

# MAGIC BUS INDIA FOUNDATION





## Magic Bus : Changing the Game

Sujit grew up in the BPT area, a slum settlement in Mumbai, in one of the world's poorest neighbourhoods. This slum settlement is home to nearly 100,000 families. Sujit has been a part of the Magic Bus Sport for Development programme for nine years. "I started attending Magic Bus sessions when I was 9 years old. While having fun and playing, I learnt things like discipline, communication skills and teamwork. Their Connect programme put me in touch with a 3 months course which helped me get a job." Sujit is now an employee at a leading retail store. He plans to continue his education and eventually join the Navy or become a Chartered Accountant.

Magic Bus works with 150,000 children like Sujit to empower vulnerable children, youth and communities in India in the areas of education, gender, health, leadership, and livelihoods, using sport as a development tool. For us, empowerment means enhancing an individual's or groups' capacity to make choices and transform those choices into desired actions and outcomes. We use sports and activity-based learning platforms to achieve our development goals.

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### Key Achievements for the 150,000 children reached so far

- ❖ 42% of Magic Bus children are girls.
- ❖ In 2010, 78% of the out-of-school children on our programme went back to school.
- ❖ 85% of children who graduate through the programme join a livelihood initiative, linking them to further education, training and the workplace.\*

**1,000,000 children to be reached by 2014.**

\*These statistics are based on the impact assessment reports of the Magic Bus programme.



## What we do?

We empower our participants to make effective choices in areas of education, gender, health, leadership and livelihood using sport as medium for development.

- ☞ We work with 7-15 year old children to bring about a change in their behaviour and attitude towards development.
- ☞ We train youth (17+ years) from the communities we work in as volunteers, who then become role models and mentors to the younger children. We call these mentors Community Sports Coaches (CSCs).
- ☞ We create partnerships within the community by conducting rallies, group discussions, parent meetings and cleanliness drives.
- ☞ We work with fellow NGOs, the government, community leaders and businesses to ensure sustainability.

Our programmes facilitate behavioural change and enable positive action to tackle poverty at a grassroots level.

A typical weekly Magic Bus Sport for Development session is conducted by a CSC and lasts for 1.5 – 2 hours. Five Magic Bus Pillars form the basis of every session. They are – *fun, participation, safety, experiential learning and mentoring*. Each session is divided into three parts.

Session Part	Content	Nature of Activity
Warm Up	The development goal is introduced	Songs and interactive activities
Main Activity	The development goal is reinforced using activity based learning	Sports such as football, handball and cricket
Review	Children are encouraged to discuss and draw parallels to real-life situations. The discussions are linked to the development goal	Discussion facilitated by the mentor or CSC

“UK Sport, the British Council and UNICEF recently joined with expert local partner Magic Bus in International Inspiration India - a highly successful programme designed to offer sports and Sport for Development programmes to some of India’s poorest children. Together we managed to significantly scale up our original ambitions by working with the Government of India to incorporate creative and accessible approaches to sport, physical education and sports leadership within schools and communities in initiatives that are now reaching millions of children.”

Debbie Lye, International Development Director, UK Sport



## Our Programmes

**The Mumbai Programme:** In 1999, Magic Bus operations started with using sport as a medium for bringing about behavioural change among children from marginalised communities in Mumbai. This eventually developed into the Sport for Development curriculum. The Mumbai programme continues to act as a learning ground where we test our hypothesis and refine our approach before we transpose them across the country.

**National Expansion:** The National expansion began in 2008. By 2010, we had reached 150,000 children and youth across India. By 2014, we aim to reach 1,000,000 children. The programme will reach urban and rural communities and schools, among others. Till 2010, we were operating in Maharashtra, Andhra Pradesh and Delhi National Capital Region. By 2011, we plan to expand our presence in Karnataka, Odisha, Tamil Nadu, Jharkhand and other parts of Maharashtra.

**The Youth Programme: Connect** - Started in 2009 in Mumbai, the Connect programme provides leadership skills and connects youth to job opportunities, training courses, skill-building forums and networks. This enables them to explore career options.

**The Magic Bus Centre for Learning & Development:** The Centre is a 25 acres outdoors campus with residential facilities, that provides structured adventure sports and outdoors facilities for schools and corporate houses.



## Our Impact

- ☞ **Health:** 7 in 10 Magic Bus children improve their health, fitness and nutrition levels.
- ☞ **Gender:** 4 in 10 Magic Bus children are girls, as are 40% of the volunteer mentors.
- ☞ **Education:** 7 out of every 10 drop outs who attend Magic Bus sessions re-enroll in school and complete their education.
- ☞ **Livelihood:** 85% of Magic Bus youth enroll in our employability programme, Connect. 90% of these youth choose to continue their education.







## Domain Areas

### Promoting Formal Education

- ☞ We ensure that children go to school and complete 8th standard according to the Right of Children to Free and Compulsory Education Act (RTE), 2009.
- ☞ We train physical education (PE) teachers in mainstream schools on the Sports for Development approach. We also advocate for the integration of Sports for Development in the Physical Education curriculum.

### Promoting Gender Sensitivity

- ☞ We create equal opportunities to play.
- ☞ We break stereotypes based on gender and minimise discrimination.
- ☞ Our programmes reduce gender-based violence.

### Improving Health and Nutrition

- ☞ Children on the programme display better health.
- ☞ Children improve their awareness on nutrition, health and fitness.
- ☞ Children increase their knowledge on sexual and reproductive health.
- ☞ We see a marked reduction in addiction and substance abuse.

### Providing Livelihood Options

- ☞ Youth on our programme find employment and increase their earning capacity.
- ☞ The programme minimises the number of days of unemployment.

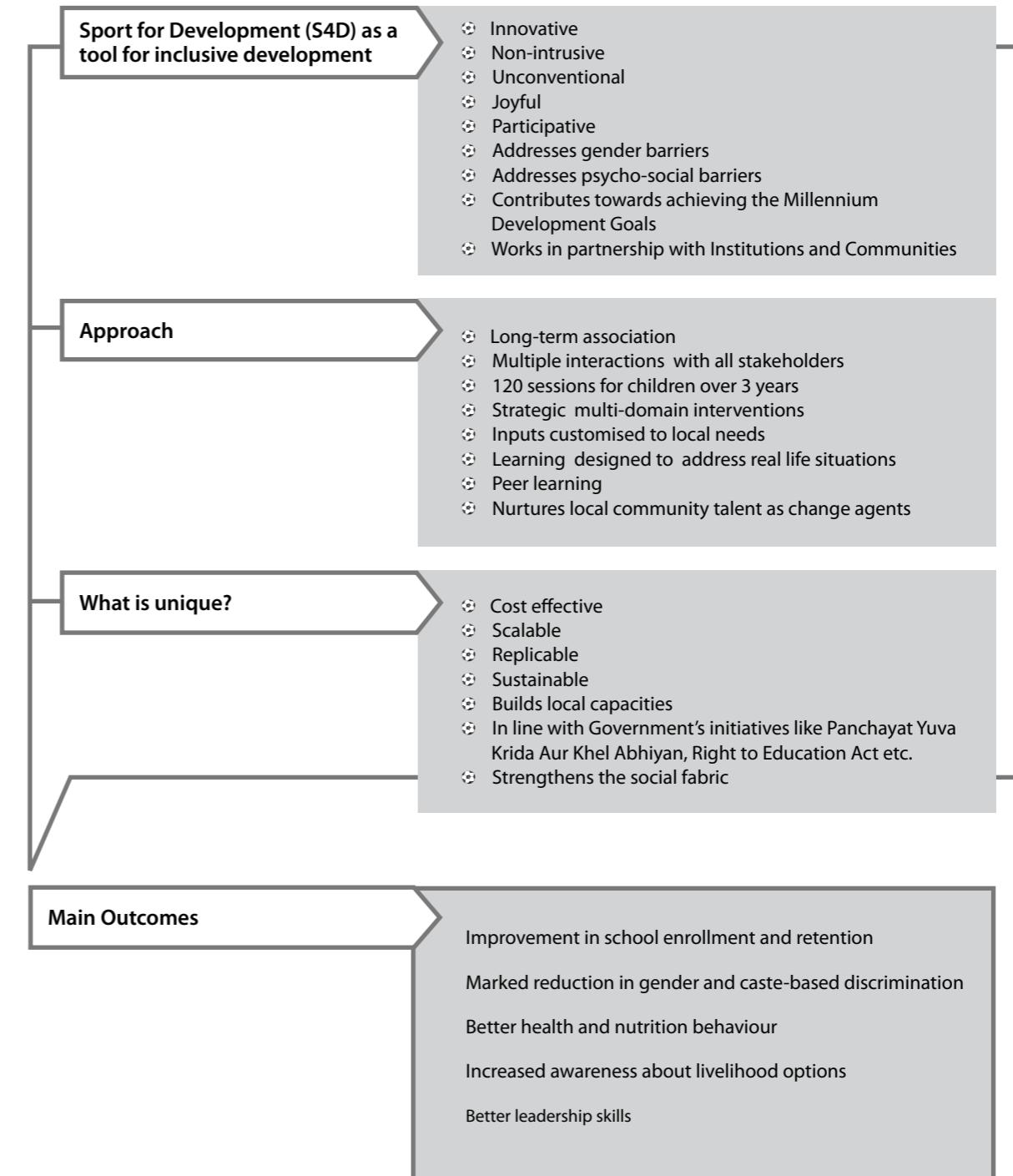
### Instilling Leadership Qualities

- ☞ We develop demonstrable leadership qualities and traits. Children on our programme display greater initiative.

### Promoting the Right to Play

- ☞ We create and promote a sports culture.
- ☞ We promote excellence in sports.

## The Magic Bus philosophy of Sport for Development



“As a knowledge partner of the Ministry of Youth Affairs and Sports in the Government of India, Magic Bus provides technical inputs, expertise and guidance to the Ministry in using sports as a development tool in the areas of education, health, gender, youth and livelihoods.”

Injeti Srinivas, Former Joint Secretary, Ministry of Youth Affairs and Sports, Government of India



## Our Partners

### Government

Memorandum of Understanding with Ministry of Youth Affairs and Sports, Govt of India making Magic Bus as Knowledge Partners for PYKKA and Playfields

Memorandum of Understanding with Lakshmi Bai National University of Physical Education, Gwalior, Madhya Pradesh

### Strategic Partners

Premier League  
Australian Sports Commission  
Laureus Sport for Good Foundation  
Barclays Spaces for Sports  
Nike  
Comic Relief

### Other Partners

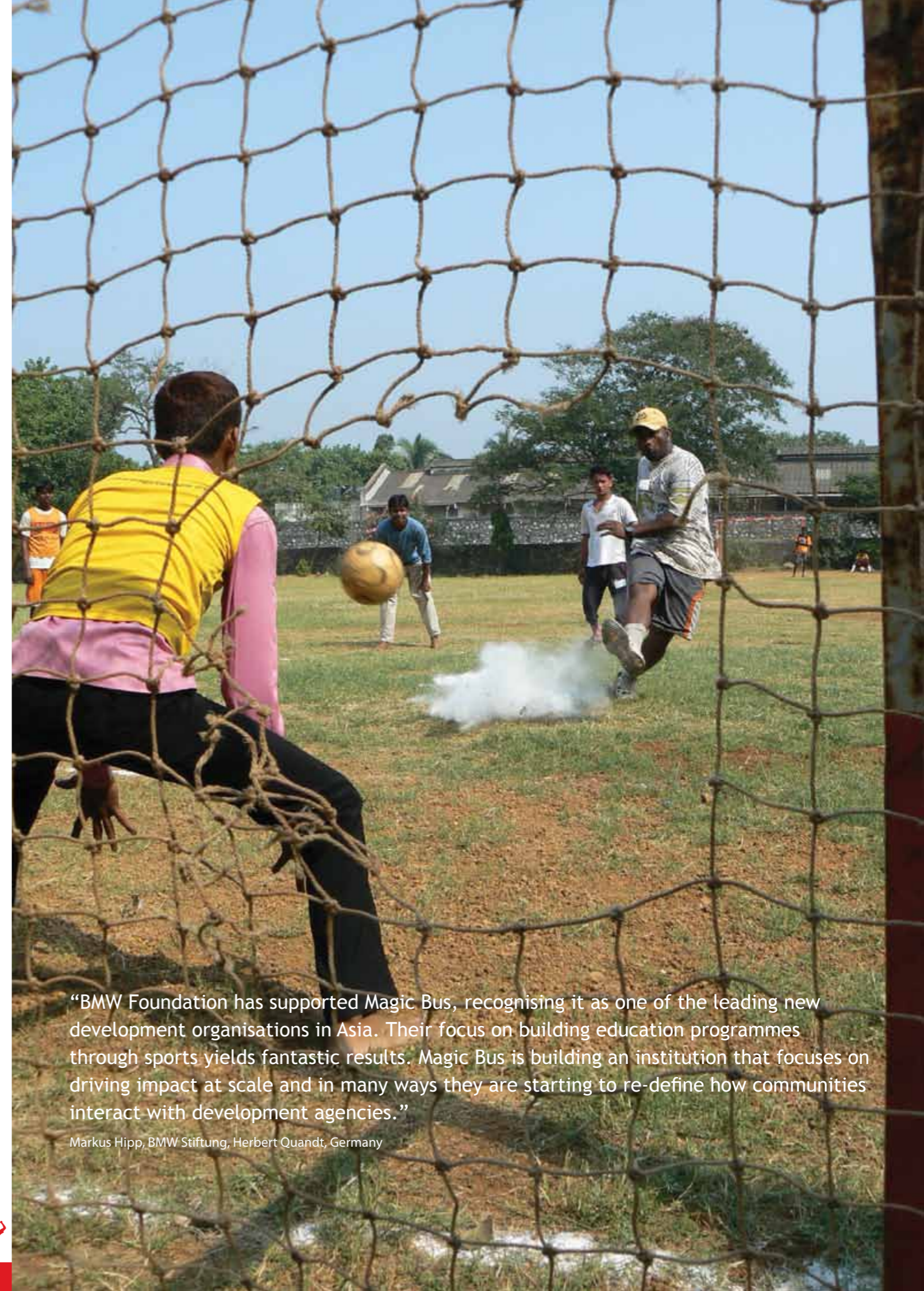
UK Sport  
UNICEF  
FIFA  
Royal Dutch Football Association  
NEG-FIRE  
Bernard Lewis Family Charitable Trust  
Ram Shriram  
Joanna Brown Trust

### Corporate Partners

Rio Tinto  
Jindal Steel  
Leyland  
Bloomberg  
BMW  
Cox & Kings  
Goldman Sachs  
HSBC  
Castrol  
Cleartrip

“What we found unique about Magic Bus, in addition to their strong developmental approach, is their focus on creating sustainability locally in India. Few organisations are able to make the leap from donor dependency to creating models that allow financial self-sustenance and we are working hard with them to achieve this aim.”

Richard Scudamore, Chief Executive, Premier League, United Kingdom



“BMW Foundation has supported Magic Bus, recognising it as one of the leading new development organisations in Asia. Their focus on building education programmes through sports yields fantastic results. Magic Bus is building an institution that focuses on driving impact at scale and in many ways they are starting to re-define how communities interact with development agencies.”

Markus Hipp, BMW Stiftung, Herbert Quandt, Germany



“Magic Bus’ model of training young people to then mentor younger children from the same communities, is creating a movement of change as we see children, often for the first time, in their thousands, choosing to participate in a development programme that is relevant to their needs.”

Kirk Harrison, Head, Barclays Spaces for Sport, United Kingdom

## Magic Bus

- ☞ The first organisation in India to deliver high impact development programmes combining a sport based curriculum with community action
- ☞ Founded in 1999, Magic Bus is one of the fastest growing indigenous NGOs in India and the largest Sport for Development organisation in Asia
- ☞ In 2011-12, Magic Bus will enroll 200,000 children at just INR 700 per child/year. By 2014, Magic Bus aims to be reaching out to 1 million children. Our average per child attendance is for 4.5 years
- ☞ We currently run programmes in 6 Indian states, with plans to increase to 10 by 2014
- ☞ The Magic Bus programme content is being integrated into the Indian Government curricula
- ☞ Programmes aim to be 50% financially self sustaining within 5 years of each new operation

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