

A CHILD IN SCHOOL HAS A FUTURE

# ANNUAL REPORT 2016-2017



# Keeping kids in school can change their lives.

We knew it in our hearts.  
Then we saw it in our results.

When we founded Salaam Bombay in 2002, our mission was to steer children from Mumbai's slums away from tobacco. Over the years, we learnt that tobacco abuse was just one of the many challenges they faced.

These children come from homes that can barely afford to pay for their education. By the time they're in their teens, they're pressured to seek jobs to support their families; girls bear the additional burden of household chores. Their schools don't have the resources to give them individual attention, career guidance, or access to activities that stimulate the mind. Many of these children are undernourished and addicted to tobacco, which affects their performance in school. And most of them suffer from lack of confidence and self-esteem. The weight of all these problems causes a shockingly large number of students to drop out of school and give up any chance they might have to move out of the slums. In fact, it is estimated that 8 out of 10 children in India drop out by the 8th grade. That's why we decided to focus on helping children stay in school.

Today, Salaam Bombay reaches out to children through programmes and academies, and helps them conquer their challenges on multiple fronts. We teach them skills that help them earn part-time without dropping out of school, and increase their chances of getting a job in the future. We encourage them to express themselves and expand their horizons through training in fields like sports, arts and media. Our tobacco control programme doesn't just steer them away from tobacco, it shows them that they can make a difference. And through it all, we offer them guidance, ensure that they receive proper nutrition, and build their confidence brick by brick.

The process is far from simple, because these children's lives are far from easy. But in the end, it's always worth it. 97% of our students are determined to study further. So far, we have helped over 5,00,000 children. With your help, we can reach out to many more.

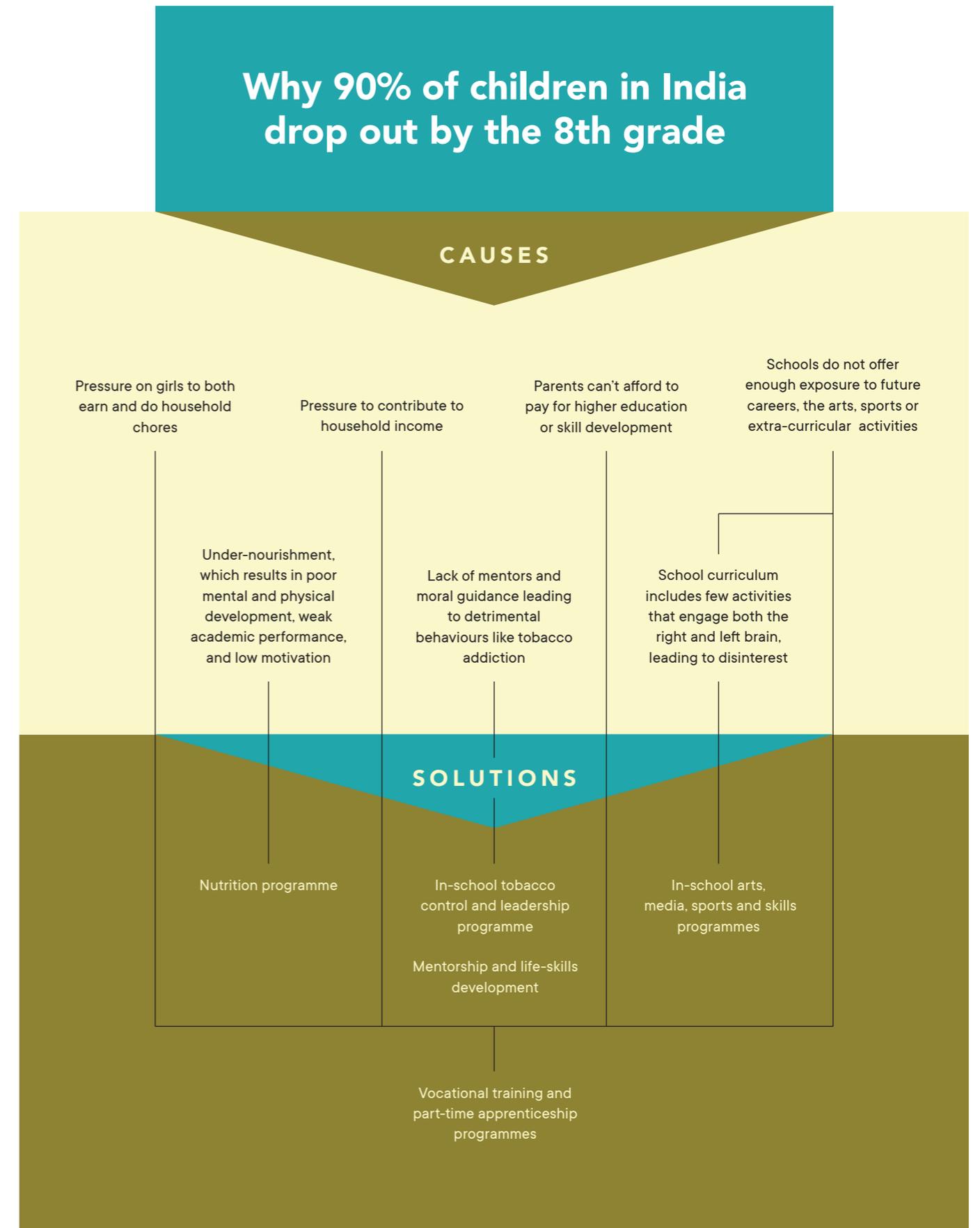
**Padmini Somani**

Founder, Director,  
Salaam Bombay Foundation

# Our students face many challenges.

## That's why our solution is multifaceted.

At Salaam Bombay, we want to empower children who live in slums to make the right choices about their health, livelihood and education. The most important part of this process is identifying the reasons children drop out of school, and tackling those triggers.





# **SUPER ARMY**

**Tobacco control and  
leadership programme**



*Kapil, Krishna, Fiza, Shabina, Khushi, Aavesh, Faraz, Afzal (from left to right) are part of the Super Army, our tobacco control and leadership programme.*

## 8 children braved the forces of nature, to beat the effects of tobacco.

August 29, 2017 was a sleepless night for eight children from Super Army. Kapil, Krishna, Fiza, Shabina, Khushi, Aavesh, Faraz, and Afzal had joined our tobacco control programme hoping to steer as many people as they could away from tobacco. August 30, 2017 would be the perfect opportunity: it would be the day of Mumbai's most popular festival – Ganesh Chaturthi. They prepared their material and practiced their performance for weeks, but the skies burst open and battered the city with a furious downpour. One that left the city disarrayed and disoriented on the day of the festival.

"Did you see the news? It's flooded everywhere" Fiza's voice crackled over the phone she had borrowed from her mother. Shabina didn't have to; the street outside her home was now a muddy stream. The others were equally anxious – the rain threatened to wash their plans away. But they weren't ready to give up; they had seen too many people succumb to tobacco to let this opportunity go. "We need to make it to the *mandal*, if it's still there" said Afzal "We might not get an audience of hundreds, but we might still save one life."

The eight sprang into action: they called the Salaam Bombay coordinator to tell him the show would go on and planned their route to the stage. One by one, they stepped onto the stage: drenched, but not defeated. The festival had drawn a crowd, despite the deluge. The children drew more. In the end, all their work paid off. For many who visited the Ganesh *mandal*, the message of the eight determined young children rose above the waters of one of Mumbai's worst floods.



# We change the lives of children, so they can change the world.

It is estimated that India has over 267 million tobacco users. One in three begin before they are 10 years old. It is, in other words, a country where children are constantly exposed to the dangers of tobacco. One group, in particular, is especially vulnerable: the children growing up in slums. These children grow up in homes with at least one tobacco user. In their short walks from school to home, they pass stores selling tobacco products as cheap and colourful, as candy. They have little to no information about the ill effects of tobacco. And, in our experience, their tendency to use

tobacco is a symptom of a larger problem: low self-esteem and little motivation to think about their future and wellbeing. Clearly, children are at the centre of the tobacco crisis. We want them to be at the heart of the solution.

That is why we founded Super Army: a three-year programme that transforms at-risk children into young advocates. This programme doesn't stop at educating children on the dangers of tobacco, it empowers them to make a difference. The soldiers of Super Army collaborate with the police, government

officials and policymakers to fight tobacco abuse – within their homes, their communities and in society. The programme shows them that their voice matters, and that an education can empower them even more. Our students emerge from the programme confident, motivated to stay in school, and determined to succeed.

## KEY OBJECTIVES

- Educating children on the dangers of tobacco.
- Instilling qualities like leadership and ambition.
- Building children's self-confidence by empowering them to make a difference.
- Enabling children to interact and work with policymakers and stakeholders.

## HIGHLIGHTS OF 2016 - 2017

- 1,830 policemen in 87 stations were sensitised on the Cigarettes and Other Tobacco Products Act (COTPA) 2003. They vowed to make their stations tobacco-free and to take action against those who violate the COTPA.
- 2,680 members of BEST staff at 19 depots underwent a training session to make their depots tobacco-free.
- 1,759 students made and tied *rakhis* to the Chief Minister of Mumbai, stakeholders at the BMC and the Mumbai Police, and tobacco vendors

on *Raksha Bandhan* and asked for their protection. The vendors were particularly touched by this gesture, and vowed not to sell tobacco to children.

– 493 students performed at 413 *mandals* on Ganesh Chaturthi and reached out to the masses that gathered to celebrate the festival. The activity reached over 4,300 people.

– 157 Salaam Bombay students participated in Bal Parishad, a city-wide, inter-school meet where they presented strategies to bring about change in communities.

**“There is a lot to be done, but if Salaam Bombay Foundation and the FDA (Mumbai) work together, we will definitely provide our citizens with a healthier, tobacco-free environment.”**

- Dr. Pallavi Darade, (IRS), Commissioner, FDA Commissioner, Maharashtra

## REACH AND FUTURE ENDEAVOURS

	Reach (April '16 – March '17)	Projected Reach (April '17 – March '18)	Annual Cost Per Child (in INR)
Students	32,295	41,506	262.15
Schools Across Mumbai	262 BMC	309	-

**Digitalisation of the Super Army Module:** This will reduce the need for a facilitator, and help the programme reach a larger number students.

**Tobacco-Free School Policy:** We plan to formulate and implement a Tobacco-Free School (TFS) policy in schools with the help of the state government and interest groups such as Aaina (an Indian NGO).

**Implementation of Tobacco-Free Workplace Policy (for BEST):** Last year, we showed the staff at BEST depots how they could run a tobacco-free workplace, the next step is to implement it.



# PROJECT RÉSUMÉ

Programmes that enhance employability



# Expanding horizons. Empowering through skill training. Equalising opportunities.

There are many reasons why India has an alarmingly large dropout rate, but perhaps one of the biggest factors is that most of the country's children come from homes where the immediate need for a breadwinner takes precedence over the desire for a future graduate.

This is why we initiated Project Résumé – a series of academies and programmes that equip children with the skills they need to earn part-time, and increase their chances of getting a job in the future. While reducing dropout rates and enhancing the employability of the underprivileged is this vertical's primary goal, in practice it goes much deeper.

Over the years, we have learnt that lack of self-confidence and ambition are just as insidious as poverty when it comes to children giving up on their dreams. This is why, each of our programmes also focus on helping children explore, and believe in, their limitless potential.



Sharifa Sheik, 14, attended the Mobile Repair course of our skills@school programme.

## How Sharifa learnt to fix electronics, and break stereotypes.

Her decision to join the electronics course had brought forth a barrage of barbs from her friends; but for the first time in her life, Sharifa was resolute. "But you're a girl!" they teased. "As if only boys can study electronics" she retorted. "But all of us will be in the beauty course" they exclaimed. "Well then, I'll make new friends," she shot back. "What will your parents say?" That stopped Sharifa cold. What would her parents say?

When Salaam Bombay introduced the course in her school, they encouraged everyone to join. "Even the girls"

the trainer had said, much to Sharifa's delight. But now, as she contemplated telling her parents, her heart sank. Girls from her neighbourhood rarely graduated from high school; learning electronics was unheard of. It wasn't a skill that would get them a good husband, so what was the point? So Sharifa tried another tack, she told her parents how the course could help her support their family. "Without dropping out of school?" asked her mother suspiciously. "Yes" Sharifa assured her, "I'll only work part-time, but I'll earn more than full-time cooks and maids, ma. You'll see."

And so, Sharifa became one of the first girls to join our mobile repair course. A trailblazer who drew everyone from her neighbourhood, looking for someone to repair their phones. A source of pride for her parents, who never dreamt their daughter would break through this intimidating field. And a beacon of hope to countless girls who were once told to leave electronics to boys.

## Helping children support their homes, so they can stay in school.

skills@school supplements classroom education with vocational training to equip underprivileged children to earn part-time without dropping out of school. This programme also increases their chances of getting a sustainable job after graduation.

The students can choose from a range of courses – from Jewellery Making to Web Design. Each course includes specialised training, field visits, interacting with luminaries of various fields, and hands-on guidance right till they graduate from high school. Most of the students who attend our courses choose not to drop out of school.

**"The initiatives undertaken by Salaam Bombay help underprivileged children build life skills that are critical in the professional world."** - Emrana Sheikh, VP – HR, Asian Paints Ltd.

### CLASSES AND COURSES

The students that enrol in our skills@school programme can choose from a variety of 3- to 6-month courses.

**The skills@school courses are conducted in partnership with these training institutes.**

- Web Design
- Graphic Design
- App Development
- Computer Hardware Repair
- Videogame Development
- Mobile Repair
- Automobile Repair
- Home Appliance Repair
- Baking and Confectionery
- Fashion Design
- Beauty and Wellness
- Jewellery Making

Industrial Training Institute, Kohinoor Technical Institute, Indian Institute of Jewellery (IJ), YMCA, Masoom, Rudra, Beyond Fringes, Shardashram, Mobile Technology Institute, Awesome Mobile Technology Institute, Turtle Spa & Salon, Yuva Parivartan, Versatile Mobile Technology Institute and Prism Institute of Mobile Technology.

### OBJECTIVES

- Helping children earn part-time without dropping out of school.
- Enhancing the employability of underprivileged students.
- Bridging the gap between municipal school students and private school students by offering specialised skills training.

### HIGHLIGHTS OF 2016 - 2017

— We piloted the Financial Literacy Programme across 7 municipal schools in Mumbai. Based on the 'Financial Education For Children' module by the Securities and Exchange Board of India (SEBI), it helped students understand financial concepts ranging from opening bank accounts to understanding terms like assets and liabilities. 247 students attended the course, and scored an average of 85% in the tests. Many of them put their learning to practice by planning their household budgets and helping their families save.

— Our interns from the prestigious Narsee Monjee Institute of Management Studies (NMIMS), conducted an entrepreneurship module for 178 students from four schools. The students learnt about aspects of entrepreneurship like identifying opportunities, budgeting, marketing, and scalability. We hope this class kindled the spirit of enterprise in our students.

— We conducted a conversational English course in partnership with Tata Trent and King's Learning. Since English is the preferred language of business in India, it is a vital skill for employability.

— Tata Trent conducted a retail module for over 205 students across five municipal schools. This gave the students a chance to understand a wide range of careers in retail – from the shop floor to the corporate office.

— We introduced some exciting new courses this year, including videogame and app development, web design, and baking.

— Skills training has helped a number of students get internships at major companies. This year, Sushant Khetle of our Home Appliance Repair course earned a 2-year apprenticeship at Siemens.

**“Thanks to our partnership with Salaam Bombay Foundation, we can offer industry-ready courses, state-of-the art labs, and trained faculty to the students of government schools.”**

- Sameer Joshi, CEO and Director, Kohinoor Technical Institute Pvt. Ltd. Training Partner, Salaam Bombay Foundation

### REACH (APRIL '16 - MARCH '17)

Over 1,635 students have attended our skills@school courses since its inception in 2013. One of the most heartening changes we have seen over the years is the gradual increase in the number of girls joining STEM courses like Computer Hardware and Web Design, and the number of boys in stereotypically feminine courses. For the first time, 13 boys enrolled in the Beauty and Wellness course, and 52 girls joined the Computer Hardware course. We hope this is the beginning of a gender-equal future.

FIELDS	SCHOOLS	STUDENTS
Beauty and Wellness	13	415
Mobile Repair	8	175
Home Appliance Repair	2	72
Computer Hardware	5	164
Tailoring	1	15
Jewellery Design	1	23
Baking	1	8
Video Game & Mobile App Development	2	46
Web Design & Mobile App Development	3	74

	Total Reach (April '16 – March '17)	Projected Reach (April '17 – March '18)	Annual Cost Per Child (in INR)
Students	992	2,000	7,500

# SALAAM BOMBAY SPORTS ACADEMY



*Shamshad Shaikh, perfected his cricket skills at the Salaam Bombay Sports Academy.*

## How teaching children to play can keep them in school.

At Salaam Bombay, we wield sports training as a medium for change. By offering underprivileged children formal training, equipment, and opportunities to shine, we ignite that spark of ambition that drives them to perform better in school. Through regular team practices, we instil vital skills like teamwork, leadership and discipline. By encouraging the participation of girls, we promote gender equality. And by ensuring that they receive proper nutrition, we help them lead healthier lives.

The sports academy doesn't just fire children's desire to succeed, it gives them the means to achieve success. Our students learn skills that equip them to earn as part-time coaches, groundsman, umpires, and so on. This empowers them to support their families without dropping out of school. Many earn sports scholarships that allow them to pursue higher education. At Salaam Bombay, playgrounds are launch pads for bigger and greater things.

## When it comes to his future, Shamshad isn't playing games.

Shamshad could not afford a childhood. With nine children in a crumbling house in Bihar, his family could barely afford enough food. That is why, at the age of 10, he left his village to join his older brother in Mumbai and work as a labourer. Forced to grow up too soon, his childish energy turned into adolescent defiance that made it impossible to hold down a job. His move to the city did, however, come with one important benefit: it allowed him to attend a government school, albeit irregularly. And this brought him in contact with Salaam Bombay.

While books left him feeling inadequate and confused, Shamshad was eager to participate in school cricket matches. It was his performance in a tournament by the Salaam Bombay Cricket Academy that caught our attention. Once he joined the Academy, Shamshad began to find his bearings. Our coaches honed his raw talent into finely-tuned proficiency. Helped him channel his tumultuous energy into disciplined training. Soon his transformation on the field began to show in school. The sullen, disinterested boy was replaced by an eager, confident student, determined to succeed.

Today, Shamshad works part-time as a Salaam Bombay assistant coach. "I'm saving up for college. I want a bachelor's degree in commerce," he smiles. Shamshad might have lost his childhood, but he has found a more promising future.

### KEY OBJECTIVES

- Helping children achieve sports scholarships to pursue higher education.
- Giving children the means to earn part-time without dropping out of school.
- Teaching life skills like discipline, communication skills, teamwork and leadership through sports.
- Motivating children to stay in school by instilling the desire to succeed.
- Broadening vocational horizons through sports training.
- Boosting children's confidence by teaching them how to meet challenges.
- Increasing the participation of girls in sports.
- Promoting health, in body and mind.

### SUB-ACADEMIES

#### Salaam Bombay Cricket Academy

The cricket academy was founded in 2005 under the guidance of the late Mr. Ashok Mankad, former Indian cricketer. The Academy gives underprivileged children access to professional training, theoretical sports education, equipment and countless opportunities to tour and test their mettle. While the standard training duration is 3 years, we give gifted students the chance to pursue advanced training. So far, the Academy has trained over 1,240 children. While most of our students are boys, we have been encouraging the participation of girls as well. Last year, 46 girls joined the cricket academy. This year, we hope to see many more.

#### Salaam Bombay Tennis Ball Cricket Tournament

In 2009, we held our first tennis ball cricket tournament to encourage the participation of underprivileged students in sports, girls in particular. The tournament's structure ensures that every player has a chance to bowl or bat, so every child has a chance to shine. It has also helped us identify students who might benefit from formal cricket training. While the number of participants has been increasing steadily, the tournament has been particularly successful in encouraging girls to participate. Last year, 15 of the 97 teams that entered were all-girl teams.



### Salaam Bombay Hockey Academy

Ever since its inception, the hockey academy has been encouraging the participation of girls in sports. Something it has been increasingly successful in. Every year, shy girls being pushed out of school and towards marriage or a low-wage job by their parents, enter our academy. And every year, an increasing number graduate with scholarships, ready to take their future in their own hands. Last year, 45% of our academy comprised of bright young girls. With the guidance of their coaches Stanley Thomas and Sunil Joshi, we have no doubt they are destined for greater things.

#### HIGHLIGHTS 2016 - 2017

— The Indian Olympic Committee awarded us with a grant worth \$20,000 for our role in encouraging the participation of girls in sports.

— Salaam Bombay Sports Academy was nominated for the AmeriCares 'Spirit of Humanity Award for Livelihood'.

— Seven students from our academy were registered with the Mumbai Cricket Association (MCA). This makes them eligible for large MCA tournaments.

— In an effort to motivate our students' parents to support the participation of their children, we organised an interactive session with Mr. Chandrakant Pandit, the coach of Mumbai's Ranji cricket team.

— The hockey team got the opportunity to practice with a Hockey India League (HIL) team – Dabang Mumbai.

— Ours girls hockey team won the quarter final round at the DSO tournament (a district-level event).

— 100 students were treated to a live international match at the Wankhede Stadium. And 60 students attended a Hockey League Match at Bombay Hockey Association (BHA).

#### REACH (APRIL '16 - MARCH '17)

Sports Academies	Total Reach (April '16 – March '17)	Projected Reach (April '17 – March '18)	Annual Cost Per Child (April '17 – March '18)
Cricket	327	520	1,000 (Basic Level Training)
			15,000 (Advanced Training - CPCC)
Hockey	60	100	15,000
Football	-	80	10,000
<b>Total</b>	<b>387</b>	<b>700</b>	-

## SALAAM BOMBAY ACADEMY OF ARTS



Aadesh Janjal, 18, studied theatre at the Salaam Bombay Academy of the Arts.

## Teaching children to express themselves. Often, for the first time.

At Salaam Bombay, we believe the arts have a lot to offer to the underprivileged of Mumbai. And they have a lot to offer to the arts.

Over the years, we have seen hundreds of shy, inhibited children learn to express themselves – something they rarely get an opportunity to do. Music, dance and theatre have helped countless children gain confidence and find the spark within themselves. And, through scholarships and part-time jobs, training in the arts gives our students the means to stay in school and pursue new opportunities.

Their introduction to the arts often blooms into a passion and branches out into many vocational fields. Our students' part-time jobs span the whole gamut – from stage actors to movie stars, from set designers to scriptwriters, from classically trained singers to Bollywood dancers. Some use this experience to pursue artistic careers. Many use the income it generates to fuel their education and countless other dreams.

**“Salaam Bombay children are very eager to learn. Not just about theatre, but about everything around them that affects their lives and helps them face the odds.”** - Mr. Chandra Mohan, Theatre Director

## How Aadesh went from delivering papers to delivering dialogues.

In the slivers of time he had between school, homework, household chores and delivering newspapers, Aadesh dreamt of becoming an actor. A somewhat fanciful dream for most, but especially so for a boy whose only living parent earned a meagre salary as a housemaid. But in the 8th grade, there was a glimmer of hope. That was when his school introduced his class to the Salaam Bombay Theatre Academy. The coaches outlined the courses: directing, scriptwriting, set design, and acting. *Acting!*

But just as his dream began inching towards reality, it was assailed by

doubts. Acting classes seemed like something rich kids went to. What if people laughed at him? What if he never became an actor? “And why not?” asked the coach when Aadesh shared his misgivings with him. “So many of my students come from your neighbourhood, Aadesh. Anything is possible.” This, Aadesh realised, was true. The students of Salaam Bombay Theatre Academy, and even some of the assistant coaches, were children like him. They lived hard lives, but the stage gave them a sense of confidence that they carried with them everywhere they went. Aadesh wanted to be like them.

At first, Aadesh was reluctant to participate. But his coaches' encouragement eventually drew out the actor he was in his dreams. The transformation was electric: the wallflower was gone, replaced by a performer who seemed to come with his own spotlight. His presence on the stage was impossible to miss, and he soon drew the attention of others in the theatre community. Today, Aadesh is both a student and a part-time actor. He has performed in countless plays, acted in a Marathi movie, and has even been credited as an assistant director. Now that his dream has come true, Aadesh is on his way to pursue new ones.

### SUB-ACADEMIES

#### The Theatre Academy

Theatre has helped even the most reticent of our students conquer an obstacle many face – stage fright. It imbues children with confidence they carry off the stage, and a sense of triumph that helps them overcome many other challenges. Last year, the Theatre Academy conducted training workshops which covered a number of aspects, including improvisation, body language, lighting, make-up, stage geography, directing and more. The students were coached by theatre experts like Prof. Chandra Mohan (The Film and Television Institute and the National School of Drama), Prof. Milind Enamdar (Academy Of Theatre Arts, Mumbai University) and Mr. Chandan Shive (Director, Lok Kala Academy, Mumbai University).

#### The Western Dance Academy

The Western Dance Academy focuses on both freestyle Bollywood dancing and contemporary Western dance forms. Launched in 2010, in partnership with Shiamak Davar's Victory Arts Foundation, the Academy gives underprivileged children the opportunity to train under well-known choreographers, including Norden Sherpa and Krishna Patel (Happy Feet Dance Academy).

#### KEY OBJECTIVES

- Offering underprivileged children access to the arts.
- Broadening their horizons by offering them formal training in fields like music and theatre.
- Teaching children to express themselves.
- Helping children come out of their shells and develop their self-confidence.

### The Kathak Academy

We began this academy to teach this ancient Indian dance form, in 2009. The students are trained by an eminent Kathak expert – Smt. Anjali Gupta. Last year, 158 children from five BMC schools joined her class. We also started a new class under Ms. Samruddhi Joshi, who has an 'Alankar' (a master's degree) in Kathak from Gandharva Mahavidyalaya, Pune.

### The Music Academy

This academy gives children from municipal schools access to professional training by singing experts. Students can choose from our choral singing course, conducted in partnership with Songbound (an outreach initiative), or learn classical Indian music at the Ajivasan Sangeet Academy, in a programme founded by playback singer Suresh Wadkar.

### The Creative Academy

Ever since it began in 2014, the creative academy has been helping children express themselves through drawing, painting, origami and more. The course has grown steadily over the years – from its first batch of 16 students, to the class of 2017 with 29 students. Some of our former students now assist our trainers, inspired to help children like them.



### REACH (APRIL '16 - MARCH '17)

Arts Academies	Total Reach (April '16 – March '17)	Projected Reach (April '17 – March '18)	Annual Cost Per Child (April '17 – March '18)
The Kathak Academy	158	135	15,000
The Western Dance Academy	137	609	15,000
The Music Academy	115	1,716	10,000
The Creative Academy	29	1,679	15,000
The Theatre Academy	167	637	15,000

**“Giving underprivileged children an opportunity for self-expression is, truly, a lofty mission. We are happy to be associated with such ideals.”**

**- Raell Padamsee,**  
CEO & Managing Director,  
Create Foundation, ACE Productions  
& Numero Uno Productions.

**“Victory Arts Foundation has been associated with Salaam Bombay Foundation for seven years. I’m glad to see that, together, we are making a positive change in the community.”**

**- Shiamak Davar,**  
Founder-Director, Victory Arts Foundation.

## SALAAM BOMBAY MEDIA ACADEMY



*Dhiraj Konduskar, 14, learned writing and photography at the Salaam Bombay Media Academy.*

# We helped Dhiraj find his voice, through ink.

Dhiraj rifled through the pictures he'd clicked and selected an artistic shot of a rickety staircase illuminated by broken rays of sunlight. "From where I was standing, I could not see where it led" he explained. "Life's like that sometimes. We try to look ahead, but we can't see anything." And just like that, the ineffable poignancy of the picture made sense. The writer in Dhiraj had finally begun to emerge.

Dhiraj joined our media academy, shy and reluctant to participate. But while others had only seen an awkward boy who rarely spoke, our trainers saw a shrewd and introspective observer.

When he claimed writing bored him, they pointed out that the only writing he had done was to copy verses from his textbooks. They encouraged him to express *his* thoughts: first through words, and then through photographs. With every exercise, they chipped away at his shell of self-doubt. Eventually, they struck gold.

Without the obstacles of his misgivings and sense of inferiority, Dhiraj's thoughts flowed effortlessly onto paper. First in snippets, then in articles for the Academy's newspaper. Just 2 years after he began, his articles were printed in mainstream publications too.

"Knowing that people read what you write, and care about what they read feels good" says the prolific writer. "Will I be a writer when I grow up? I don't know. There are many paths to the future, and I'd like to explore them all."

## To empower children, you need to give them a voice.

One of the biggest challenges we face at Salaam Bombay, is building the confidence of children who have none. The media academy tackles this by equipping them with two important tools: a platform and a voice.

The Academy encourages children to contribute to a newsletter dedicated entirely to their views. Our writing and photography courses draw them out of their shells by urging them to share their thoughts on their lives, surroundings and happenings through articles and pictures. We have had many disengaged, withdrawn teenagers enter the Salaam Bombay Media Academy. And just as many confident poets, photographers, and writers graduate.

### HIGHLIGHTS OF 2016 - 2017

— 19 articles by our students were published in mainstream dailies like Mumbai Lakshdeep, Janetacha Satyavarta, Anand Mangal and Badlapur Times.

— The media academy hosted exhibitions in seven schools across Mumbai. Over 2,500 students, 60 teachers and 10 headmasters attended these events. The aim of this exhibition was to give our students a chance to showcase their work, and to inspire other children like them.

— Our students had a session with Mahesh Mhatre, the chief editor of IBN Lokmat, who shared his experience on electronic media.

— Our young writers met Australian author, Judith Rossell, writer and illustrator of over 20 children's books.

— 40 students went on a guided tour of the Mumbai Samachar press house, led by Mr. Meherwan Pollard, the manager.

— 21 of our students visited the IBN Lokmat newsroom, to learn about broadcasting.

### KEY OBJECTIVES

- Encouraging children to express themselves through writing and photography.
- Offering underprivileged children formal training to perfect their communication skills.
- Giving children a platform and opportunities to share their views.
- Enhancing the employability of underprivileged youth by training them in fields like journalism.

## REACH AND FUTURE ENDEAVOURS

The increasing number of girls in the media academy is perhaps the most heartening indicator that it is, indeed, an effective medium of change. This year, they comprised 61% of the Academy's students.

	Total Reach (April '16 – March '17)	Projected Reach (April '17 – March '18)	Annual Cost Per Child (INR)
Number of students	125	435 (Including 40 in the Photography Course)	5,800 (Standard Course) 7,000 (Special Photography Course)

### Future plan

We are working on converting the Academy's newsletter 'Voice of Hallaboli' into an e-newsletter. While this will be both cost-effective and eco-friendly, the undertaking has its own set of challenges. The greatest of which is that neither our students, nor their friends and families have enough access to digital platforms. We plan to tackle these challenges step by step.

# Thanks to our biggest supporters, thousands of futures shine brighter.

### General Donations

Aditya V. Somani  
Aventus Capital Pvt. Ltd.  
Give Foundation  
Harsh Sekhsaria  
Secure Giving

### skills@school

Ambuja Cement Foundation  
Ambuja Educational Insitute  
Rotary Club of Bombay Peninsula  
Salaam Bombay Children's Fund  
Trent Ltd.

### Arts Academy

Bajaj Corp. Ltd.  
Abhijit Joshi  
Ambuja Cement Ltd  
Ambuja Educational Insitute  
Anand Gopal Mahindra  
Aroni Charitable Trust  
Asha A. Jhaveri  
Associated Aluminium Industries Pvt. Ltd.  
Aventus Capital Pvt. Ltd.  
Axtel Industries Ltd.  
Bhanwarlal Taparia  
Boon Investment and Trading Co. Pvt. Ltd.  
Create Foundation  
Famy Energy Pvt. Ltd.  
Give Foundation  
Haigreave Khaitan  
Kissandasji & Parmanandasji Mundhra Charitable Trust  
Lumis Consulting Partners India Pvt. Ltd.  
Narotam Sekhsaria  
Padmini Somani  
Rajesh Kumar Dugar  
Salaam Bombay Children's Fund  
Shaleen Parekh  
Tribhovandas Bhimji Zaveri Limited

### Media Academy

Ajay Chimanlal Mehta  
Ambuja Educational Insitute  
Give Foundation  
Salaam Bombay Children's Fund

### Sports Academy

Ajay Chimanlal Mehta  
Ambuja Educational Insitute  
Arihant Ship Breakers  
Birendra Saraf  
Deloitte Consulting India Pvt. Ltd.  
Everest Foundation  
Mohit Arora  
Payal Rohit Sekhsaria  
Salaam Bombay Children's Fund  
Sarala Mohanlal Dhruva Charitable Trust  
Tejaskiran Pharmachem Pvt. Ltd.

### Super Army

Rotary Club Bombay Charities Trust No. 3

### Mumbai Marathon

Asian Paints  
United Way of Mumbai

### Special Project Funding

ACC Limited  
Ambuja Cement Foundation  
Pfizer Incorporation  
Sir Dorabji Tata Trust  
Tobacco Free Kids Action Fund (CTFK)  
Vital Strategies  
WHO

### Corpus Fund

Foundation for Sustainable Development (Ameet Parikh)

Extract of income and expenditure account  
for the years ended March 2016 and March 2017.

Projects are run by 91 trained professionals who are employed  
by Salaam Bombay Foundation. Given below are project-wise expenses.

**INCOME (A)**

	For the year ended 31st March 2017 (INR in Lacs)	For the year ended 31st March 2016 (INR in Lacs)
Donations & Grants	270.94	135.11
Registration & Sponsorship Fees	16.73	0.35
Interest Income	295.12	298.11
Others	49.26	3.97
<b>TOTAL INCOME - [A]</b>	<b>632.05</b>	<b>437.53</b>
<b>TOTAL EXPENDITURE - [B]</b>	<b>623.30</b>	<b>464.16</b>
<b>INCOME CARRIED FORWARD FOR ONGOING PROJECTS : [A-B]</b>	<b>8.75</b>	<b>(26.63)</b>

**EXPENDITURE (B)**

	For the year ended 31st March 2017 (INR in Lacs)	For the year ended 31st March 2016 (INR in Lacs)
<b>Projects &amp; Programmes</b>		
Super Army	84.16	85.10
Arts Academies	69.10	55.88
Sports Academies	47.88	39.59
Skill Development & Conversational English	85.90	46.17
Cessation	35.77	31.95
Events	65.25	11.34
CBFC Workshop	20.19	-
Media Campaign & Media Academy	73.31	62.82
Marketing & Promotion	19.85	7.60
Conferences & Training	0.48	0.46
Research & Documentation	13.53	22.99
<b>Administration</b>		
General Costs & Non-Programme Salaries	107.89	100.26
<b>TOTAL</b>	<b>623.30</b>	<b>464.16</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 12A of the Income Tax Act, 1961 vide registration no. INS/ 36855 dated November 28, 2002. The Foundation has also been granted approval under section 80G (5) of the Income Tax Act, 1961. 3. The Foundation is the registered recipient of foreign contributions under the Foreign Contribution (Regulation) Act, 1976 since financial year 2005-2006. Up to financial year ended on March 31, 2017, the Foundation has received foreign contributions aggregating ₹2,131 lacs for carrying out various charitable activities.

**Salaam Bombay  
Foundation**

Nirmal Building,  
1st Floor  
Nariman Point  
Mumbai 400 021

T +91 22 6149 1900  
F +91 22 2204 4931

[info@salaambombay.org](mailto:info@salaambombay.org)  
[www.salaambombay.org](http://www.salaambombay.org)

 @salaambbayorg  
 @salaambbayorg  
 @salaambbayorg