

# ANNUAL REPORT 12022



**SALAAM  
BOMBAY  
FOUNDATION**

A CHILD IN SCHOOL HAS A FUTURE



# Young, multifaceted minds need a multiverse of opportunities to thrive.

In over 20 years, I have never met an 'average' student. Yes, there are some whose academic scores don't put them at the top of the class, but every single one of them has the potential to surprise you.

We've seen shy, reticent students command the stage. Wayward youth find direction on the sports field. And meek, socially anxious students transform into spirited leaders for change. Every student has a hidden spark; you just need to find the right match.

This is why, with every passing year, we expand our students' universe little by little. We introduce new courses, strengthen old programmes, and through it all we keep evolving to prepare our students for the world of the future. In 2021, we inspired more students to act as Fitness Ambassadors in their neighbourhoods and launched a Facebook page for KHANA to make a nutritious lifestyle more accessible to all. Hosted Dolphin Tanki – a programme that nurtures entrepreneurship in adolescents living in urban slums. And increased our focus on STEM education.

None of this would have been possible without the generosity and support of our donors. With your help, we will be able to reach out to more children and bring out the best in them. Because for all the changes and milestones we have seen this year, one thing remains the same: our students' unfailing ability to surprise us.

**Padmini Sekhsaria**

Founder  
Salaam Bombay Foundation



## OUR VISION

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

## OUR MISSION

We engage 'at risk' adolescents 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 VALUES

<b>PASSION FOR PURPOSE</b>	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.
<b>ACTUAL IMPACT</b>	We create real change by going to the core of an issue and building lasting solutions.
<b>CELEBRATION OF COLLABORATION</b>	We work together. Teamwork is at the heart of everything we do, both within Salaam Bombay Foundation and with all stakeholders, to ensure a win-win for all. Mutual respect and support are the pillars of our workplace.
<b>BOUNDLESS DREAMING</b>	We go above and beyond the call of duty to turn our vision into reality.
<b>HAPPY MINDS</b>	We radiate positivity, camaraderie, and a “can do” spirit.
<b>INTEGRITY IS HONOUR</b>	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.





# 2021 was a year of optimism, resilience, and greater confidence.

In 2020 – the year of the pandemic – we had to pivot swiftly to an online module so our students could continue their courses with as little disruption as possible. In 2021, we were faced with a new challenge: transitioning to a hybrid model that blended the advantages of online and offline classes. This was the first of many such milestones to come.

The innovation that emerged at the workplace, resulted in innovation and a renewed impetus on ground. Our efforts to include future-forward courses like Robotics bore fruit as our students made it to the semi-finals of the First Tech Challenge. For the first time ever, we were able to make our courses accessible to students in Kymore and Nashik through apps and online classes. Through Dolphin Tanki, we nurtured grassroots efforts of young entrepreneurs in urban slums, so they could realise their dreams.

Once again, I was humbled by our Salaam Bombay family's ability to embrace and foster change, and immensely grateful for their efficiency and solidarity. It is because of them that I feel confident in our future endeavours as we bring our arts and media programmes back to the classroom, continue our focus on adolescent mental well-being, and empower a new batch of Health and Fitness Monitors.

My faith in my team's abilities remains unshaken. As does my appreciation for our donors' continued support. Let us meet new challenges together.

**Nandina Ramchandran**  
CEO  
Salaam Bombay Foundation



# OU PROGRAMMES





# PREVENTIVE HEALTH PROGRAMME

## The different facets of well-being. The many faces of leadership.

The Preventive Health Programme began in 2002 as an initiative to steer students away from tobacco. Since then, we have branched out to include every aspect of our students' health: resistance to tobacco use, awareness about nutrition, and looking out for their mental well-being.

The programme reaches out to students at a pivotal time in their lives – between grades 7 and 9. The significance of this intervention is twofold: it paves the path towards healthy living, and it inspires underprivileged students to become leaders of change.

The Preventive Health Programme has empowered thousands of students to work with relevant policymakers and stakeholders to bring about positive change in their communities. It goes beyond awareness of healthy practices, to opening up a portal to leadership and a brighter future.

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**5,62,677**  
students empowered  
since inception.

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### OUR OBJECTIVES

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- To educate adolescents on the ill-effects of tobacco and the importance of good nutrition, mental well-being, and taking care of one's health to protect oneself during pandemics like Covid-19.
- Developing the capacity of adolescents to transform them into Health Monitors or agents of change in their communities.



# The three dimensions of our Preventive Health Programme.

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

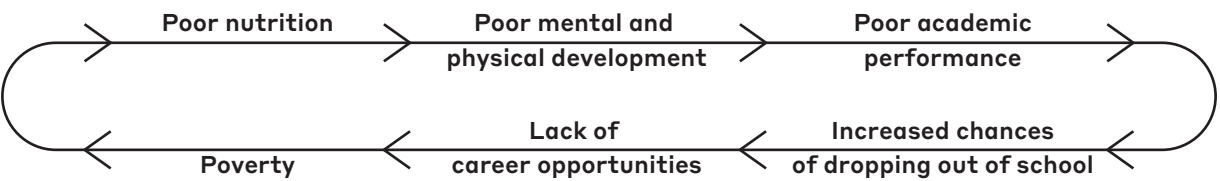
Salaam Bombay Foundation began with the aim to raise awareness about the ill-effects of tobacco.

Our Super Army programme reaches out to students at an age when they are most likely to begin experimenting with tobacco and other dangerous substances. Substance abuse is often the gateway to other risky decisions such as

dropping out of school. Our intervention, at this pivotal stage, has changed the course of countless lives.

The programme goes beyond educating students on the dangers of substance abuse. It empowers them to work as change agents, along with policymakers and stakeholders, and raise awareness in their own communities.

## KHANA // Knowledge on Health and Nutrition for Adolescents



KHANA was launched in 2017 to combat an often overlooked cause of dropping out of school – poor nutrition. The programme goes beyond the basics and introduces underprivileged students to aspects of healthy eating that are often inaccessibly gentrified, such as superfoods and microgreens. Educating students on the

importance of proper nutrition is just the first step. We empower students to act as Health Monitors and educate their communities and help them implement healthy choices by sharing healthy recipes with easily accessible ingredients and encouraging kitchen gardens to make expensive ingredients like microgreens more accessible.

## HAPPY MINDS // Our Mental Well-Being Initiative

Our close bond with our students has given us a rare insight into the challenges they face. It was this connection that made us realise that while the pandemic required swift and immediate measures to ensure our students had food, shelter and an uninterrupted education, we also needed to look out for their mental well-being. And so, our Happy Minds initiative was born. This initiative began with regular phone calls to check in on our students, entertain them with games and puzzles, and provide a safe space for them to talk about their problems during the pandemic. Now, the programme has developed

to help students navigate stressors in their daily life – both big and small. It encourages good mental well-being 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 future careers.

**Salaam Bombay Foundation was one of the first NGOs to make the mental well-being of underprivileged children a priority during the pandemic.**



## REACH IN 2021 – 2022

Last year, our courses included a mix of online classes in Maharashtra and West Bengal, and a hybrid model in Karnataka and Rajasthan. In every single city, our reach far exceeded what we hoped for. While, initially, we expected to reach 35,200 in total, our final count was 44,769.

6 CITIES	508 SCHOOLS	44,769 STUDENTS
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# A YOUNG LEADER DISCOVERS A MISSION



Young Raj Rathod has more persistence than his tiny frame can contain. His participation in his school's Super Army programme had kindled a spark of leadership. And soon he was all afire with a desire to spread awareness on the dangers of tobacco. And that is how the 12-year-old found himself face-to-face with a tobacco vendor in his neighbourhood. Well, face-to-torso.

The vendor had decided to combat the young man's arguments to display posters with pointed indifference. "Uncle, did you know tobacco causes cancer? Did you know it's illegal to smoke if you're under 18? Look! It's all on my poster!" The fact that the vendor dismissed him like the others in the area didn't faze him. He just tried a different approach.

For days Raj cajoled, charmed, argued and pleaded only to be ignored, reprimanded, or sent away with a patronising pat. Eventually, the young man's charm and persistence chipped away at their defiance. The first vendor put up a poster with a gruff appreciation of Raj's determination. Soon, others in the neighbourhood followed suit.

Like so many of our students, Raj learnt that changing the world, begins with changing one mind.

## HIGHLIGHTS OF 2021 – 2022

- Over 830 KHANA Health Monitors became microgreen farmers during the lockdown. The students also developed and shared nutrient-rich, but easily accessible recipes using their healthy produce.
- The Super Army held the 16th Bal Parishad on World Cancer Day. An event similar to mock parliament with the participation of real policymakers, the event saw spirited discussions between students and stakeholders on topics like the efforts to prevent the flouting of COPTA rules on OTT platforms, and on the possibility of increasing the legal age of tobacco consumption to 21.
- On World Mental Health Day 2021, a panel discussion was organised to discuss the effect of the Covid-19 pandemic on the mental well-being of at-risk adolescents from urban slums. Salaam Bombay Foundation was amongst the first NGOs to make the mental well-being of underprivileged students a priority during the pandemic. It continues to be an area of focus even today.

## OUR PLANS FOR 2022 – 2023

- Using a blend of online and offline programmes to reach out to more students.
- Working towards tobacco-free schools, BEST depots, police stations etc. near schools and the Health Monitors' residences. Our aim is to work towards a tobacco-free nation.
- Introducing kitchen gardens in resource-poor schools.



## The next step towards tobacco awareness: making tobacco-free spaces possible.

A joint collaboration with our partner NGO – Narotam Sekhsaria Foundation (NSF) – LifeFirst works towards creating a tobacco-free environment for all, using a research-based model to offer support to those trying to quit tobacco.

While the programme began with the aim to create tobacco-free workspaces, Salaam Bombay Foundation and NSF developed a special module for schools. The workspaces

and school programmes work together to encourage tobacco-free households. While the school programme identifies students struggling with tobacco addiction and provides counselling and support to help them quit, the workspaces programme reaches out to parents so they can provide a tobacco-free environment at home. Research conducted by the LifeFirst team indicates that students who are trying to quit tobacco, find it easier to do so if their parents have received counselling to quit tobacco themselves.

OBJECTIVES OF LIFEFIRST AT SCHOOL

- To increase awareness about the ill-effects of tobacco, Covid-19, and the association between the two amongst teachers, students and parents.
- To prevent transition from *supari* to tobacco use.
- To identify tobacco users amongst students and parents.
- To reduce the prevalence of tobacco and *supari* use by supporting those trying to quit.

HIGHLIGHTS OF 2021 – 2022

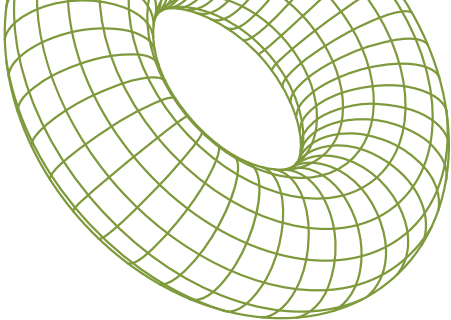
- Summaries of nine research projects by LifeFirst were selected to be presented at the 5th National Conference on Tobacco or Health. A presentation on a study exploring the practices and perceptions of adolescent E-cigarette users by Gauri Mandal, won the third place.
- Our papers appeared in prominent scientific publications, including the Asia Pacific Journal of Cancer Prevention. The papers covered topics like the areca nut use amongst adolescents.

REACH ACROSS SCHOOLS IN 2021 – 2022

This year, the LifeFirst school programme was implemented for students in grades 7, 8, 9 and 10 across 138 schools, their parents, and teachers.

	PARENTS	STUDENTS	TOTAL
No. of people sensitised	2,622	3,347	5,969
No. of tobacco users identified	574 (22%)	203 (6%)	777 (13%)
No. of tobacco users registered for counselling	572	203	775

PROJECT RÉSUMÉ



Opening the doors to finding one’s voice, vigour and vocation.

SALAAM BOMBAY ACADEMY OF THE ARTS

Setting the stage for self-discovery and wondrous growth.

While on a practical level the Academy of the Arts opens our students’ eyes to new careers and new mediums of expressing themselves, the actual impact goes far deeper. Over the years, the academy has drawn thousands of students out of the chrysalis of self-doubt and helped them grow into young adults who can confidently express themselves through theatre, music, dance,

and the creative arts. Their transformation has been nothing short of dramatic. It is the arts, after all.

9,623 students inspired since inception.

OUR 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 provide 21-century skills that will enhance our students’ future employability and economic prospects.
- To help students build life skills through the arts, so that they make better decisions for their health, education, and livelihood.



# THE MANY DREAMS OF SWAPNIL MISHRA.



Swapnil isn't one to be pigeonholed. A tall boy, he was always relegated to the back of every class in school. When he inevitably found his way at the back of his dance class, he spoke up "Sir, am I always going to be behind everyone?" Dance Academy trainer, Mr. Lucky Dewangan, responded, "The best dancers always lead the performance. Be the best and you'll move ahead." Swapnil never looked back.

He practiced with renewed fervour till he became the lead dancer. But once he found himself at the front of the stage, he realised a stage wasn't big enough to hold all his dreams.

Swapnil has lived many lives since that day at the back of the class. He competed at national-level taekwondo tournaments. Scored an impressive 96.40% in his 10th grade exams. Won modelling competitions like 'Mr. King India 2021,' and reality shows like *Dum Duma Dum*. Acted in an ad with Bollywood superstar Aamir Khan. And launched a YouTube channel and his own media company where he makes music videos and creates content for celebrities like Karan Kundra.

After everything he achieved, he realised another dream: becoming a trainer at the Salaam Bombay Dance Academy, to inspire other students as he was once inspired.

## REACH 2021 – 2022

This year, we reached out to 1,787 students across Mumbai, Pune, and Kolkata.

ACADEMY	MUMBAI	PUNE	KOLKATA	NO. OF STUDENTS
Theatre	180	56	122	358
Kathak	132	—	—	132
Western Dance	418	45	178	641
Music	115	76	—	191
Creative Arts	465	—	—	465
<b>TOTAL</b>	<b>1,310</b>	<b>177</b>	<b>300</b>	<b>1,787</b>

## HIGHLIGHTS OF 2021 – 2022

- We hosted 'The Future is Creative:' a virtual event that discussed how the arts cultivates intuitive thinking which formal education seems to overlook.
- Celebrity choreographer Terrence Lewis selected two of our students for one-on-one online training. 16 students received scholarships to attend live Facebook training sessions at the Terrence Lewis Professional Training Institute.
- The play 'Bridge the Gap' – a collaboration between our Theatre Academy and the students of B. D. Somani School was broadcasted live on YouTube. The 'Bridge the Gap' initiative originally began as a way to

provide students with data packs and devices for online classes during the pandemic, and evolved to include our other efforts. The play demonstrated how the Foundation helps students overcome challenging circumstances and enter the mainstream workforce. The play was selected to be screened at the Aashay Ichalkaranji National Short Film Festival 2021.

**"I had the golden opportunity to attend the online training sessions at the Terence Lewis Professional Training Institute through Salaam Bombay Foundation. I can see my dream of becoming a dancer coming true."**

- Samruddhi Ramdugu, Dance Academy.

## OUR PLANS FOR 2022 – 2023

- Next year, we aim to reach out to 1,390 students.
- Based on the success of our programmes in 2021 - 2022, we plan to conduct training programmes in person, and workshops and webinars online.
- To increase our students' career opportunities,

we plan to focus on acting and screenplay writing for our Theatre students, advanced choreography for our Western Dance students, merchandise crafting sessions for our Creative Arts students, and theatre production and documentary-making for Repertory – our arts alumni society.

## Different platforms for different voices.

The Media Academy was born out of the belief that everyone deserves a chance to make themselves heard. We made it our mission to provide a platform for the students of resource-challenged schools. The academy offers students multiple ways to find their voices and channel their opinions – through courses in journalism, photography, print production, digital

production and creative design. While this opens up a world of opportunity for them, it also gives us – the society – the gift of insight into the lives, thoughts, and hopes of their communities.

**1,714** given a voice  
since inception.

### OUR OBJECTIVES

- Using media education to cultivate life skills, and motivate students to make better decisions for their health, education and livelihood.
- To use media education to encourage students to stay in school and reduce their exposure to child labour and substance abuse.
- To provide 21-century skills that will enhance our students' future employability and economic prospects.
- To motivate students to express themselves through effective writing and communication.

### REACH IN 2021 – 2022

**This year we enrolled 527 new students,  
taking our total up to 752 students.**

PARTICULARS	GRADE 7	GRADE 9	TOTAL
No. of schools	17	15	17
No. of batches	17	7	24
No. of students	527	225	752

# KAVITA FINDS HER VOICES.

Everyone who knew Kavita Choudhary, always expected great things from her. *But what?* Though she was a bright young girl, she lacked direction. That is, until she found her way to our Media Academy.

Noticing her talent for imitation and voice modulation, her trainers encouraged her to practice as a voice-over artist. And that untapped talent finally found an outlet.

The academy provided her with opportunities to act as an MC for events (which got her noticed), to audition and perform as a voice actor, and hone her skill for self-expression through different mediums.

Now Kavita has lent her voice to 12 animated movies, written 13 articles that have been published in newspapers, and developed a regular circus of characters for her voice acting projects.

This academy was created to help students find their voice. In some cases, it's more than just one.



## HIGHLIGHTS OF 2021 – 2022

- On World Photography Day – 19 August – we hosted an exhibition to display the works of 25 of our students who were mentored by five prominent photojournalists. The exhibition was attended by dignitaries like the Chairperson of the BMC Education Committee in person. Over 427 students attended the virtual exhibition.
- Our Education Beyond Books event encouraged students to become social change agents by using new age media to their advantage.
- Last year, four of our students emerged as citizen journalists, 17 conducted interviews, and over 143 articles by our students were published in mainstream media.

## OUR PLANS FOR 2022 – 2023

- Next year, the Media Academy plans to reach out to over 800 new students.
- We plan to use a hybrid training module with 40% of our training offline and 60% of our training online. This is because our online module facilitates the participation of our stakeholders and key experts.
- We plan to include an intensive 1-year photography and filmmaking course for our more advanced students.
- We plan to increase the active participation of industry experts in our training programme. While we were able to engage the mentorship of 22 such experts this year, we hope to increase the number to 35 – and ultimately, 50 to 60 experts.



## Vocational training to pave new pathways into the future.

Students from underprivileged homes often grow up with a keen understanding of their precarious existence. By the time they are 13, this develops into pressure to contribute to their families' income. This is one of the main reasons students drop out of school around the 8th grade, closing most doors to a successful career in the future.

The skills@school programme was developed to combat this particular problem. We reach out to students at that critical age and offer vocational training that gives them the means to earn part-time without dropping out of school. The programme broadens their career horizons through courses in various fields, increases their overall employability through

Conversational English and Financial Literacy classes, and nurtures their entrepreneurial spirit.

The benefits of the programme are twofold: it gives our students a multitude of avenues to grow and succeed, and it gives society an untapped workforce equipped with relevant skills for the modern world.

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**28,886** students empowered since 2014.

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The skills@school curriculum is aligned to the National Skills Qualification Framework (NSQF) of the National Skills Development Corporation (NSDC).

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### OUR OBJECTIVES

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The skills@school programme is delivered to secondary school students studying in government and government-aided schools with these objectives:

- Encourage students to stay in school by guiding them to see the value of completing their education, while also making them aware of different career paths.
- Help students build skills and career aspirations.
- Offer sessions on market orientation while still in school.

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**“I was always interested in robotics but never really built anything. All those little parts cost so much, I couldn’t even dream of buying them. But now, every day I just think about what else I can build.”**

- Ravi Patel, Robotics.

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# ROHIT BUILDS A FUTURE.

The spark was lit at a young age. While Rohit dreamt of becoming a cop, his mind was filled with the robots he saw in cartoons. As much as he loved them, they were as real to him as unicorns and superheroes. It wasn't until the 9th grade that he saw the stuff of his imagination enter reality.

While Robotics is inaccessible to most children in India, skills@school brought the programme to Rohit's school, and a new dream was born. Despite not having access to the equipment and technology before, he began to display a proficiency that can only be born out of true love for the field. The programme also encouraged him to develop his critical thinking and problem-solving skills.

Soon, he and a few of his classmates found themselves in major robotics competitions culminating in the First Tech Challenge which saw the participation of over 40 schools. Here, Rohit was part of a team that raced to the semi-finals. The team won the 6th place, but their joy surpassed everyone else's.

Rohit still beams at the memory. And does he still want to be a cop? "Yes!" he answers emphatically. But I want to do something with technology. Maybe I'll join cyber security."



## REACH 2021 – 2022

The skills@school programme is active in over 200 schools across six cities. Our enrolment numbers are up by 42%. While our target for this year was to enrol 4,147 students, we surpassed it by 842 students. As a heartening testament to our efforts to empower the girl child, we saw a 29% increase in the number of girls joining our programme.

CITY	ORIGINAL TARGET FOR FY 2021-22	ENROLMENT ACHIEVED FOR FY 2021-22
Mumbai	2,342	3,011
Pune	1,000	948
Kolkata	495	495
Bengaluru	150	161
Jaipur	160	66
Nashik	—	250
Kymore	—	58
GRAND TOTAL	4,147	4,989

skills@school  
across India

6 cities

18 vocational courses

31 training partners

200+ schools

## HIGHLIGHTS OF 2021 – 2022

- Our Robotics team charged to the semi-finals of the First Tech Challenge. The competition saw the participation of 41 schools – most of which were international institutions.
  - Thanks to the support of the Everest Foundation, we were able to launch the skills@school programme in Lakhmapur Village, Nashik. The programme aims to train at least 900 students, between 2021 and 2024, in courses such as Mobile Repair, Robotics, Graphic Design, Beauty & Wellness, Bakery, Fashion Design and more.
  - Our Conversational English programme reached the students of Kymore, Madhya Pradesh via the Enguru App. 58 students enrolled in the programme and we have seen a 71% improvement in their fluency since the course began.
- 21st century vocational skills for inheritors of the future.**

skills@school includes courses for modern, in-demand skills including Robotics, Graphic Design, Mobile Repair and more.

## OUR PLANS FOR 2022 – 2023

- We aim to reach 4,215 students across Mumbai, Pune, Nashik, Kolkata, Bengaluru, and Jaipur.
- The programme plans to implement a hybrid training module in 2022 – 2023.



## SALAAM BOMBAY SPORTS ACADEMY

### Every field is a new opportunity.

At Salaam Bombay Foundation, we have made it our mission to bridge the opportunity gap between underprivileged students and their more fortunate peers. Our Sports Academy gives them access to professional training, sports equipment, opportunities to participate in tournaments, and the means to work part time or explore a career in sports.

At a much deeper level, the academy uses sports as a medium to instil values like gender equality,

teamwork, and stress management. Amongst the Sports Academy's greatest achievements is increasing the participation of girls in sports and helping them fight gender norms in their communities.

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**5,806** players encouraged to reach  
their goal since inception.

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**“I want to become a soldier when I am older, and being part of the Fitizens programme is a great stepping stone in my fitness journey.”**

- Akhilesh Yadav

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### OUR OBJECTIVES

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- 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.
- Encourage our students and their families to develop an active and healthy lifestyle.
- To develop healthy eating habits.
- 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 a resilience to diseases.



# PRAGATI MAKES FITNESS HER FUTURE.



It may be 2022, but many of our students come from neighbourhoods where the idea of girls playing sports is frowned upon. And yet, Pragati walked down her narrow streets – head held high, hockey stick in hand.

Ever since she joined the hockey programme at our Sports Academy, she felt her confidence grow. With every swing, she defied gender norms and asserted her independence.

As her interest in the game grew, it began to branch out. Pragati found herself drawn towards fitness and soon enrolled herself into our fitness programme. Eventually, she learnt enough to become a trainer herself and secured a job at a leading gym.

Pragati has grown stronger in more ways than one.

## REACH 2021 – 2022

This year, our enrolment went up by 54.76%.

FITNESS BATCHES	MUMBAI				PUNE & THANE			
	Batches	Total Enrolled Students	Girls Ratio in %	Boys Ratio in %	Batches	Total Enrolled Students	Girls Ratio in %	Boys Ratio in %
Basic Fitness Programme (1st Year)	14	700	44%	56%	3	200	46%	54%
Advance Fitness Programme (2nd Year)	2	106	35%	65%	NA	NA	NA	NA
<b>TOTAL</b>	<b>16</b>	<b>806</b>	<b>43%</b>	<b>57%</b>	<b>3</b>	<b>200</b>	<b>46%</b>	<b>54%</b>

## HIGHLIGHTS OF 2021 – 2022

- We hosted Fitness Matters 2.0: a virtual corporate-level fitness challenge. The event saw the participation of corporations across Mumbai, Pune, Bengaluru, Nashik, Navi Mumbai and Ahmedabad. The winners and runners-up were awarded with Decathlon gift vouchers and one-month free membership at their nearest Gold's Gym.
- The academy hosted competitions to motivate students. These included a fitness equipment competition which encouraged students to come up with innovative ways to substitute fitness equipment with household items. We also hosted an essay competition on the importance of winning and losing. 440 students

participated in the competitions. The winners received sports shoes.

- We launched the Fitizens initiative. Fitizens is the name we've given to students who act as Fitness Monitors in their communities. This year, 40 Fitizens conducted sessions for 373 people in their communities.

**"I am proud that I have been elevated to the role of a Fitness Monitor to go out into the community and inspire others."**

- Riya Jaiswal.

## OUR PLANS FOR 2022 – 2023

- Next year, we aim to train 1,000 students.
- The hybrid fitness programme will be adapted for training our students.
- We plan to recruit 60 Fitness Monitors in 2022 – 2023, bringing up our total to 100.

These monitors will aim to conduct training sessions for 1,000 people in their communities.

- AALL Foundation, Investec, IYF and Everest are the key donors to the Sports Academy for the year 2022 – 2023.

**"I was so bored during the lockdown. But when the academy launched online fitness classes, I could join my friends and stay fit. My family joined me too!"**

- Girish Pawar



# DREAMLAB

## Career opportunities beyond our academies.





Our sense of responsibility towards our students does not end when they graduate from our academies. DreamLab was launched to guide our alumni as they transitioned from our academies

into their future careers. The programme offers internship opportunities to the alumni of our arts, media, and skills@school academies.


**REACH  
2021 – 2022**

**This year, 154 of our alumni enrolled into the DreamLab programme.**

PROGRAMME	NO. OF ALUMNI
Arts	50
Media	50
skills@school	54
<b>TOTAL</b>	<b>154</b>

	 No. of interns placed	 Average internship days	 Average stipend (INR)	 No. of sectors
FY 2020-21	25	47	10,430	5
FY 2021-22	31	84	15,965	8





# POOJA DREAMS OF A BEAUTIFUL FUTURE.

Joining our Beauty & Wellness course was just the first step for Pooja. She meant business. "Everyone is moving ahead in life. Why should my family be left behind?"

The young woman completed her course with flying colours and began offering her services to neighbours. But she wasn't done. Pooja meant to grow as much as she could.

Her determination won her a place in our entrepreneurship incubator where she was mentored by MBA students. Here, Pooja put down her makeup brushes and got down

to brass tacks. With the help of her mentors, she developed an impressive business plan and presented it to potential sponsors at Dolphin Tanki – a programme that nurtures entrepreneurship in adolescents living in urban slums.

At the presentation, Pooja continued to prove that her interests went far beyond beauty. She won over the judges with her answers and displayed a clear aptitude for business. Her presentation earned her the support she needed to open her 'Parlour at Home' business. Pooja's future has never looked better.

## OUR 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.

**DreamLab has helped 163 students secure internships across 11 sectors since 2018.**

## HIGHLIGHTS OF 2021 – 2022

- We hosted Dolphin Tanki, a grassroots entrepreneurship initiative for adolescents. This initiative invites budding entrepreneurs to pitch their ideas and provides the support they need to grow their businesses out of India's urban slums. As a part of the initiative, 8 students were handpicked (based on their business plans) to be mentored by MBA students from our partner college, SBM, NMIMS. The students then presented their plans to a panel of friendly 'Dolphins' to win their support.
- Two of our alumni were awarded the Subhash Ghai Vidya Daan Scholarship from Whistling Woods International. Alumni Aarti Kamble was awarded a full scholarship to pursue BA in Filmmaking (Cinematography) and Rushikesh Dhuri was awarded a full scholarship to pursue BSc in Filmmaking (Editing).
- Media alumni Shailesh Saini earned the opportunity to intern at Jeff Goldberg Studio. Apart from increasing his prospects, the internship helps him support his household.





# Our findings in 2021-2022.

## Using data to unlock the future.

Over the last year, our research team, set out to understand the impact of transitioning from virtual classrooms to schools, on both students and educators. These are their findings.

### STUDY 1

#### The Happy Minds Calls Study, in collaboration with the Harvard T. H. Chan School of Public Health.

During the pandemic, we became one of the first NGOs to look out for the mental well-being of underprivileged students with our Happy Calls initiative. To alleviate the feeling of isolation, we called our students (around 700) to check in on them, entertain them with activities and quizzes, and just brighten their day with conversation. The effects proved to be just as valuable as our other relief efforts. Our analysis revealed that adolescents who received phone calls were far more likely to feel like they had a social support system. Those who were encouraged to pursue skill-building activities as well, also reported significantly higher self-efficacy. Our study proved that this short-term intervention had a long-lasting impact on our students' confidence and perceived social support.

Nearly

# 72%



of our students stated that they enjoyed  
the calls.

# 83%

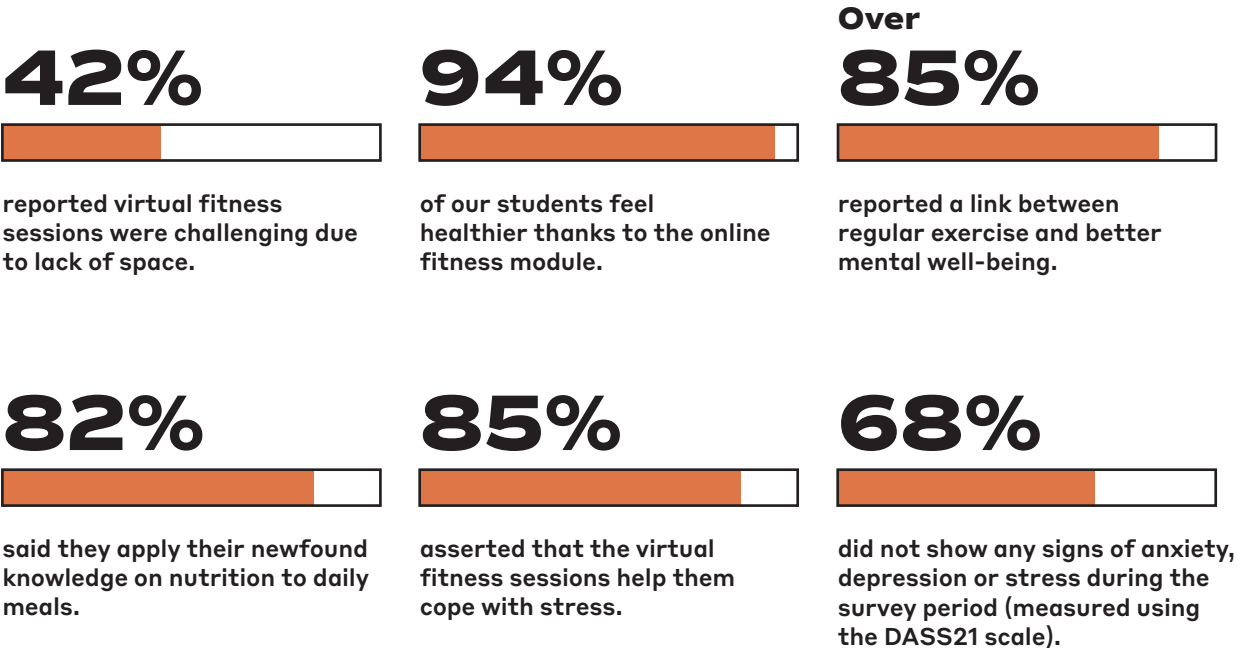


expressed instant willingness to engage  
with the facilitators, strongly indicating  
their desire for interaction.

STUDY 2

Impact of virtual fitness training (introduced during Covid-19 pandemic) on resource-challenged adolescents in Mumbai.

N=109



CONCLUSION

While students are responding well to the fitness programme, they are eager to move to an on-ground or hybrid mode of training.

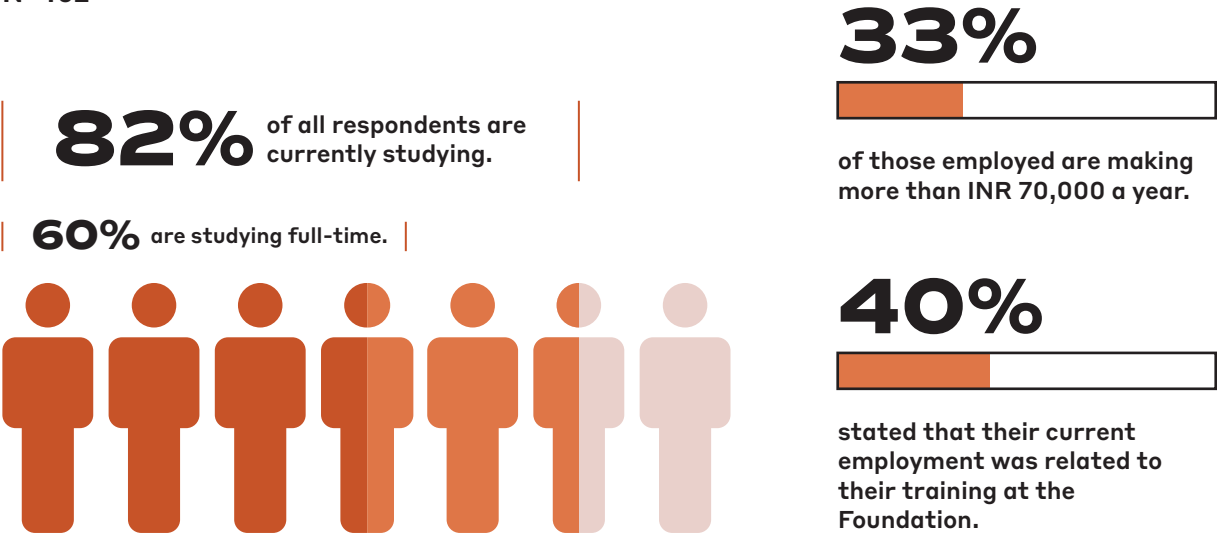
STUDY 3

Getting in touch with our thriving alumni (those who graduated between 2014 - 2020).

IN MUMBAI

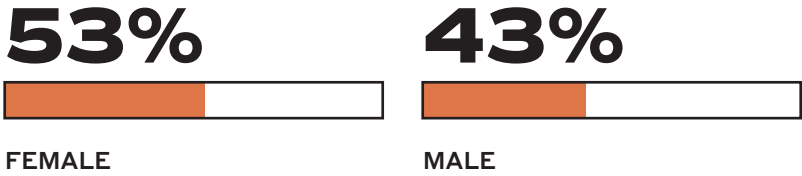
Unlike previous years where a majority of the students used to work with Salaam Bombay Foundation, this year, many of them were able to secure jobs in the private sector. Many students are also working as freelancers or have set up their own businesses.

N=402

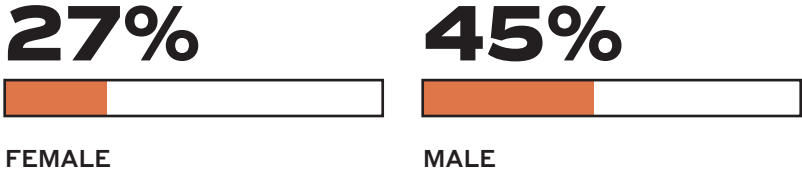


Our alumni's dreams after completing their education.

Alumni who want a salaried job:

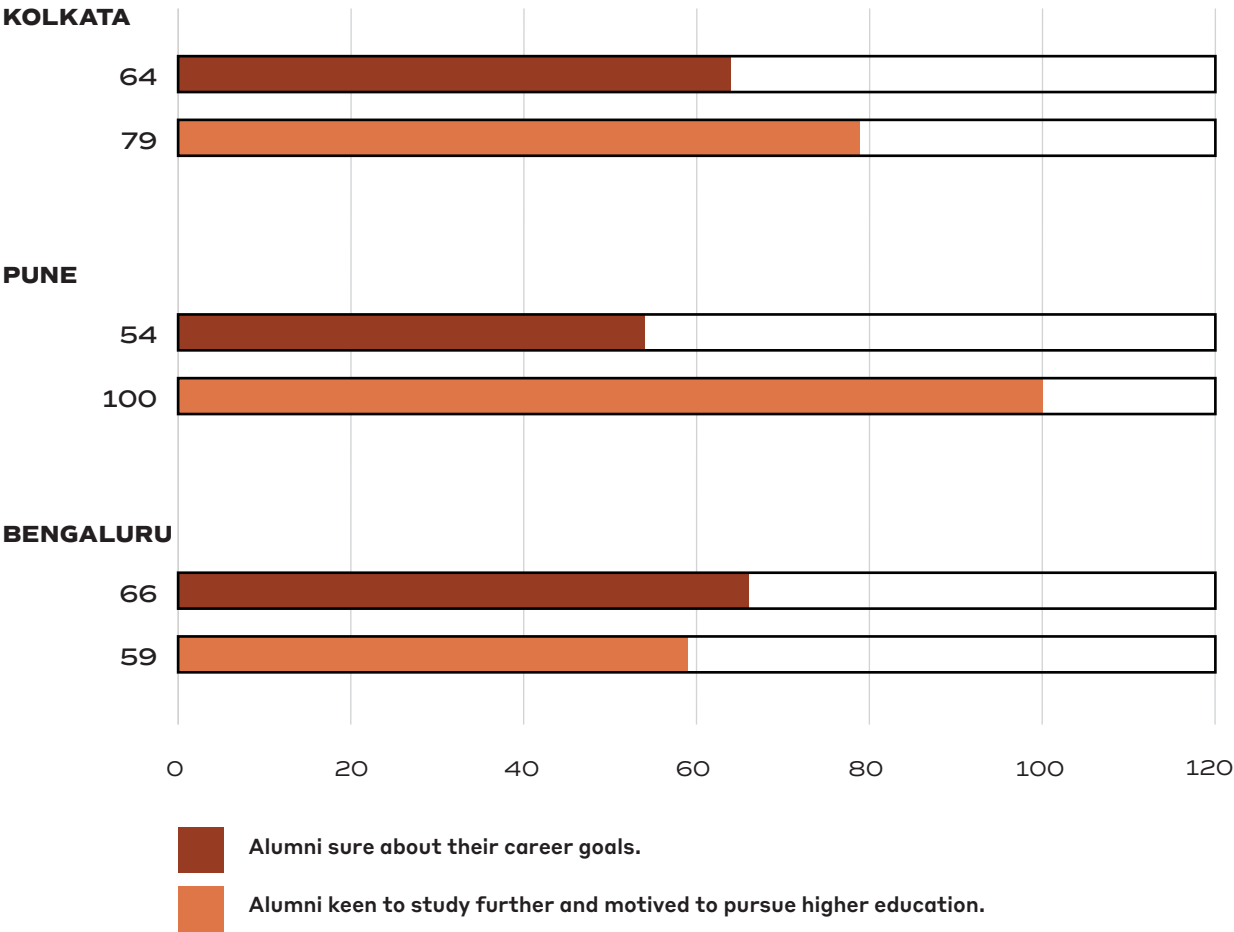


Alumni who want to start their own business:



IN KOLKATA,  
BENGALURU &  
PUNE

100% of alumni in Kolkata, 92% from Pune and 59% from Bengaluru are currently studying.



INFERENCES

100% of the alumni in Pune reported that they are motivated to study further, followed closely by 79% in Kolkata.

Almost two-third of the sample in Kolkata and Bengaluru reported being sure about their career goals.

STUDY 4

Insights into our current students' progress (classes of 2019, 2020, and 2021) gained during the pandemic period.

Despite resource constraints caused by the Covid-19 pandemic, students and their parents prioritised education as well as our training sessions.

ATTENDANCE

N=308

SALAAM BOMBAY  
FOUNDATION  
SESSIONS

77%

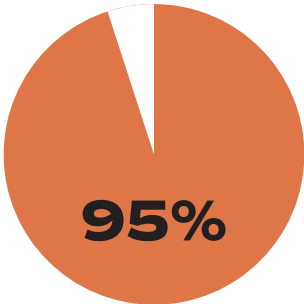
reported attending all or most of the training sessions.

SCHOOL

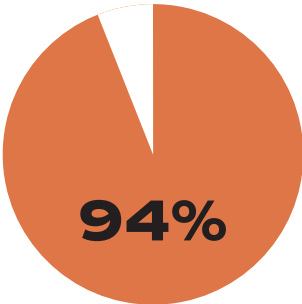
76%

reported attending school on a daily basis.

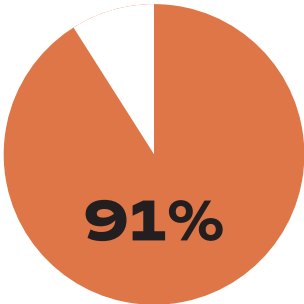
Students have coped better during the second year of the pandemic with digital training and are updating their digital skills.



students are getting comfortable accessing online information to understand various educational aspects and opportunities.



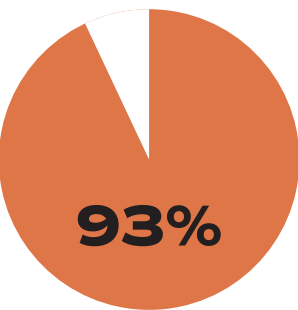
students are now looking forward to learning the use of other technical skills for their educational development.



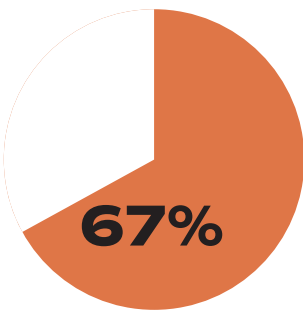
students learnt how to take photographs and videos of their work such (as art, craft, etc.) because of online training.



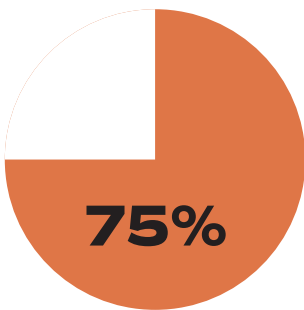
More than two-thirds of current students report ambitious educational and career aspirations.



students want to complete higher secondary education.

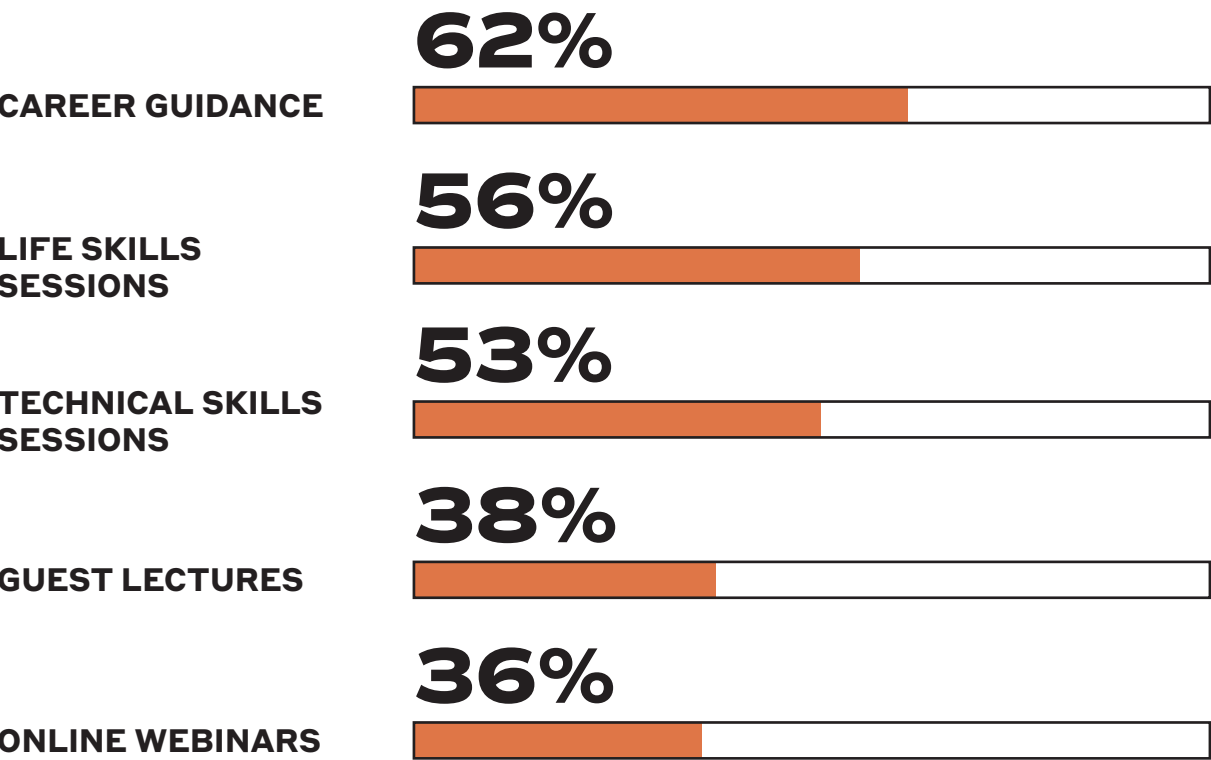


want to pursue tertiary level education.



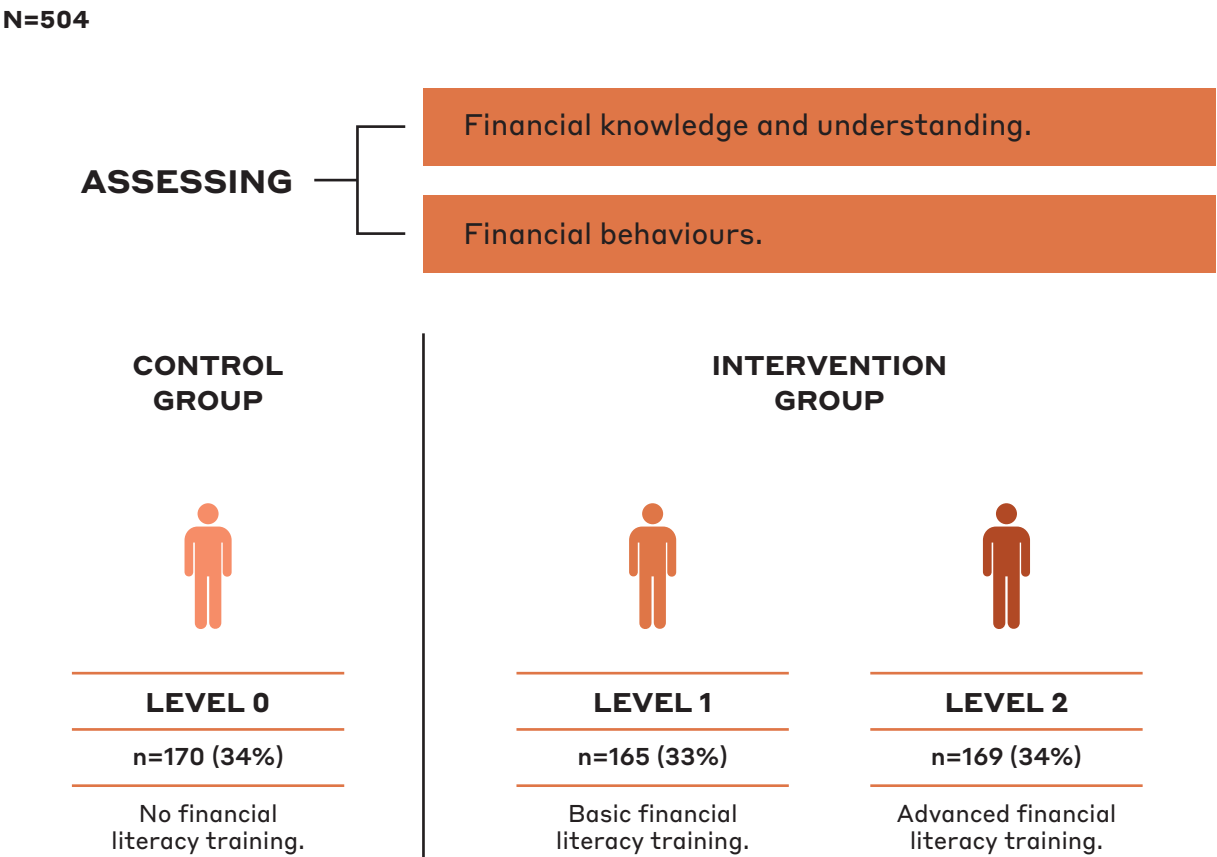
want to start their own business or have a salaried job.

Based on the previous year’s suggestions by the students to focus more on career awareness, due focus was given by the academies to this key aspect. 62% of the students reported career guidance as the top-most aspect they like about the Salaam Bombay Foundation programme.

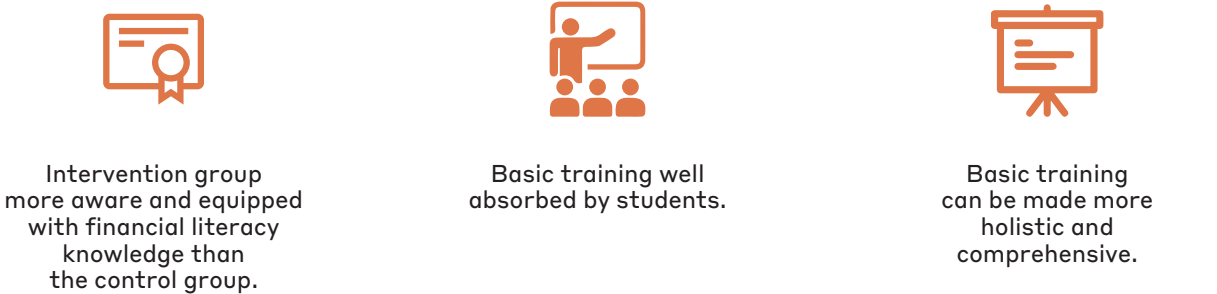


STUDY 5 Assessing the impact of the Financial Literacy programme on our current students.

Our study revealed that both our Level 1 and Level 2 groups consistently performed better than the control group across all financial literacy indicators. These included smart goals, interest, inflation and accounts.



KEY OBSERVATIONS



# SALAAM BOMBAY FOUNDATION

## Extract of income and expenditure account for the years ended March 2022 and March 2021.

All figures in lakhs (₹)

INCOME [A]	For the year ended 31 March, 2022.	For the year ended 31 March, 2021.
Donations and grants	751.00	741.77
Registration and sponsorship fees	-	1.14
Interest income	219.67	272.69
Others	59.97	67.26
<b>Total income - [A]</b>	<b>1,030.64</b>	<b>1,082.86</b>
<b>Total expenditure - [B]</b>	<b>1,080.87</b>	<b>1,043.24</b>
<b>Surplus / (Deficit) [A-B]</b>	<b>(50.23)</b>	<b>39.61</b>

Projects are run by 129 trained professionals of Salaam Bombay Foundation. These are the project-wise expenses:

All figures in lakhs (₹)

EXPENDITURE [B]	For the year ended 31 March, 2022.	For the year ended 31 March, 2021.
<b>PROJECTS AND PROGRAMMES</b>		
Preventive Health Programme	158.16	162.91
Arts Academy	121.75	114.51
Sports Academy	55.46	62.05
Skills Development	279.23	201.22
Media Academy	51.62	40.65
LifeFirst cessation project	24.40	26.19
Covid relief expenses	-	55.59
Events	0.18	0.57
Media campaign	97.39	94.16
Marketing and promotion	18.85	21.25
Research and documentation	19.31	17.39
<b>ADMINISTRATION</b>		
General costs and non-programme salaries	254.51	246.75
<b>TOTAL</b>	<b>1,080.87</b>	<b>1,043.24</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. Up to financial year ended on March 31, 2022, the Foundation has received foreign contributions aggregating ₹3,190 lakhs for carrying out various charitable activities.



A CHILD IN SCHOOL HAS A FUTURE

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