated as they go on to pursue higher education and their future careers.



## REACH IN 2023 - 2024

AREA	DELIVERABLES	NO. OF STUDENTS REACHED	SESSION NAME		
			TC	KHANA	HAPPY MINDS
Mumbai	320	53,890	50,486	55,741	51,468
Pune	20	2,306	2,306	1,667	1,667
Kolkata	20	2,101	2,101	2,041	2,041
Jaipur	20	2,098	2,098	2,041	2,111
Bengaluru	20	2,098	2,098	2,277	2,241
TOTAL	400	62,691	59,287	58,816	59,528

- 320 schools registered for the Tobacco-Free Schools initiative in Mumbai and Jaipur. 255 schools successfully completed the process to meet the criteria.
- 1,473 Health Monitors were trained and mobilised across six cities.
- 97 police stations across Mumbai and Navi Mumbai registered for the Tobacco-Free Police Station initiative. The initiative reached 2,501 police personnel.
- The Tobacco-Free BEST bus depots initiative reached 2,334 bus drivers and depot employees

thanks to the efforts of 123 Health Monitors. 26 Bus Depots successfully fulfilled the criteria to be declared tobacco free.

- Our health monitors worked with the health care teams of Tata Hospital, BMC Health Department and HNCII Hospital to organise 4 health camps at Mankhurd, Byculla, Mazgaon, and Marine Lines. Over 431 beneficiaries visited the camps for the consultation.
- Five new school kitchen gardens were initiated, taking our total up to 14. Inspired by the benefit to the students and the communities at large, the BMC launched kitchen gardens in 95 schools.

### POST-SESSION ACTIVITIES

8,343

community awareness posters created.

3,533

students cultivated microgreens.

37

schools school cultivate microgreens for mid-day meals.

3,518

students created magic jar to help them use it in stressful situations.

### HIGHLIGHTS

- At Poshan Maah 2023, we organised activities that raised awareness about nutrition and a healthy diet. We also collaborated with our DreamLab entrepreneurs to provide beauty services for the 24 winners.
- The 18th Bal Parishad — a parliamentary event for our Health Monitors (HMs) — was conducted on February 2, World Cancer Day. This year saw the participation of 289 HMs who presented their findings to stakeholders including Dr. Krishna Methekar (Deputy Director, WR, FSSAI, Govt. of India), Mrs. Manisha Pawar Deputy Director, Regional Academic Authority Mumbai, Education Department, Maharashtra, Dr. Usha Shelar (Assistant Health Officer, Public Health Department, MCGM) and the chief guest Ms. Pritee Chaudhary (IRS Regional Director, Food Safety and Standards Authority of India — West Region, Govt. of India).
- We believe in enlisting the help of experts for maximum impact. This year, we worked with Chef Amrita Raichand to educate both parents and children on healthy recipes. This event we reached 390 community members and 275 students.
- Our facilitators worked with M-Power to provide Happy Minds sessions. We also conducted mental well-being sessions in nine schools.
- Having observed a rising use of e-cigarettes, we conducted a study to gauge school children's awareness of e-cigarettes (aka 'pen hookah' or 'vape'). This led us to incorporate awareness about the dangers of e-cigarettes, the e-cigarette ban and PECA guidelines into our tobacco control module. Our conversations with children also led to identifying places that produced e-cigarettes and alerting Health Departments, FDA and authorities.

### OUR STUDENTS' RISING AWARENESS

Awareness about COTPA (Cigarettes and Other Tobacco Products Act) rose from

14% ➤ 72%

Awareness about the PECA (Prohibition of Electronic Cigarettes Acts) hiked from

17% ➤ 75%

### FUTURE PLANS 2024 - 2025

We aim to reach 310 schools and 56,000 students across Mumbai, Pune, Kolkata, Jaipur, and Bengaluru.

# Rehan's Ripples of Change

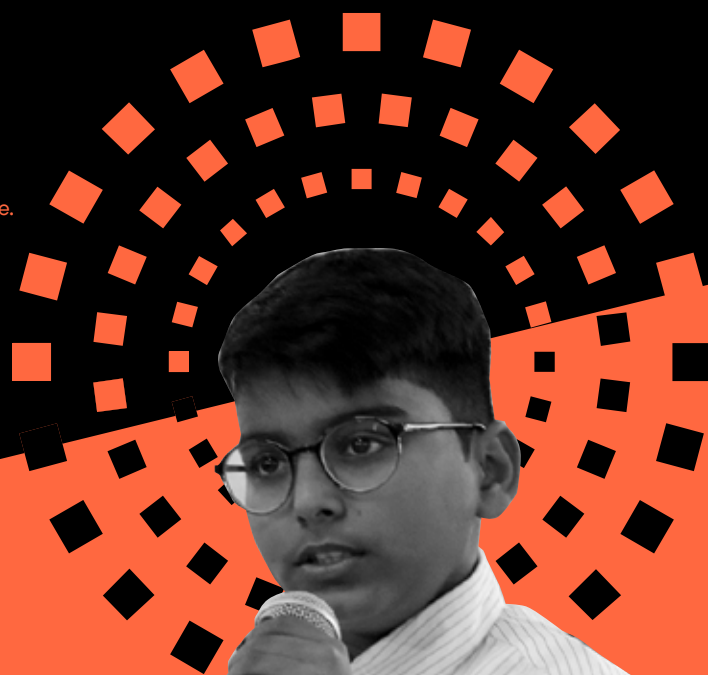
Earnest, neatly dressed and armed with posters, Rehan Beg makes a compelling advocate. The young boy is a familiar presence in his area — his neighbours have heard his 'filmi' rap songs warning them about tobacco, his friends' mothers often ask him for tips on cooking nutritious meals, and the local tobacco stores and police station are now familiar with his slogans promoting a healthy, tobacco-free life.

Like many of our Health Monitors, Rehan first few lessons at our Preventive Health Education Programme were eye opening. Where he lived, tobacco use was common — even amongst children his age. And concepts like 'microgreens' and 'balanced diet' were unheard of. But once he learnt about them, he was determined to transform his community into one that didn't just lead a healthy life, but spread the word.

Today, as you walk down the bylanes of Hanuman Nagar in Vikhroli you will notice small, but meaningful, signs of change. The homemade parathas and dals are enhanced by

microgreens, tobacco stores prominently feature posters warning about the dangers of tobacco use, and even his friends' parents help him with his posters. "I feel like a child again," laughs a mother, her hands bright with paint.

All this, because of a young boy's persistence: "Not everyone listens at first," says Rehan. "But I don't mind. If they don't listen today, they may listen tomorrow. One day, our message will get through. That's how change begins."



LifeFirst

## Creating tobacco-free environments where potential can thrive.

LifeFirst is an initiative of the Narotam Sekhsaria Foundation (NSF) run in collaboration with Salaam Bombay Foundation. The programme uses a research-based approach to help people quit tobacco and create tobacco-free environments. While the programme is active in workspaces and factories, a special module was created for schools. LifeFirst identifies students struggling with tobacco abuse and guides them on their journey out of addiction. The programme goes beyond schools and reaches out to the parents of students so they can provide a tobacco-free environment at home. The programme uses

a mix of in-person meetings and virtual engagements for maximum impact. This hybrid model was active in 100 schools this year.

### OBJECTIVES

- To increase awareness about the ill-effects of tobacco and betel nut (*supari*) amongst students, and parents.
- To identify tobacco and betel nut users amongst students and parents.
- To prevent transition from betel nut to tobacco use.
- To reduce the prevalence of tobacco and betel nut use by supporting those trying to quit.

### REACH 2023-2024

This year, the programme reached out to students and parents from 100 schools in Mumbai. A total of 9,298 students (from standards 7, 8 and 9) and their parents were sensitised. Of these, 3,156 students registered for the counselling services. We also received 1,463

referrals of parents / relatives. Among the referred users, the team was able to reach out to and screen 1,174 (80%) parents and 1,020 (87%) registered for counselling services.

### OUTCOME 2023-2024

The 3,156 students who registered for counselling were taken through individual sessions followed by three activity-based group sessions for imparting refusal skills and developing coping mechanisms.

The parents / relatives were telephonically counselled for six months. At the end of the intervention, 2,282 students (72%) and 399 parents (39%) had quit their respective tobacco / betel nut (*supari*) products.

### FUTURE PLANS 2024 - 2025

Next year, we plan to implement the SMART (Specific, Measurable, Achievable, Result-Oriented, and Time-bound) model in 100 schools. The SMART model employs entirely in-person group counselling. It includes one orientation session for all the students,

one detailed counselling session with the registered tobacco users and three group follow-up sessions. The counsellors also reach out to parents (through referrals received from students) and conduct phone sessions.



PROJECT  
RÉSUMÉ

**Skills to unlock  
the gates to  
limitless dreams.**



## SALAAM BOMBAY ACADEMY OF THE ARTS

For students of resource-challenged schools, art is an avenue often left unexplored. The Academy of the Arts doesn't just invite them to experience the arts as spectators, it guides them to use it as a medium of self-discovery. The impact of our academies for theatre, music, dance and the creative arts on a young mind cannot be overstated. We have seen wayward youth find direction they never found in textbooks, and reticent teens climb out of their shells to shine. The effect of this transformation reverberates throughout their lives. With many discovering new career paths and gaining the confidence to pursue higher aspirations.

### OBJECTIVES

- Using arts as a medium to encourage adolescents to stay in school, reducing their exposure to child labour and substance abuse (especially tobacco).
- To help students build life skills through the arts, so that they make better decisions for their health, education, and livelihood.
- To provide 21-century skills that will enhance our students' future employability and economic prospects.

### REACH IN 2023 - 2024

CITY	ACADEMIES	SCHOOLS	BATCHES	STUDENTS
Mumbai	Theatre	7	11	287
	Kathak	6	8	207
	Western Dance	11	14	387
	Music	6	6	149
	Creative Arts	16	17	405
Kolkata	Theatre	1	1	25
	Western Dance	1	1	25
TOTAL		48	50	1,485

**152** students from the Academy of Arts attended specialised courses on:

Choreography  
Dubbing  
Theatre Artist  
Direction

Canvas Painting  
Macramé  
Expert Led Workshops

### HIGHLIGHTS: CAREER TRAJECTORIES

When our students reach Grade 9, we focus on providing them with specialised training tailored to their chosen fields.

This year, we teamed up with experts to help our students reach their full potential.

- **Celebrity choreographer** Terrance Lewis along with senior choreographer Salim Shaikh (Sally), conducted an intensive four-day workshop at the Terence Lewis Professional Training Institute. The workshop was attended by 28 students from Mithaghar Marg Mumbai Public School and 21 students from Goshala Marg Mumbai Public School.

- **Theatre personality** Raell Padmsee of Ace Foundation conducted speech and drama classes for 59 students of our Creative Arts, Kathak, and Western Dance academies.

- **Renowned dubbing artist** Suhasini Ghorpade and **music director** Mrs. Sukhada Bhave conducted a dubbing workshop at Powai English High School and Sandesh Vidyalaya in Vikhroli.

# Finding the spotlight

By the time he was 11, Dron had seen more hardship than most people had in their lifetime. After having the wings of his childhood clipped by the pandemic, he lost his father to COVID-19. Not long after that, he lost his home and had to move to a new neighbourhood far from everything he knew. Soon, he began to spiral into depression.

His mother was doing everything she could to help her boy, but she was beginning to lose hope. She took him to a temple, hoping they could help him with his depression and everything she had she put towards his education, trying to motivate an increasingly dispirited Dron to stay in school. Yet, nothing seemed to work.

That is, until Dron joined our Theatre Academy. At first a reluctant student, he found himself drawn to the stories,

the expression of emotion through stagecraft, and the simple comfort of interacting with students his own age.

Eventually, the spark everyone thought had been extinguished came alight again. Dron's confidence began to grow, he began to participate with his friends and started taking the stage.

Today, the only sign of Dron's troubled past is the maturity with which he conducts himself. Now, he is ready for the next act.





Our students learn to dream bigger.

Our programmes inspire leaders.

- Aspirations for higher education increased from 19% to 31%.
  - Unique technical skills like canvas painting, theatre, and more open new avenues.
  - 74% of our students plan to use their skills for their future careers.
- Skills like decision-making, self-confidence, and the ability to guide and influence others increased by 5% to 9%.

## FUTURE PLANS 2024 - 2025

- The first- and second-year batches will continue with regular technical training, school-level performances, expert workshops, life skills sessions, and financial literacy training.
- Third-year students will receive career trajectory training in dubbing, art and craft, and choreography. This batch will undergo regular workshop-style training, with a major focus on expert workshops to provide insights into career paths related to their specific artistic skills.
- We will also explore partnerships with pro-bono training providers such as ICE and ACE Productions.

Students will have access to various activities, performances, and exposure opportunities organised at the school level.

- Workshops on financial literacy will be conducted for students in grades 8 and 9. A total of 1,092 students will benefit from these workshops, which will be led by in-house trainers and NMIMS interns. Entrepreneurship training will be introduced to students in grade 9 as part of the DreamLab initiative. This training will include market visits, expert workshops, and digital marketing training sessions.

## SALAAM BOMBAY MEDIA ACADEMY

The Media Academy was born from the conviction that every student deserves to be heard. The programme uses the disciplines of journalism, photography, print production and digital production to empower students to present their perspectives and forge new career paths for themselves.

The benefits of the Academy goes both ways. While the students receive invaluable training, it also enriches us — as a society — by gifting us with a rare insight into the lives, struggles and stories of some of India's most marginalised communities.

### OBJECTIVES

- To build life skills so children can make better decisions regarding their health, education and livelihood.
- To enhance our students' future employability.
- To encourage children to stay in school thereby reducing their exposure to child labour and substance abuse.
- To motivate the students to express themselves through their writing and communication.

Our students don't just gain confidence, they gain core skills.

Technical proficiency in skills such as photography and video editing surged from

30% ➔ 63%

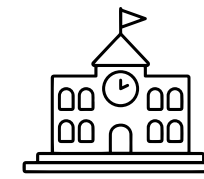
67%

affirmed that the course helped them understand and apply practical skills

80%

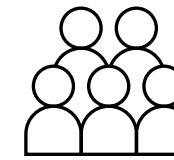
are inspired to use their skills in future careers

## REACH



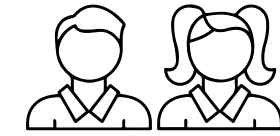
16

Schools



30

Batches



854

Students

## REACH

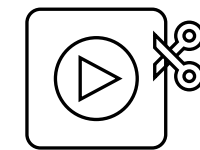
### PHOTOGRAPHY



8 220

Batches Students

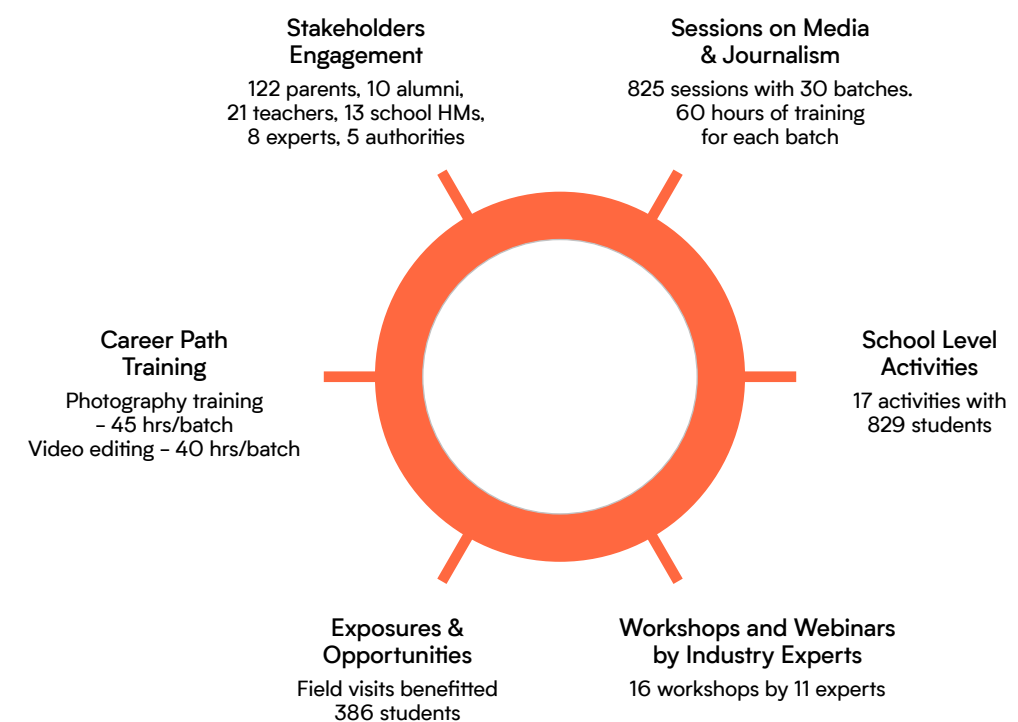
### VIDEO EDITING



4 72

Batches Students

## OVERVIEW





# A New Perspective

Even as a child, Om never dreamed big. Like many children growing up in the slums, he confined his aspirations to the narrow streets he knew. Here, people rarely finished school and rarely had aspirations beyond earning enough to feed their families.

But when he joined our photography class, his perspective began to change. Now that he had access to a camera and training, a brighter future did not seem so farfetched after all. He soon immersed himself in the world of lighting, angles and lenses. And as he found his passion, he also found a way to make his dreams come true.

Armed with a camera, he began to take up photography projects. First, a farewell party at a dance class. Then, a housewarming puja. The more he clicked, the more he built a reputation as a photographer with an eye for capturing perfect moments.

Now, at just 13, Om has a steady business as part-time photographer. He plans to use his earnings to pursue higher education and training to follow his dreams.

All because one class broadened his lens.



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## HIGHLIGHTS

- This year, we used podcasts to document the journeys of our alumni. This initiative was executed at Island City Studio and done in collaboration with influencer Chhavi Sachdev.
- We partnered with Live Wires Institute to acquire their editing software. This collaboration resulted in nearly a 60% reduction in software costs.

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## FUTURE PLANS 2024 – 2025

- We will be training 800 students: this includes 379 returning students and 4 new groups with a total of 120 new students (as part of Harvard's longitudinal study). We may recruit more students based on the support we receive from our donors.
- Photography and videography training will continue for our final-year students. Total 150 student will be trained in two courses (120 in Photography and 30 students in Video Editing).
- The students enrolled in career path training will attend workshops on entrepreneurship and financial literacy.

## skills@school

Our students often grow up with a deep understanding of their circumstances. A feeling that builds into a heightened pressure to drop out of school and contribute to their households — usually around the young age of 13. The skills@school programme intervenes at this critical juncture and offers them a means to earn part-time while staying in school, and opens up new avenues for future careers. The programme doesn't just redirect potential dropouts into a more promising future, it gifts society with an untapped workforce with increasingly relevant skills.

### OBJECTIVES

- Developing market awareness and relevant skills through in-school programmes.
- Building strong career aspirations.
- Motivating students to see importance of staying in school and completing their education.
- Increasing their awareness of different career paths.

### Our students' technical knowledge growth — from start to finish

		Beauty & Wellness	20% ➤ 60%
Bakery & Confectionery	32% ➤ 65%	Mobile Repair	20% ➤ 60%
Fashion Design	31% ➤ 76%	Digital Literacy	32% ➤ 59%
Robotics	32% ➤ 70%	Communication Skills	85% ➤ 92%

(N=431)

### FORGING A FUTURE

52%

of our students credited the Foundation for providing exposure opportunities in their fields of interest

59%

said the Foundation helped them make informed career choices

65%

appreciated gaining insights into various earning opportunities

93%

are happy with the skills they've learnt

86%

aspire to use them in their future careers

# The beauty of opportunity.

14-year-old Geeta doesn't remember a time when she was alone. Her tiny Pune house is home to her parents (a mason and a housewife) and seven rambunctious siblings — all younger than she.

Often, children who grow up in a large family with just one breadwinner, feel mounting pressure to drop out of school and support their family. But Geeta, who joined our Beauty and Wellness course, found another way.

A quick learner, she eagerly practiced her new skills on everyone she knew — her mother, her friends, her neighbours, her reluctant siblings. As her confidence rose, so did her grades at school.

Her transformation did not go unnoticed — she received a starter kit from Salaam Bombay Foundation. Armed with everything she needed to earn, Geeta began took her first steps as a contributing member of her family. She brought groceries, textbooks for her 10th grade, and began saving for college.

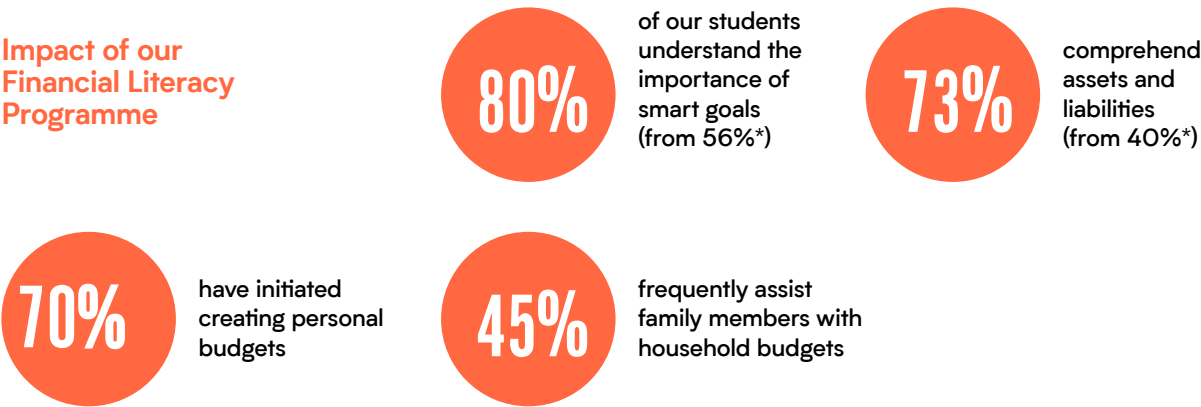
Geeta is never alone. But today, she is independent.



REACH 2023 – 24

- This year, we have prioritized technical batches such as Robotics, Mobile Repair, Home Appliance Repair, and Digital Literacy, aligning with the preferences of our donors.
- While the approved budget targeted 3,151 students, generous funding from external donors helped us enrol 3,679 students across 8 cities and 83 schools.
- Among these, 1,882 are girls (51%) and 1,797 are boys (49%).
- Presently, 3,663 students have completed their training, with 1,874 girls (51%) and 1,789 boys (49%).
- The percentage of girls enrolled in technical trades this year is 33%.
- The students recorded overall average attendance of 90%.
- A total of 504 students have already begun earning.
- A total of 2,536 students have been trained in Financial Literacy. Encouraged by the knowledge gained in this programme, our students have begun helping their families manage their household finances.

Impact of our Financial Literacy Programme



HIGHLIGHTS

- A team of 3 students from Awankhed Vidyalaya, Nashik participated in the First Lego League International competition in Goa. The team presented 'Krishi Bot' — a project designed to help farmers. The competition saw the participation of 140 teams from 3 countries.
- 62 students were given the opportunity to learn and train for the First Tech Challenge at The Innovation Story centre. The FTC is an annual event in India for students aged 12-18, who design, build, and programme robots to compete in a new game each year. 29 of our students were selected.
- A total of 30 students from skills@school were given an exciting opportunity to participate in the CODEAVOUR 5.0 International Robotics Competition with the support of ROBO FUN LAB PVT. Ltd. This competition provided them with a platform to demonstrate their skills, creativity, and innovation in the field of robotics on an international stage. Their project, centred on environmental conservation, showcased innovative solution.

FUTURE PLANS 2024 — 2025

The skills@school programme plans to implement training via a hybrid module for the academic year 2024– 2025.

SALAAM BOMBAY SPORTS ACADEMY

We believe in levelling the playing field for students of resource-challenged schools by giving them the same opportunities as their more fortunate peers. For years, we have given students access to specialised training, sports equipment, and chances to participate in major tournaments. The programme also opened new avenues for part-time work and future careers. Beyond the sports arena, the Academy uses sports as

a medium to instil core values like discipline, team+ work, and stress management. It has also promoted gender equality by inspiring girls to participate — and has seen a steady increase in enrolment. The lessons learnt at the Academy often translate into greater confidence, heightened motivation, and a drive to achieve goals — both on and off the field.

OBJECTIVES

- Helping students improve their 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 fields like fitness and sports.
- To boost our students' immunity so they develop resilience to different diseases.
- To strengthen cardiovascular endurance, muscular

REACH 2023 – 2024

MUMBAI					NASIK, PUNE & THANE			
FITNESS BATCHES	BATCHES	TOTAL ENROLLED STUDENTS	GIRLS (%)	BOYS (%)	BATCHES	TOTAL ENROLLED STUDENTS	GIRLS (%)	BOYS (%)
Basic Fitness Program (1st Year)	17	550	47	53	7	230	48	52
Advance Fitness Program(2nd Year)	12	302	42	58	3	93	41	59
TOTAL	29	852	44.5	55.5	10	323	44.5	55.5

- The Sports Academy recruited 780 students for the Basic Fitness Programme.
- 395 students from 2022-23 basic batches were selected for the Advance Fitness Programme from Mumbai, Pune, Thane and Nashik.
- Compared to last year, the total reach of the programme has surged by 17.5 %.



# The Strength of Resolve

As a short, wispy boy who had just moved to Mumbai from Kolkata, 8-year-old Suvojit grew up feeling out of place.

At school, he was bullied for his tiny frame. At home, he was confronted by his family's difficulties: his parents worked tirelessly as a security guard and cook and struggled to keep their family of five afloat. Despondent and displaced, Suvojit could have gone the way of millions of children like him and given up on his future.

Instead, when he was 13, he joined our Cricket Academy. While many young boys join our sports academies for the love of sports, it has proved to be immensely successful

when it comes to instilling them with values like teamwork, discipline, gender-equality and ambition. For Suvojit, it also sparked a love of fitness.

Today, Suvojit is a certified personal fitness trainer from the American School of Sports Medicine, who is using his earnings to pursue his degree in commerce. Just first of many goals in the life of a determined young man.



## HIGHLIGHTS

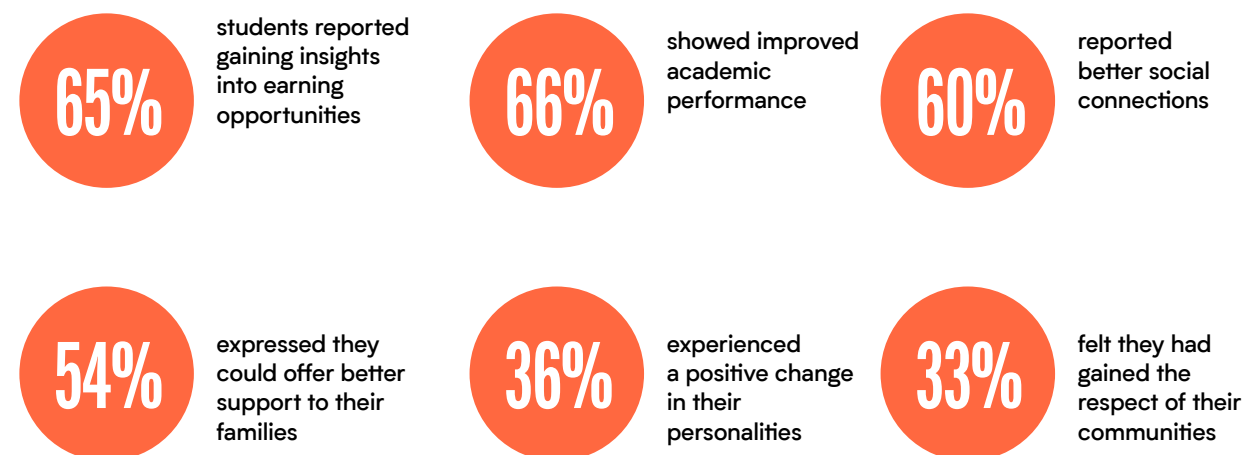
- 92 of our Fitness Monitors trained 4,751 people across Mumbai.
- In an effort to promote health and wellness, our Fitness Monitors organised a Community Fitness Festivals, with the support of Investec India. The festival was held across five locations in Mumbai and saw the participation of 439 people.
- With the support of Investec India, Salaam Bombay Foundation hosted a fitness competition in 100 government and government-aided schools across Mumbai. The event was promoted by respected cricketer Mr. Ajinkya Rahane, and saw the participation of 4,328 students.

## FUTURE PLANS 2024 - 2025

Over the last three years, we have worked on strengthening the fitness programme's core concepts and technical aspects. This year, we plan to partner with the government to make a bigger impact.

- We aim to reach 1,170 students across the country (970 in Mumbai, 70 in Pune and 130 in Bengaluru).
- We plan to enrol 440 students for the Advance Programme and 730 for the Basic programme.
- 250 students from advance batches will be provided with specific fitness training at HB Sports and Wellness Center, Matunga
- Sports summer camp for Advance Students.
- 150 Fitness Monitor will conduct community sessions for more than 5,000 people
- New 60 Fitness Monitors will be selected at the end of the Advance Programme.

## Impact beyond the playing field



DREAMLAB

**Guidance  
beyond academics  
towards infinite  
opportunities.**



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, internship opportunities and support for budding entrepreneurs. So far, we have

successfully created an ecosystem where the former students of our skills@school, sports, arts, and media academies can transition into their future careers. In the future, we hope to extend the programme to our other academies as well.

## 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 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.
- To provide advanced training by industry experts to our arts and media alumni.

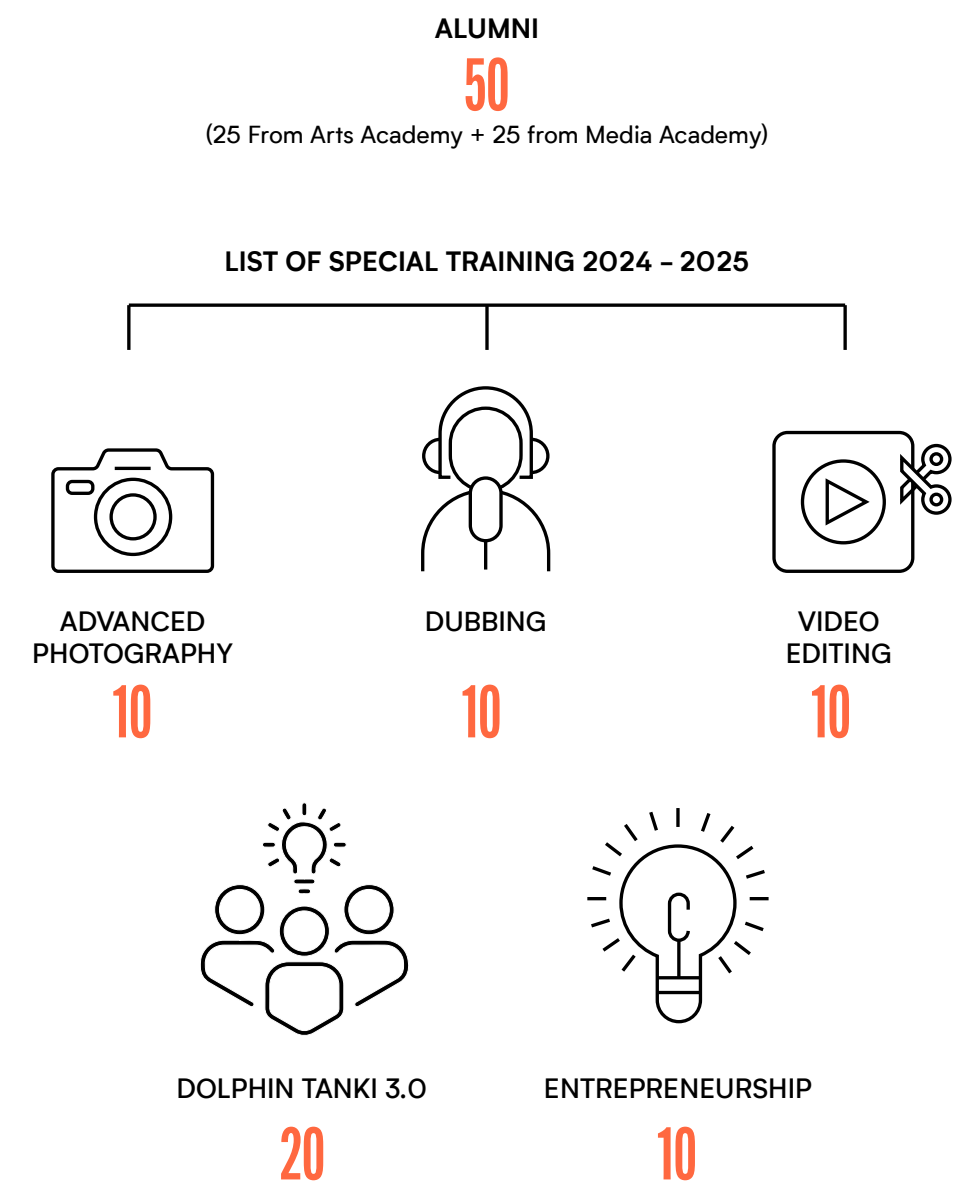
### REACH 2022 - 2023



### HIGHLIGHTS

- Two of our dubbing alumni, Kirti Patwa and Yashika Thorat, lent their voices to features on Netflix. Kirti performed as a character in the animated film Nimona, and Yashika Thorat portrayed the role of 'Eun-hey' in the Korean film Dream.
- Two alumni of our Creative Arts Academy, Preeti Singh and Harsh Parab, secured the second and third places in the Handicraft category at the prestigious CEMCA Skillfest 2023. This global event provided a platform for experts from eight Asian Commonwealth States.
- Film-making alumni, Rushikesh Dhuri, has been appointed as an assistant film editor by Rajesh Pandey, a respected Bollywood film editor. Rushikesh contributed his editing skills to a web series set to release on both Hotstar and Netflix. Rushikesh has also worked as an associate editor for the Hotstar series *Sultan of Delhi*.

### FUTURE PLANS 2023 - 24



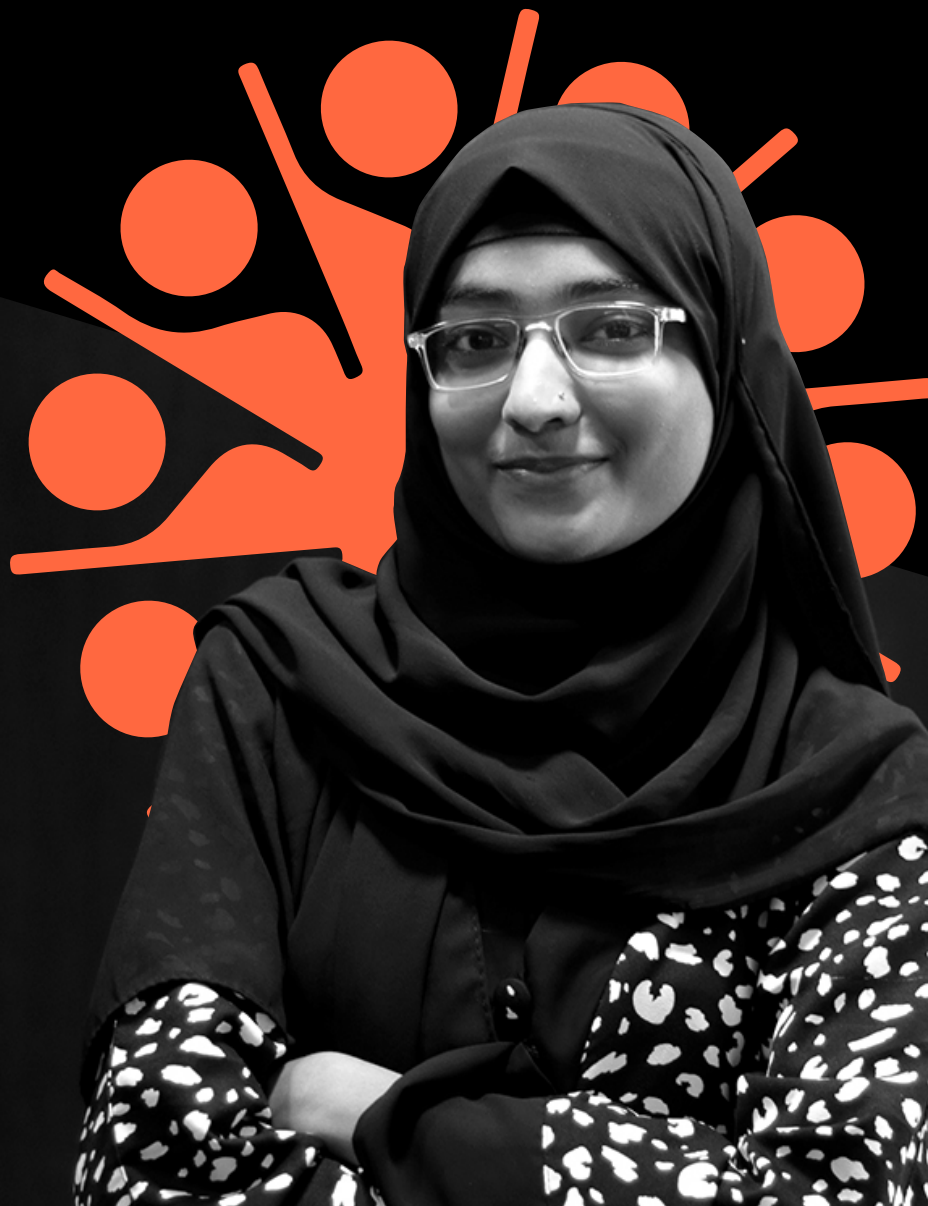


# The Sweet Taste of Success

When Shifa first joined our skills@school programme, she signed up for Beauty & Wellness with her friends. Like many students who join our courses, the class taught her more than just skills: it gave her confidence and sparked a sense of ambition. And so, it wasn't long after that Shifa followed her true passion and joined our Bakery & Confectionary course.

Brimming with creative energy and eager to learn, Shifa quickly excelled in the craft and started taking orders to earn part-time. Even as she juggled school and her small baking business, she was whisking up something special: a plan to expand her baking business. Armed with an enticing pitch, Shifa stood before the panel at Dolphin Tanki — our entre+preneurship platform — and won them over.

Today, Shifa has a thriving business that made over Rs. 1,20,000 last year — earnings that allow her to support her family and pursue higher education. She has gained a reputation for her creative confections — especially cakes inspired by Indian sweets like rasmalai and kaju katli. As for her newfound independence and will to succeed — that's just the icing on the cake.



## DREAMLAB: SKILLS

### OBJECTIVES

- To support alumni who show an aptitude for setting up businesses — scaling their business, earning a higher income, providing employment to those in their community.
- To provide necessary support through training, mentorship and funding opportunities.
- To provide market relevant, stipend based internships.
- To continuously scan emerging job market and train interns to adapt to new skills to meet current market requirements.

### REACH 2022 - 2023

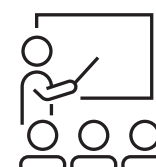
- This year 36 individual interns were given 39 internship opportunities in 9 different sectors with 11 different job roles including therapist, telecaller, data entry operator, packer, associate, facilitator, assistant trainer etc.
- More than 25 partners offered internship opportunities to our alumni.

### HIGHLIGHTS

This year, we hosted the third edition of Dolphin Tanki — a seeding funding platform by SBF for grassroots adolescents. The programme, which has trained over 150 entrepreneurs since inception, guided 79 new entrepreneurs this year. Thanks to our partnership with Yuwaah at UNICEF and the 10to19 Dasra Adolescents Collaborative, this edition included students from Kolkata (along with Mumbai and Pune). 20 entrepreneurs qualified for the finals in Dolphin Tanki. The winners were divided into Gold (seed funding of INR 50K) and silver category (seed funding of INR 25K). 12 entrepreneurs won in the Gold category and

8 entrepreneurs won in the Silver category. The 20 winners were from across Mumbai (15), Pune (3) and Kolkata (2). Bollywood actor Katrina Kaif offered a scholarship worth Rs 5,50,000 each to five of our Beauty and Wellness alumni: Shama Shaikh, Pranali Goregaonkar, Anu Shaikh, Divya Periyasamy and Sarita Bharti. The scholarship included a one year hair and make-up course at the Daniel Bauer Academy (with on-the-job training) and all equipment and materials required for the course.

### FUTURE PLANS 2024 - 25



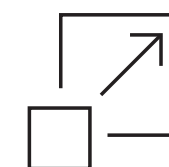
01

Train 150 Entrepreneurs



02

Provide 50 internships / Employment Opportunities



03

Scale to include an additional city for the Entrepreneurship Incubator



04

Leveraging UNICEF partnership for expanding and scaling the Entrepreneurship Incubator through their network

# SALAAM BOMBAY FOUNDATION

Extract of Income and Expenditure Account for the years ended  
March 2024 & March 2023

All figures in lakhs (₹)

INCOME [A]	For the year ended 31 March, 2024.	For the year ended 31 March, 2023.
Donations and grants	993.47	724.15
Interest income	290.97	258.67
Others	8.65	11.17
<b>Total income - [A]</b>	<b>1,293.09</b>	<b>994.00</b>
<b>Total expenditure - [B]</b>	<b>1,262.31</b>	<b>1,063.31</b>
<b>Surplus / (Deficit) [A-B]</b>	<b>30.78</b>	<b>(69.32)</b>

Projects are run by 110 trained professionals of Salaam Bombay Foundation.  
Given below are project wise expenses:

All figures in lakhs (₹)

EXPENDITURE [B]	For the year ended 31 March, 2024.	For the year ended 31 March, 2023.
<b>PROJECTS AND PROGRAMMES</b>		
Preventive Health Programme	174.66	168.17
Arts Academy	136.82	113.19
Sports Academy	78.23	57.88
Skills Development	337.08	277.51
Media Academy	51.43	32.73
LifeFirst cessation project	32.48	30.17
Events	0.09	1.07
Media campaign	78.18	73.38
Marketing and promotion	25.25	20.71
Research and documentation	26.18	21.75
<b>ADMINISTRATION</b>		
General costs and non-programme salaries	321.91	266.75
<b>TOTAL</b>	<b>1,262.31</b>	<b>1,063.61</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, 2024, the Foundation has received foreign contributions aggregating ₹3596 lakhs for carrying out various charitable activities.

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