

YOUNG VOICES. POWERFUL CHOICES.



ANNUAL REPORT
2023-24

**SALAAM
MUMBAI
FOUNDATION**

TOBACCO - FREE HEALTHY CHILD

India's young voices
are shaping the future.
In 2023–2024, over
400 SMF alumni took
charge as changemakers,
leading the tobacco-control
movement and transforming
communities. These pages
show how the future is in
capable hands.

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At the **Salaam Mumbai Foundation**, we are committed to transforming the lives of rural Indian children. Our focus is on empowering them to create a tobacco-free generation. Through diverse interventions, we equip children with the tools to drive sustainable change and lead them towards healthier, happier lives.



Foreword



At the Salaam Mumbai Foundation, our journey continues with renewed commitment and an innovative approach.

This year, we embraced a hybrid model that significantly amplified our reach and impact among stakeholders through cost-effective, scalable strategies. We are proud to extend our programmes across 10 states, striving not only to create tobacco-free schools but also to inspire adolescents toward a vibrant, healthy lifestyle free from tobacco.

Our efforts are deeply rooted in collaboration. One of our key strategies is to seamlessly integrate with existing government-led health initiatives within rural communities. Moreover, as we grow we aim to shift the focus from merely eliminating tobacco to fostering a holistic approach to young leaders' programmes, nurturing their skills to lead impactful health and hygiene initiatives at the grassroots level through regional and local Bal Parishads.

This initiative is critical to shaping the future of health education and behavioural change in rural areas. We are inspired by the outstanding contributions of our youth leaders, whose dedication and efforts across these 10 states have created powerful connections and raised awareness among stakeholders.

Together, we are paving the way for a brighter, healthier future—one where our youth lead the charge in transforming their communities and creating lasting change.

“One of our key strategies is to seamlessly integrate with existing government-led health initiatives within rural communities.”



THE SOUND OF SUCCESS

2023-2024 HIGHLIGHTS

Evidence: Published a groundbreaking report on the effectiveness of SMF's tobacco-free schools and health and hygiene model.

Support: Inaugural regional-level Bal Parishads conducted that reached a significantly higher number of students.

Action: Over 653 community school gardens set up for students.

Leaders: Over 400 SMF alumni led the charge against tobacco as youth leaders.

"I commit myself to a tobacco-free life."

Growth: SMF's state-level strategy received support from the National Tobacco Control Programme.

Reach: Maharashtra Education Ministry granted us three-year authorisation to implement programmes at the state level.

Felicitation: Maharashtra Health Department honoured us for our efforts in the tobacco-free school programme on World No Tobacco Day 2023.



AT A GLANCE: 2023-24

1,30,393

NO-TOBACCO ACTIVITIES
Rallies, pledges, poster-making
competitions, rangoli-making
and more.

1,81,501

STUDENTS

33,165

GOVERNMENT STAKEHOLDERS

Block development officers, district magistrates, collectors,
executive officers sarpanch, health functionaries, district CEOs,
and the national tobacco control programme officers.

67,146

TEACHERS

1,434

MASTER TRAINERS

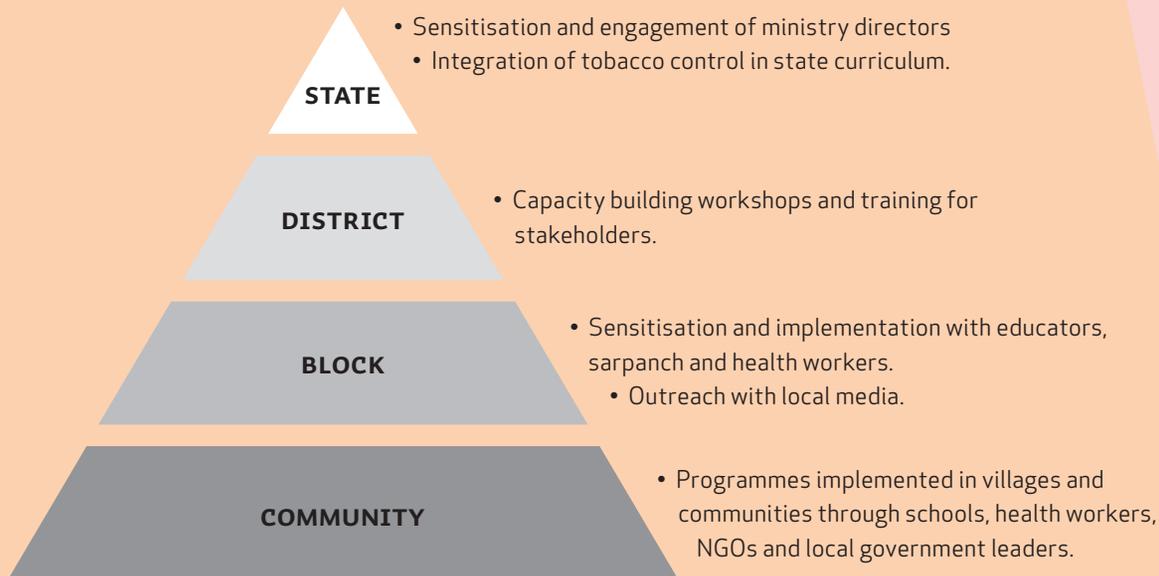
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STATES



Objectives

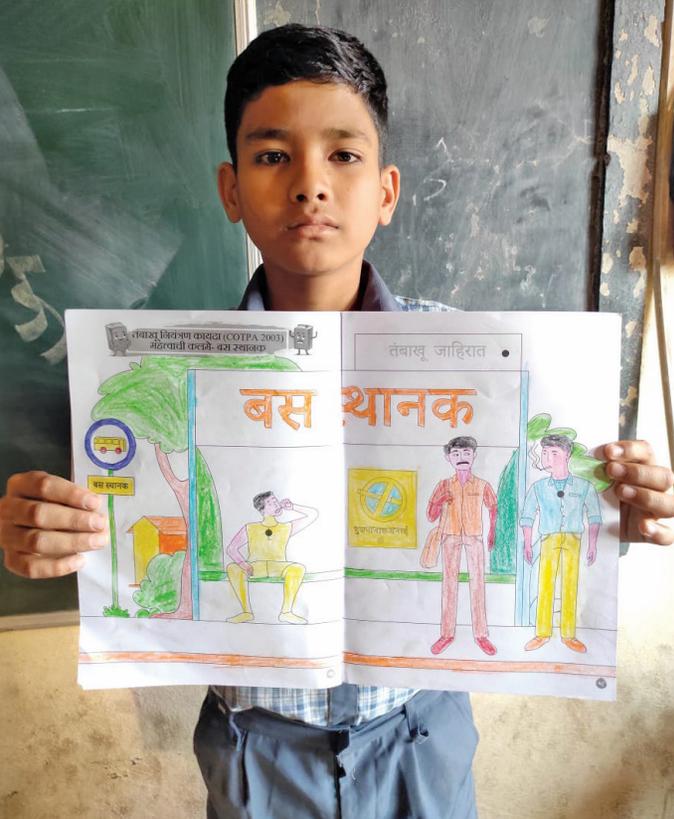
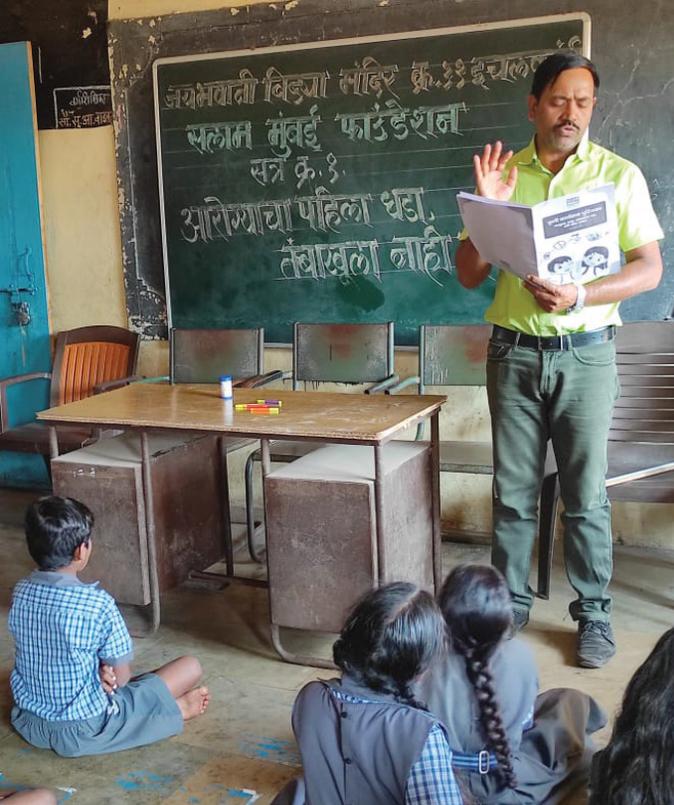
- 1 Facilitate behavioural changes through educational activities.
- 2 Raise awareness via training sessions, activities and events.
- 3 Build a sustainable tobacco-control programme through statewide curriculum and enhanced ToFEI (COTPA, 2003) implementation.
- 4 Develop replicable and sustainable tobacco-control models.



Strategy

- 1 Multilevel trainings and workshops.
- 2 Information empowerment.
- 3 Digital support networks via communities of over 200 whatsapp groups.
- 4 Information and educational material distribution.
- 5 Health and hygiene programmes.
- 6 Media proficiency through training.
- 7 Leadership development for youth leaders.
- 8 Active engagement in schools and communities.
- 9 National recognition at forums like National Conference on Tobacco and Health.





ECHOES OF PROGRESS

11

States

44,499

Tobacco-free schools

1,95,566

Teachers

590

NGOs

8,006

Master trainers

4,35,728

Stakeholders



A CHORUS OF CHANGE:

TOBACCO-FREE SCHOOLS PROGRAMME

Schools are key sites for change. Tobacco-free schools make tobacco-free children, which translates to tobacco-free communities.

THE STAKEHOLDERS

Master Trainers • Teachers • Students • Other Stakeholders (Community members, Policy makers)



We engaged

1,06,248

stakeholders
in 2023-2024

STAKEHOLDER EMPOWERMENT 2023-24

1434

MASTER TRAINERS
trained

- Powerful media communicators
- Develop teacher capacities
- Lead the implementation of tobacco-free schools initiatives
- Empower and guide emerging youth leaders
- Foster community engagement
- Participate in forums such as the National Conference on Tobacco and Health

67,146

TEACHERS
sensitised

- Lead the implementation of the ToFEI 9 criteria in schools
- Empower students with sessions and activities
- Sustain the tobacco-free school status

1,81,1501

STUDENTS
empowered

- Student youth leaders led the way in the Bal Parishad forums
- Empowered through tobacco cessation and health & hygiene sessions
- Gained awareness through activities such as oath taking, rangoli making, poster competition and more

32,589

OTHER STAKEHOLDERS
engaged

- Education & Health Dept officials, ASHA Workers, Self-Help Groups, National Tobacco Control Programme officials, SMF youth fellows, sarpanches, villagers and volunteers.
- Senior government authorities actively support tobacco control programme
- Participation from regional education and health directors spurred their teams into action
- Active updates on the tobacco-free schools app and other state-level meetings drove the programme forward

श्री अनंतराव सराफ विद्यालय तथा कनिष्ठ महाविद्यालय, शेलापूर बु. ता. मोताळा

• तंबाखूमुक्त शैक्षणिक संस्था •

• शैक्षणिक संस्थेच्या १०० यार्ड परिसरात सिगरेट आणि इतर तंबाखूजन्य पदार्थांची विक्री करण्यास सक्त मनाई आहे.

• सदर संदर्भातील गुन्ह्याला सिगरेट आणि इतर तंबाखूजन्य उत्पादने कायदा, २००३ च्या कलम २१ नुसार रु. २०० पर्यंत दंड आकारण्यात येईल.

तंबाखूमुक्त शाळा मानिटरर्स
श्री. एस. आर. सावळे (स. शिक्षक) 9403255449



MRS SAVITA, KOLHAPUR

Mrs Savita, a dedicated teacher at Shrimant Jaisingrao Ghatge High School in Kagal, Kolhapur District, has been a beacon of hope in the fight against tobacco use. She has worked closely with the Salaam Mumbai Foundation for six years. Her innovative activities such as anti-tobacco slogan creation and artistic expressions like rangoli and painting have inspired students and parents alike.



She has helped the students to form a committee to educate their families about tobacco's harmful effects. During parent-teacher meetings, teachers encourage parents to refrain from tobacco use

Mrs Savita collaborates with the taluka coordinator to extend the campaign to all 238 schools in Kagal. She has helped the students to form a committee to educate their families about tobacco's harmful effects. During parent-teacher meetings, teachers encourage parents to refrain from tobacco use.

Inspiring stories have emerged from her initiative, such as a student who fasted until a family member quit tobacco, showcasing the profound impact of her work. To date, Mrs Savita has helped 61 parents overcome tobacco addiction, thanks to the collective efforts of her students and the support of the community.

SMALL VOICES, BIG HORIZONS

SMF YOUTH LEADERS

SMF is now 400 youth leaders strong. They have emerged as catalysts for transformative change.

United in purpose, the young changemakers are reshaping local perspectives, strengthening communities, and paving the way for a healthier, tobacco-free future.

Raising Awareness

These young leaders have sparked vital conversations about tobacco's dangers, reaching hundreds of students, families, and communities.

Building Community Engagement

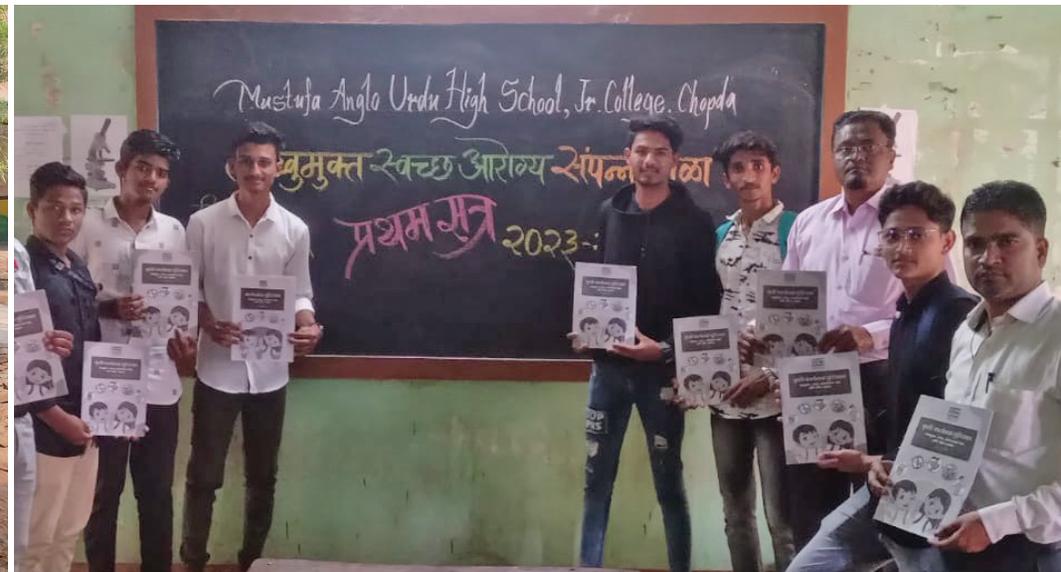
Through campaigns, workshops, and events, they've mobilised communities to take collective action against tobacco use.

Driving Behavioural Change

Peer education has inspired community-wide healthier habits.

Empowering Leadership

With advocacy, leadership, public speaking and project management skills.



BAL PARISHADS

Bal Parishads are student-led councils that empower children to take leadership roles and voice their concerns on social issues. They began as part of child rights initiatives by organisations like SMF to engage youth in promoting tobacco-free lifestyles.

Bal Parishads in India play a pivotal role in empowering young voices to drive change in their communities.

This year, SMF engaged 420 students in sessions covering topics such as tobacco control, health and hygiene and the role of the government in tobacco-control initiatives.

At the fourth National Bal Parishad held online on February 6, 2024, we platformed young voices with 15 children from across India leading a crucial discussion on the COTPA Act with a panel comprising eminent health officials and decision-makers from various state administrations.

Their participation sparked active discussions, showcasing the power of youth in driving change.





Bal Parishad 2023-24

420 students in attendance from 10 states

Esteemed panellists included officials from the Education and Health departments, media members, FDA, members of Everest Industries Ltd and of the central government.



22,500 stakeholders reached by the young leaders

Virtual participation from Dahej and Kymore, Everest Foundation.

2972 through video conferencing in schools

SAMRUDDHI, LATUR

In Latur, Samruddhi, an 8th-grade student at Zilla Parishad Primary School in Rui Dakshin, embarked on a transformative mission to create a tobacco-free environment. With 310 schools in her block and 121 registered on the anti-tobacco app, Samruddhi mobilised her peers and local leaders to rally support for her initiative.



Through numerous village-level activities, Samruddhi reached about 600 people.



Samruddhi began by successfully persuading the village sarpanch, a long time tobacco user, to quit. Samruddhi and her friends then targeted local shops selling tobacco, plastering them with informative posters and sensitising the shopkeepers, leading to them stopping tobacco sales.

Through numerous village-level activities, Samruddhi reached about 600 people. Her inspiring journey is a testament to the power of grassroots movements in fostering healthier communities.



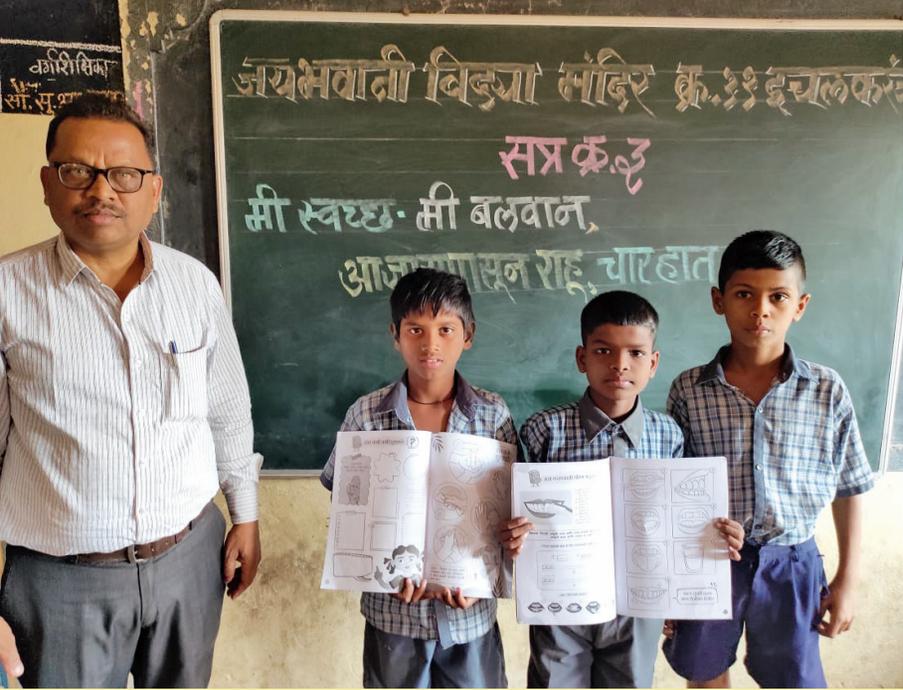
STRONG VOICES, STRONG BODIES, STRONG MINDS

OUR HEALTH & HYGIENE PROGRAMME

One standout initiative is the creation of **650 community kitchen gardens** as part of the Bal Parishad activities. The community gardens foster good nutrition and healthier living.



Tobacco consumption is deeply intertwined with health and hygiene practices in rural areas. Our mission is to break this cycle. Empowered children remain at the heart of this transformation. This year, our inaugural integrated health and hygiene initiative reached:



पार्श्वभूमी
Thursday, 01 JUN 2023

अन्न हवे आहे, तंबाखू नाही...

बारसवाडा शाळेत जनजागृती उपक्रम

आणि आरोग्यदायी राहणी, यासाठी कार्य करीत आहे. या अंतर्गत तंबाखूमुक्त शाळा अभियान व तंबाखू मुक्त आरोग्य संपन्न मुलं हा कार्यक्रम राबविण्यात येत आहे.

या अनुषंगाने गावकऱ्यांमध्ये तंबाखू विरोधी जनजागृती व्हावी यासाठी हे दालन भरवण्यात आले होते. यावेळी शालेय विद्यार्थ्यांनी रांगोळी प्रदर्शनानुसार तंबाखू विरोधी जनजागृती केली. आरोग्यदायी सावशिडी या खेळाच्या माध्यमातून विद्यार्थ्यांनी चांगल्या स्वस्थी व वाईट स्वस्थी जाणून घेतल्या. या सर्व उपक्रमासाठी शिक्षक श्रीधर यशवंतराव कुलकर्णी यांनी मार्गदर्शन केले. यावेळी अर्जुन खोटे, भानुदास भोळे,ग्रामसेवक नागरगोजे, अंगणवाडी सेविका लता मुळे, कविता शेंडगे, गीता सुळे, रुक्मिणी बायभट, सुरवर्णा गावकवाड, सुनिता सावंत, राणी भिडे, सुनिता घायळ, राहुल घायळ यांच्यासह विद्यार्थी, पालक यांची उपस्थिती होती. या उपक्रमाचे केंद्रप्रमुख रामेश्वर आंबटकर तसेच सलाम मुंडई फाउंडेशनचे राकेश कसार यांनी कौतुक केले आहे.

अंबड/प्रतिनिधी - जागतिक तंबाखू विरोधी दिनात्मित शालेय आणि गावस्तरावर तंबाखू नियंत्रण कार्यक्रम अधिक राक्षम व्हावा या हेतूने सलाम मुंडई फाउंडेशन, शिक्षण विभाग व आरोग्य विभाग यांच्या माध्यमातून अंबड तालुक्यातील बारसवाडा येथील जिल्हा परिषद प्राथमिक शाळेत 'आपल्याला अन्न हवे आहे, तंबाखू नाही' या विषयावर दालन मांडण्यात आले होते. यामध्ये तंबाखू विरोधी विविध पोस्टर्स, गमतीदार खेळ

तसेच माहिती पत्रके याद्वारे जनजागृती करण्यात आली.

या कार्यक्रमाची सुरुवात पुण्यश्लोक अहिल्याबाई होळकर यांच्या प्रतिमा पूजनाने झाली. यावेळी आयोजित प्रदर्शनाने उद्घाटन करत रामेश्वर खंडगळे, शालेय व्यवस्थापन समितीचे अध्यक्ष राधाकिशन सावंत व शाळेचे मुख्याध्यापक सुभाषराव चाटे यांच्या हस्ते झाले. सलाम मुंडई फाउंडेशन हे शिक्षण विभाग व आरोग्य विभागासोबत नवी पिढी व्यसनमुक्त



TELLING IT RIGHT

TOBACCO-FREE SCHOOLS MODEL STUDY

In 2023-2024 we conducted a seminal, evidence-based study to measure the impact of the Salaam Mumbai Foundation's tobacco-free schools model along with the health & hygiene module. What we found confirmed our belief in the efficacy of our efforts and methodologies.



61.4%

of the students are aware of beneficial health practices such as nutritious food and exercise



72.7%

of the students have knowledge of hygiene practices



48%

of school teachers and principals have quit tobacco consumption



58%

of students promote tobacco cessation to their family members



97%

of teachers, master trainers and principals found the tobacco-free schools model to be effective

EXPRESSIONS OF SUPPORT

PARTNERSHIPS

Collaboration drives sustainable change. Through partnerships with local NGOs supported by our generous corporate partners, we combine resources and expertise to boost vital grassroots efforts.

SMF builds the capacity of grassroots NGOs as they understand their region's demographics and maintain strong ties with local government bodies. Backed by corporate partners, SMF provides financial resources to help these award-winning NGOs develop innovative, lasting programmes.





‘तंबाखू नका खाऊ, कॅन्सर होईल भाऊ’

लोकमत न्यूज नेटवर्क
वडीगोद्री : अंबड तालुक्यातील जिल्हा परिषद प्राथमिक शाळा बारसवाडा येथे तंबाखू विरोधी जनजागृती रॅलीचे आयोजन केले होते. या रॅलीचे उदघाटन डॉ. शुभम मिठे यांनी हिरवी झेंडी दाखवून केले. या वेळी विद्यार्थ्यांनी तंबाखू तुम्ही नका खाऊ, कॅन्सर होईल तुम्हाला भाऊ, असेल तुम्ही तंबाखू खात कॅन्सरने होईल तुमचा घात, तंबाखूला करा बाय बाय जीवन होईल हाय फाय, तंबाखू मतलब खल्लास आदी घोषणा दिल्या. अध्यक्षस्थानी राधाकिसन सावंत होते. आबासाहेब शिंदे, बाळू वाघ, गोवर्धन मिठे, मुख्याध्यापक सुभाषराव चाटे यांची प्रमुख उपस्थिती होती. सलाम मुंबई फाउंडेशन, महाराष्ट्र शासन,

बारसवाडा येथे तंबाखूविरोधी जनजागृती

- बारसवाडा येथे जनजागृती रॅलीनंतर डॉ. शुभम मिठे यांचे.मॉस्विक आरोग्याची काळजी या विषयावर व्याख्यान झाले. बालपरिषदेचे तज्ज्ञ श्रीधर कुलकर्णी यांनी बाल परिषद आयोजनाचा उद्देश, जनजागृती करण्यासाठी आयोजित रंगोळी स्पर्धा घेण्यात आली.
- चित्रकला स्पर्धा तसेच परसबाग, सलाम मुंबई फाउंडेशनचे कार्य, तंबाखूमुक्त शाळा अभियान याविषयी माहिती उपस्थिताना दिली.

शिक्षण विभाग, आरोग्य विभागाच्या वतीने आयोजित केलेल्या विभागीय बालपरिषदेसाठी बारसवाडा येथील पाच विद्यार्थ्यांची निवड झाली असून, ते बालपरिषदेत तंबाखू विरोधी जनजागृतीचे कार्य करणार आहेत.

तंबाखूमुक्त शाळा अभियानांतर्गत गावकऱ्यांमध्ये तंबाखू विरोधी जनजागृती करण्यासाठी चित्र रॅलीचे

आयोजन केले होते. शेवटी सर्वाना तंबाखूमुक्त आरोग्यदायी जीवनाची शपथ दिली. या वेळी संतोष सावंत, गोकुळ बोलबलट, सुरेखा जाधव यांनी परिश्रम घेतले. या उपक्रमाचे गटशिक्षणाधिकारी गोविंद चव्हाण, केंद्रप्रमुख रामेश्वर आंबटकर, जिल्हा समन्वयक राकेश कासारे, अर्जुन खोंडे, लहू गोल्हार, आदींनी कौतुक केले आहे.



TOBACCO
FREE
ZONE



Narotam Sekhsaria Foundation

NSF Awards: Narotam Sekhsaria Foundation honoured 10 individuals for their exceptional contributions and awarded grants to 5 NGOs.

Training: Workshops enhanced teachers' capacity to address tobacco-related issues.

Networking Success: Surajpur's District Education Officer in Chhattisgarh mandated all schools follow India's nine tobacco-free school criteria.

National Tobacco Control Programme (NTCP): A virtual meeting on ToFEI implementation engaged 130 NTCP and education officials.

Reach: Sensitised 12,400 students in tobacco-free life sessions, gaining media coverage in six outlets.

REACH

STATES: Bihar, Karnataka, Chhattisgarh, Uttar Pradesh, Uttarakhand

Master trainers trained: 199

Teachers sensitised: 539

Students engaged: 86,496

Other stakeholders: 769

AWARD-WINNING NGOS:

SEEDs, Jehanabad, Bihar

Bahuuday Lok Sewa Sansthan, Haridwar, Uttarakhand

UP Voluntary Health Association, Ambedkar Nagar, Uttar Pradesh

Self Help Education and Research Sansthan, Surajpur, Chhattisgarh

Foundation for Sustainable Health India, Chikkaballapura, Karnataka



Tobacco-control Education Programme: Across 30 Maharashtra districts, reaching 58,261 school teachers.

Bal Parishads: Engaging 3,182 students and reaching 20,000 stakeholders.

NGO Partners: To maximise programme reach, implementing health and hygiene education in 200 schools across two districts.

Health and Hygiene Programmes: Piloted in 5 districts, reaching 5,929 students, 428 teachers and 1,386 villagers.

Networking: With the state governments in Maharashtra, Rajasthan and Chhattisgarh and the NTCP.

REACH

Master trainers trained: 909
Teachers sensitised: 58,261
Students engaged: 15,772
Other stakeholders: 23,915



Ambuja FOUNDATION

SMF has a long history with the Ambuja Cement Foundation (ACF), going all the way back to Chandrapur village, Maharashtra in 2007, when we launched our very first pilot project in collaboration with ACF.

Oral Health Checkup Camp: 3,786 students received vital dental check-ups at 4 locations at 18 oral camps.

Kitchen Garden Initiatives: Established community gardens in 38 schools across 4 locations.

Student Sensitisation: 592 students educated on tobacco-related issues.

Tobacco Monitors: 102 schools across 4 locations appointed tobacco monitors.

REACH

STATES: Chhattisgarh, Rajasthan, Himachal Pradesh

Schools reached: 131
Students engaged: 15,506
Master trainers trained: 131
Teachers sensitised: 617
Other stakeholders: 488



Health and hygiene: The programme reached 3437 students in Madhya Pradesh. The module empowered students with leadership training and information on the ill effects of tobacco as well as the importance of personal hygiene, cleanliness, nutrition and physical health.

Tobacco-free communities: With substantial outreach, 525 schools in Nashik district were declared tobacco-free schools. Deola and Igatpuri blocks in Maharashtra achieved the status of being tobacco-free blocks.

Kitchen gardens: Led by Anganwadi workers and students engaged by the SMF programme, three villages in Gujarat started community kitchen garden initiatives that are being taken forward by the local stakeholders.



REACH

Schools reached: 831
 Students engaged: 63,727
 Teachers sensitised: 3,013
 Youth Fellows empowered: 64
 Government and civil society stakeholders: 8,703

HARNESSING VOICES FOR HEALTHIER CHOICES

NETWORKING

Networking with policy makers is one of the key pillars of the SMF model, vital for a comprehensive tobacco control strategy.

Strategy

- Raise tobacco awareness among influential groups and policy makers.
- Involve key decision-makers in embedding anti-tobacco messages across systems.

2023-24 NETWORKING SUCCESSSES

1 The Education Ministry of Maharashtra has granted permission to Salaam Mumbai Foundation (SMF) to conduct teachers' meetings statewide, granting us three-year authorisation to implement our programmes at the state level.

2 On May 31, 2023, the Health Department of Maharashtra honoured SMF for its exemplary efforts in the tobacco-free school programme during World No Tobacco Day.

3 A block-level tobacco monitoring committee has been established, with official letters issued by the Health Department to support its formation and operations.

4 Meetings with SCERT and Education Ministry officials mobilised 260 Block Education Officers to adopt the Tobacco-Free Schools initiative.

5 National-level engagements with the NTCP and Uttar Pradesh education authorities pushed for state-wide tobacco-free environments in schools.

Looking Ahead

As we reflect on past successes and prepare for future challenges, we aim to expand training programmes, equipping young leaders with advanced skills in public policy, health promotion, and digital networking. A structured alumni network will foster collaboration, mentorship, and knowledge sharing.

Sustainability remains a priority, encouraging leaders to design long-term, community-driven projects with measurable goals, fostering

ownership and accountability. Partnerships with local organisations, schools, and health agencies will amplify efforts and share resources.

A robust monitoring system will track progress, highlight improvements, and celebrate success stories to inspire others and showcase the impact of youth-led initiatives. By nurturing leadership skills and building strong collaborations, we strive to create a sustainable movement for a tobacco-free future.

“Sustainability will be a key focus, encouraging young leaders to design and lead long-term, community-driven projects with measurable goals.”





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प्रथम श्रेणी 2023-24