



MAGIC BUS INDIA FOUNDATION

ANNUAL REPORT 2012-13



“

IT IS UP TO US AND ORGANISATIONS LIKE OURS TO TRANSFER ENOUGH VALUE BACK INTO THE COMMUNITY, TO BE SUSTAINABLE. COMMUNITIES QUICKLY REALISE THIS VALUE AND YOU THEN START BUILDING A MOVEMENT. WHAT MAKES MAGIC BUS DIFFERENT IS THAT OUR INVESTMENT IS TOTALLY IN HUMAN CAPITAL. WE LOOK AT THE ENABLING POTENTIAL OF INDIVIDUALS TO CHANGE THEIR OWN LIVES. I HAVE SEEN THOUSANDS OF YOUNG PEOPLE, ONCE EMPOWERED, CHANGE THE COURSE OF THEIR LIVES IN WAYS WE COULDN'T THINK POSSIBLE.

”

- MATTHEW SPACIE, IN T JUNCTION – CROSSING OVER FOR CHANGE, TIMES GROUP BOOKS.

At Magic Bus, our objective is to ensure India's poorest children move out of poverty. Our programme works with children and their communities over a long term, to enable them on a journey from childhood to livelihood.



MAGIC BUS INDIA FOUNDATION

Magic Bus will help ensure that we create a new generation of economically independent citizens who are fully equipped to participate in, contribute to, and even shape tomorrow's India.



FROM THE FOUNDER'S DESK

MATTHEW SPACIE

Over the coming decade, India is set to surpass 1.4 billion people. At the current trajectory, in 15 years time, there will be 423 million Indians of working age unemployed. The majority of them will be uneducated, less healthy, ill trained, and highly marginalised and excluded from the Indian dream. And remember, this enormous number of people moving out of poverty is not inevitable.

In the journey out of poverty and towards employment, 4 things have to happen – this is universal knowledge and these four things have to happen all together:

1. Empowerment in the areas of education, health and gender rights;
2. Fair, social and political systems – a democratic system;
3. Access to financial prospects and livelihoods – jobs;
4. Employability and life skills – work ethic, confidence, emotional intelligence.

To understand this is fundamental to the Magic Bus story, the reason why we exist.

This year, in a significant answer to many donor supporters raising the question of visible impact, we compiled findings from 3 major impact studies to see whether our work is actually making a difference. This is what we found:

IMPACT AREA: EDUCATION

Participation in the Magic Bus programme makes a child attend more regularly at school, reducing his/her chances of dropping out and increasing the possibility of the child moving into higher grades

- 95.7% of the children in our programme have an attendance record of over 80%. (Study 2)

- 98% of the adolescent girls at Magic Bus are in secondary school. (Study 2)

IMPACT AREA: GENDER

By the time a Magic Bus child finishes her or his first year in our programme, she or he is more aware of issues relating to gender-equity and rights, and is therefore better equipped to behave fairly with people of any gender.

- 42% of the participants in our programme are girls. (National MIS)
- 82% of children feel that sports are as important for boys as for girls. (Study 2)
- 82.7% of children believe that it is equally important to invest in a girl's as well as a boy's future. (Study 2)

IMPACT AREA: HEALTH AND HYGIENE

By the time a Magic Bus child finishes his or her first year, she or he starts exhibiting a high degree of health-related knowledge, beliefs and practices.

- 77.52% of children at Magic Bus follow good practices related to personal hygiene including hand washing, brushing, bathing and cutting nails. (Study 1)
- 100% of the sample selected of Magic Bus children who graduate from our programme believe:
 - That open defecation is a major health hazard. (This is significant especially in light of the fact that 60% of Indians still defecate in the open. (Study 3)
 - That substance abuse (including smoking cigarettes) is harmful. (Study 3)
 - That playing sports is crucial to maintaining a healthy mind and body. (Study 3)

IMPACT AREA: SEXUAL AND REPRODUCTIVE HEALTH

Young women and girls in Magic Bus report a higher degree of control over their sexual and reproductive health.

- 82.66% of the girls know about and practice menstrual hygiene – washing their pads and drying them in sunlight, changing their pads regularly and maintaining genital hygiene to prevent yeast infections. (Study 1)
- 77.78% of Magic Bus children are aware about their bodies and can differentiate between good and bad touch. (Study 1)
- By the age of 12, 80% of children are aware of the permissible legal age for marriage. Under current Indian laws, the legal age for marriage is 18 for girls and 21 for boys. (Study 1)

Irrespective of the economic surveys, the shift from poverty towards self-sufficiency is not necessarily inevitable or automatic. Despite the proliferation of upwardly-sloping income graphs and statistics, there are still 60 million more Indians living in poverty than 20 years ago. Magic Bus provides the background, support and training to ensure that today's young people can fully benefit from and participate in the economic growth in which India is currently experiencing.

With your support, Magic Bus will help ensure that we create new generation of economically independent citizens who are fully equipped to participate in, contribute to and, even, shape tomorrow's India.

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GOING GLOBAL

COO Pratik Kumar attended the 'Sport for Development and Peace' International Working Group meeting at Geneva, Switzerland, and spoke to a global group of thinkers and policymakers on Magic Bus' work.



NEW BELIEVERS

Australia's 27th Prime Minister and the first woman to hold the position, Julia Gillard, visited a Cricket Clinic with Magic Bus children and mentors in Delhi in September 2012.



A PARTY TO REMEMBER

Superstars Abhishek Bachchan and Aishwarya Rai Bachchan partied with children from our Dharavi programme on the occasion of Children's Day on November 14.



BECOMING FAMOUS

Gulafsha, a Magic Bus girl from Mumbai, attended the London Olympics after winning a contest with the Julie Foudy Leadership Academy. Her project encourages girls living in slums to play football. Gulafsha was featured in People's Magazine as a hero.



THE MAGIC BUS CENTRE

The Magic Bus Centre for Learning & Development at Karjat focussed on delivering high-quality programmes to corporate houses and schools.



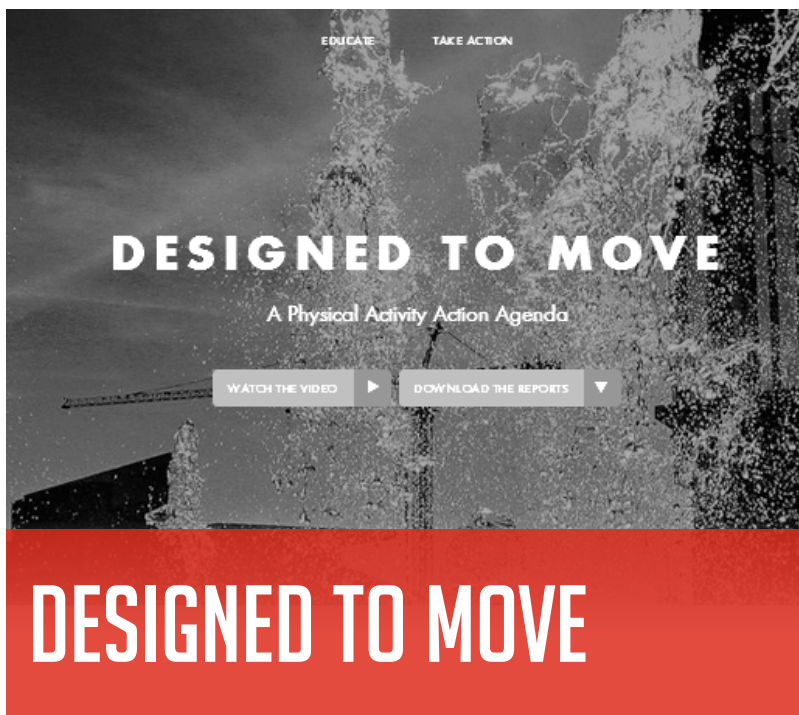
THE JOURNEY OF DISCOVERY

Sreekrishnan MV from Vodafone volunteered with Magic Bus under the Vodafone World of Difference programme. He also published a book and sold it to friends and family to raise INR 25,000 for furniture and computers at Magic Bus' Bangalore office.



SHARING VALUES

20 of the country’s top Sport for Development professionals got together in Bangalore for the city’s first-ever conference in March 2013 on using sport as a development method.



Magic Bus was one of the 13 case stories featured in Designed to Move, a book on declining physical activity and a call to action, published by Nike.

Adopt A Magic Bus Community



REPORTING BACK

Magic Bus launched an attempt to connect donors directly to the villages or slums where their contribution is making change possible. Check out the Google Maps-enabled community reports on www.magicbus.org/community-reports.

ACHIEVEMENTS 2012-13

- Fundraising during the year continued to remain encouraging, despite the weakening economic conditions in India and other parts of the world. Overall, our income from all sources grew by 22%. We received donations and grants to the tune of INR 1136.81 lakhs as against INR 983.24 lakhs in the previous year. Donations received from foreign sources increased by 16% and those from domestic sources increased by 30%. This is very encouraging, given that we are actively trying to develop fundraising in India.
- Singapore is being developed as a major location not just for raising funds for the India programme, but also as a strategic location to spread the usage of the Sport for Development approach in South-East Asia. We are now awaiting registration as an ICO (International Habitable Organisation) in Singapore.
- Magic Bus prepared 10 curricula suited to different organisational priorities this year. We prepared 3 curricula for internal audience of 250,000 children and 8,000 mentors. In addition, 7 curricula were written for programmes such as one designed for social inclusion for the Indiability Foundation. For a full list of curricula developed for external stakeholders this year, refer to Page 13.
- 34 trainers from Magic Bus delivered 83 days of training for team members, including Community Youth Leaders (the 8000 strong volunteer force that delivers the programme on the ground). Magic Bus trainers also trained external stakeholders such as teachers in the Sport for Development curriculum. In all, 1,430 people were trained this year.
- We added 4 more districts to the reach out map: Nalgonda in Andhra Pradesh, Chennai in Tamil Nadu, Samastipur in Bihar and Margao in Goa.



BY THE
END OF **2012-13**,
MAGIC BUS WAS REACHING OUT TO
272756
CHILDREN.

THIS REPRESENTS A MODEST BUT
STILL IMPRESSIVE INCREASE OF
35% OVER THE PREVIOUS
YEAR'S REACH OUT.

DELHI

In the National Capital Region (NCR), Delhi, Magic Bus worked with 92,113 children in the year 2012-13. The work here was divided into 3 districts: South-Central, North-West and East. 37,115 children on the programme are girls, and 54,998 are boys. The percentage of girls in the Delhi-NCR programme is 40.3%, a marginal increase of 1.3% over last year.

MAHARASHTRA

Magic Bus works in 4 districts in the west Indian state of Maharashtra, including working in Mumbai, the country's financial capital. A total of 51,894 children are in the Maharashtra programme: 22,086 girls and 29,808 boys. 42.6% of children on the programme here are girls, a decrease of 0.4% over last year.

TAMIL NADU

In Chennai, we work in the areas mandated by donor partners BMW with 6,950 children: 3,332 girls and 3,618 boys. The percentage of girls on the programme is 52.1%

RAJASTHAN

Magic Bus works with 1,201 children in Jaipur, of which 269 are girls and 932 are boys. The percentage of girls on the programme is 22.4%.

HARYANA

In Haryana, we work with 863 children, of whom 311 are girls and 552 are boys. The percentage of girls on the programme is 36%. (These figures are from 2011-12 as latest figures are unavailable).

ANDHRA PRADESH

Magic Bus' reach out in Andhra Pradesh is the highest among all states in the country. We work with 96,273 children across 6 districts in the State: Medak, Kurnool, Hyderabad, Ranga Reddy, Nalgonda and Vishakhapatnam. Of the children in the programme, 45,612 are girls and 50,661 are boys. The percentage of girls in the Andhra Pradesh programme is 47.4%, an increase of 4.4% over last year.

KARNATAKA

We work in two districts in Karnataka, Mysore and India's IT hub, Bangalore, with 10,717 children. Of these children, 5,123 are girls and 5,585 are boys. 47.9% of the children are girls, an increase of 3.9% over last year.

ODISHA

In the district of Keonjhar, we work in the areas selected by donor partners Rio Tinto Iron Ore with 2,028 children: 920 girls and 1,108 boys. The percentage of girls on the programme is 54.6%.

BIHAR

In Bihar, we work in the district of Samastipur, with 6,559 children: 2,624 girls and 3,935 boys. 40% of the children on the programme are girls.

GOA

In Goa we work with 5,021 children: 2,510 girls and 2,511 boys. The percentage of girls is exactly 50% in the Goa programme.



MAGIC BUS REACH OUT



MILESTONES

MATTHEW SPACIE APPOINTED FELLOW AT THE ACSEP

Magic Bus Founder and CEO, Matthew Spacie, has been appointed Asia Centre for Social Entrepreneurship and Philanthropy Social Entrepreneur (ACSEP) Fellow. Matthew was in Singapore to open the 10th Singapore International Foundation Ideas for a Better World forum as keynote speaker.

3 CURRICULA DEVELOPED FOR INTERNAL STAKEHOLDERS

1. Integrated curriculum for children aged 7-14 on the Magic Bus Programme will open the doors to opportunities where children develop to their fullest potential.
2. Curriculum to engage with parents offers a continuum of services through a relationship-based approach..
3. Curriculum for 15-24-year-olds is geared to enhance employability, and focuses on the essential aspects of adolescents' well-being and development through activities, mentoring and community engagement.

THE MAGIC BUS CENTRE AT KARJAT

Our world-class facility for camping and adventure activities and sports at Karjat continues to offer extraordinary experiences in the outdoors. This year, the Centre worked on increasing revenue generation, including starting such work in the Pune region, maintaining and developing the standards of the facility, and reducing costs, especially the overheads.

RELEASE REMIX VERSION OF POPULAR SONG FOR MAGIC BUS

Magic Bus children starred in the music video of a remix of popular Hindi song 'Hum Honge Kamyab' by singers Kunal Avanti, Prasad Ruparel and Megan Murray. The song was shot entirely on location at the Magic Bus Learning and Development Centre at Karjat. Listen to the song on Youtube: <http://www.youtube.com/watch?v=w4Mf3ZVugAM>
The initiative was facilitated by Sher Singh, the clothing brand. Missmalini.com hosted a Google+ hangout - Magic Bus' first ever - with our Community Youth Leaders and Zaheer Khan, Mohammad Kaif, Yuvraj Singh and Virat Kohli.

MAGIC BUS REPRESENTED AS A TORCHBEARER AT THE LONDON OLYMPICS 2012

Matthew Spacie ran as a torchbearer at the London Olympics in 2012. His participation has come about courtesy Magic Bus' strategic partner, BMW Stiftung Herbert Quandt. BMW is one of the key sponsors of the London Olympics. They had been given a mandate to select community-based leaders to be an Olympic torchbearer, and they offered us the opportunity. BMW is supporting 15,000 children across the States of Delhi and Tamil Nadu. Read about our partnership on the BMW website <http://www.bmw-stiftung.de/en/>



MATTHEW SPACIE MAGIC BUS NGO SLUMS EDUCATION

Magic Bus: Reaching out to slums with sport

The NGO introduces sport into slums as a medium for bringing children together and imparting lessons

Magic Bus transports kids to a better life



Photo: ST

HUFFPOST GOOD NEWS

THE BLOG



Nancy Farese

Social documentary photographer,
founder of PhotoPhilanthropy.org

There Are Thousands of Lives In One Single Life

sph A SINGAPORE PRESS HOLDINGS PORTAL

asiaone NEWS

WHAT THE MEDIA IS SAYING

“

ACROSS AN OPEN FIELD THE COWS WANDER, ALONG WITH THE GOATS, THE DOGS, THE BICYCLES AND THE CRICKET PLAYERS, AND IT IS HERE THAT MAGIC BUS IS INVOLVED IN SERIOUS PLAY. THE GAMES ARE DESIGNED TO EVOKE LAUGHTER AND PHYSICALITY, BUT ALSO TEACH HYGIENE, GENDER EQUITY, TEAMWORK AND LEADERSHIP. TEEN VOLUNTEERS WHO HAVE COME UP THROUGH THE PROGRAM MODEL LEADERSHIP AND VALUES FOR THE YOUNGER KIDS, AND THE SKILLS THEY LEARN AS LIAISONS WITH PARENTS AND COMMUNITY MEMBERS INSTILLS MATURITY AND RESPONSIBILITY THAT TRANSLATES WELL IN THE WORKPLACE.

ULTIMATELY, MAGIC BUS IS FOCUSED ON "CHILDHOOD TO LIVELIHOOD"; GIVING KIDS THE SKILLS THEY NEED TO TRANSITION THROUGH YOUNG ADULthood WITH STABILITY AND CHOICES GOING INTO THE WORKFORCE.

- NANCY FARESE, SOCIAL DOCUMENTARY PHOTOGRAPHER, FOUNDER OF PHOTOPHILANTHROPY.ORG

”

“

ACCORDING TO SPACIE, MUCH OF THE DIFFICULTY OF SUSTAINING AND GROWING MAGIC BUS OVER THE PAST 14 YEARS HAS BEEN THE RELATIVE COMPLEXITY OF ITS MODEL. MAGIC BUS IS KNOWN AS A “SPORT FOR DEVELOPMENT” CHARITY, BUT THAT CONCEPT IS HARD TO GRASP.

“I ALWAYS GET VERY CAREFUL TALKING ABOUT THIS BECAUSE WE OFTEN GET REFERRED TO AS ‘THE FOOTBALL CHARITY’, YOU KNOW, ‘THAT ORGANIZATION THAT PLAYS FOOTBALL WITH KIDS IN THE SLUMS’, WHICH WE DON’T.”, SAYS SPACIE. WHAT MAGIC BUS DOES DO IS TO INTRODUCE SPORT INTO THOSE SLUMS AS A MEDIUM FOR BRINGING CHILDREN FROM DIFFERENT BACKGROUNDS TOGETHER, EARNING THEIR TRUST AND ATTENTION, AND THEN IMPARTING LESSONS ON A WIDE ARRAY OF SUBJECTS, FROM HAND WASHING TO GENDER EQUALITY, THROUGH PARTICIPATORY OUTDOOR ACTIVITIES ORGANIZED BY LOCAL VOLUNTEERS KNOWN AS “YOUTH LEADERS”.

- CORDELIA JENKINS, JOURNALIST, MINT

”

**AUSTRALIAN SPORTS OUTREACH
PROGRAMME (ASOP), AUSTRALIAN
GOVERNMENT**

ASOP has been working with us since 2010, supporting the capacity building of our community volunteers in Maharashtra, Andhra Pradesh and Delhi.

BARCLAYS SPACES FOR SPORTS

Magic Bus' partnership with Barclays Spaces for Sports started in 2011 to incorporate Street 20 Cricket into our regular approach. The partnership is specially focused on encouraging girls to build confidence and learn to work in teams. The partnership covers children in Delhi and Thane near Mumbai.

BERNHARD LEWIS CHARITABLE TRUST

The Bernard Lewis Charitable Trust support started in 2011 with a view on enabling Magic Bus to start working with children in Bangalore and Mysore, and creating a sustainable structure to take the organisation's work forward.

BLOOMBERG

Bloomberg began a partnership with us in 2012 to support our Connect programme, which provides vital livelihood and youth employability skills to Magic Bus' volunteer mentors in Chandrapur, Pune and Thane, all in Maharashtra.

BMW FOUNDATION HERBERT QUANDT

Magic Bus was granted a partnership by the BMW Foundation Herbert Quandt in 2011 to enable us to run Sport for Development sessions across Delhi and Chennai with the aim of empowering children, youth and communities to exercise their right to education, and promote gender equality.

COMIC RELIEF

Our partnership with Comic Relief began in 2011 and supports the enrolment of young people in Mumbai on the Active Youth Programme. The partnership aims to enhance the self-esteem and capabilities of young people, encourages them to take responsibility for their own development and that of their communities.

FOOTBALL FOR HOPE

Our partnership with Football for Hope began in 2009 and supports the Magic Bus Football Team and other specialised teams in Andhra Pradesh, Delhi and Mumbai.

HSBC

HSBC and Magic Bus have partnered since 2011 to start work in Pune, Maharashtra, with special emphasis on gender equality, education, development of personal and social skills, and children's Right to Play.

LAUREUS SPORT FOR GOOD FOUNDATION

Our partnership with Laureus Sport for Good Foundation began in 2012. The partnership supports Magic Bus in training other non-profits in Sport for Development, programme development, monitoring and evaluation (M&E), and on how to mobilise the PYKKA (a rural sports initiative introduced by the Government of India to promote youth and social development through sports).

**CURRICULA DEVELOPED FOR EXTERNAL STAKEHOLDERS
IN THE YEAR**

1

CURRICULUM FOR THE USAID-FUNDED SCHOOL DROPOUT PREVENTION PROGRAMME, FOR 10-12 YEAR OLDS STUDYING IN GOVERNMENT SCHOOLS IN SAMASTIPUR, BIHAR.

CURRICULUM FOR 8-10-YEAR-OLD GOVERNMENT SCHOOL CHILDREN
IN MUMBAI FOR DISNEY.

2

3

TWO CURRICULA FOR THE INDIABILIY FOUNDATION'S RAJASTHAN PROGRAMME, TO AID
INCLUSION FOR PEOPLE LIVING WITH DISABILITIES.

A CURRICULUM FOR ADOLESCENTS ON SEXUAL AND REPRODUCTIVE HEALTH, TO BE USED WITH
PARTNER NGOS IN BIHAR, FOR THE MAGIC BUS ADOLESCENT REPRODUCTIVE HEALTH AND
EMPOWERMENT INITIATIVE.

4

5

CURRICULUM FOR A UNIVERSITY CERTIFICATE COURSE IN SPORT AND DEVELOPMENT.

CURRICULUM FOR CHILDREN AGED 7-14 AT THE SARVA SHIKSHA ABHIYAN SCHOOLS IN ANDHRA
PRADESH.

6

NIKE

Nike has been supporting training programmes for Magic Bus' field and delivery staff across India since 2010.

PREMIER LEAGUE

Premier League has been supporting the extension of Magic Bus' work in Delhi, Chandrapur (Maharashtra) and Medak (Andhra Pradesh) since 2010.

RELIANCE FOUNDATION

Reliance Foundation and Magic Bus started a partnership in 2013 to implement a pilot initiative to improve the health and educational status of children in the Agar cluster of Shajapur district, Madhya Pradesh. The project focuses on promoting awareness of preventative health using Sport for Development, as well as improving school enrolment, retention and quality of education.

RIO TINTO IRON ORE

Magic Bus' partnership with Rio Tinto Iron Ore began in 2011 and supports our Sport for Development programme in the Keonjhar and Sundergarh districts of Odisha. It works with

marginalised children with the objective of improving their overall education and health, and inculcate behaviours and practices towards gender equity. It also works on developing leadership skills among the volunteer mentors delivering the programme on the ground.

STUDIOSUS FOUNDATION

Our partnership with Studiosus Foundation began in 2011 and supports our Sport for Development programme in Jaipur. The work reaches out to children from some of Jaipur's poorest neighbourhoods with the objective of promoting education, health and gender equity and developing leadership skills among volunteer mentors implementing the programme.

UK SPORTS

Our partnership with UK Sports began in 2011 and is aimed at developing an online Monitoring and Evaluation (M&E) system. It also supports Magic Bus in mentoring two other non-profits in developing their own M&E systems.

GOVERNMENT PARTNERS

- Sarva Shiksha Abhiyan, Government of Andhra Pradesh
- UNICEF
- USAID
- Advent School Pallikaranai, Tamil Nadu Education Department
- Block Development Office, Panchayat, Government of Tamil Nadu
- Department of Education, Government of Karnataka
- Department of Youth Affairs, Sports, Arts & Culture, Government of Jharkand
- Department of Youth Services and Sports, Government of Karnataka
- District Child Protection Unit, Government of Karnataka
- Government of Mizoram, India
- Government School, Anjur, Tamil Nadu Education Department
- Gurukulam School, Jyotima Nagar, Tamil Nadu Education Department
- Government School, Pallikaranai, Tamil Nadu Education Department
- Government School, Palur, Tamil Nadu Education Department
- Ministry of Youth Affairs and Sports, Government of India
- Police Boys Club, Government of Tamil Nadu
- St. Antony's School, Velachery, Tamil Nadu Education Department



KEY DONORS



MAIDAN 2012: THE 3RD INTERNATIONAL SPORT FOR DEVELOPMENT CONFERENCE

Maidan is a platform to bring together Governments, NGOs and practitioners together to discuss Sport for Development. It aims to position Sport for Development as a major and preferred tool for work in the areas of education, health, gender equity and social cohesion. It is based on Article 33 of the UNCRC as well as the RTE (Right to Education Act, 2009) which reiterates the right to play

The platform catalyses collaborations, encourages learning from each other, aims at increasing outreach and building relationships that go beyond the actual summit. It aims to encourage all stakeholders to work together so that development professionals can start using sport as a cost-effective and result-oriented means for development.

The Maidan Summit 2012, the third International Sport for Development meet, was held in the capital city of Ranchi in the state of Jharkhand. The conference witnessed a turnout of almost 200 participants from the Government, civil society and grassroots organisations. Key speakers included Sudesh Mahto, the then Deputy Chief Minister of Jharkhand, and Dame Tessa Jowell, Shadow Olympics Minister and Olympics Board member.

“

SPORTS CO-RELATES WITH A RANGE OF ISSUES LIKE EDUCATION, POVERTY REDUCTION, DOMESTIC VIOLENCE, COGNITIVE DEVELOPMENT, HAPPINESS AND FINANCIAL DEVELOPMENT. HENCE, SPORTS SHOULD BE PUT IN THE MAINSTREAM CURRICULUM AND NOT IN THE EXTRA CO-CURRICULAR ACTIVITIES.

”

“

A LOT OF NEW IDEAS HAVE BEEN GENERATED ON THIS PLATFORM. IT HAS BEEN A GREAT LEARNING OPPORTUNITY AS THINGS HAVE BEEN EXPLAINED SCIENTIFICALLY AND LOGICALLY HERE.

”

“

THE POWER OF COACHING IS TREMENDOUS. THE REASON MAGIC BUS IS SUCCESSFUL IS BECAUSE THEIR COACHES ARE DEDICATED AND COMMITTED. YOU CANNOT PROCURE PEOPLE READYMAD FROM THE MARKET. THEY NEED TO BE CREATED. WE NEED TO INVEST IN THE PEOPLE. THEY NEED TO BE TRAINED, AND FOR THAT WE NEED A COMMITTED TEAM OF TRAINERS.

”

Fourteen years old Sonu lives in the Begampur Village in South Delhi. She is now studying in the sixth grade at the local government school.

“I grew up almost like a boy in the company of my two elder brothers. Boys of my age and younger feared me. Use of foul language and picking up petty fights were my forte. Most of the day was spent in whiling away time with other children, just doing this and that. I was rowdy and was called adamant. I dropped out of school after sixth grade – attending school just never interested me,” she says.

Then things started to change. “I enrolled for the Magic Bus sessions a year ago. It was great fun, from day one,” said Sonu, sharing her excitement. The sessions that Sonu is talking about are held 40 times a year, and last for 2 hours each. The entire learning-through-games approach is called the Sport for Development curriculum, and is designed specifically for children like Sonu.

It was during one of the Magic Bus sessions, where the importance of education and going to school was being discussed, that Sonu felt the penny drop. “I realised that over the first few months of starting to attend sessions, I had become different. I felt an immense change in my behavior. My manners and language were no longer just to give offence to people and I stopped picking fights with other children. I was becoming friendly and loving, and had started to respect and care for my parents,” said Sonu.

Sonu's mother concurs. “She has gradually developed interest in studies and spends her

evenings trying hard to understand the lessons taught at school.”

Magic Bus staffer Amar and Community Youth Leader Deepak, in charge of the Begampur Community, had spotted a spark for cricket in the young girl. “The energy and enthusiasm Sonu brings to the playground has boosted confidence in many other girls. The Begumpur settlement, like any other poor neighbourhood in Delhi, is not quite open to developing girl children, but the change in Sonu is so significant that every friend of hers is inspired. You could say that, single handedly, she has made sure other girls enroll in the sessions”, said Amar.

When she grows up, Sonu wants to open a commodity store in her own locality to make it convenient for people to make every day purchases.

ABOUT THE AREA

Magic Bus had selected this community because of the challenges in health, hygiene and education observed here. Most of the children don't go to school regularly, diseases and malnourishment are common.

Residents are mostly forced migrants from the East Indian state of Bihar, fleeing the agricultural crises that had left millions impoverished. In Delhi, they find jobs as guards and drivers. Those with neither the skills nor capital to open their own petty shops end up working as daily wage labourers.



THE BEGAMPUR COMMUNITY'S GIRL STAR: SONU

“

I FELT AN IMMENSE CHANGE IN MY BEHAVIOR. MY MANNERS AND LANGUAGE WERE NO LONGER JUST TO GIVE OFFENCE TO PEOPLE AND I HAD STOPPED PICKING FIGHTS WITH OTHER CHILDREN. I WAS BECOMING FRIENDLY AND LOVING, AND HAD STARTED TO RESPECT AND CARE FOR MY PARENTS.

”





GULAFSHA KHAN – MENTOR, GUIDE, LEADER TEACHER, MAGIC BUS

Not far from the historic city of the erstwhile Mughal rulers, Delhi, is the large settlement colony of Bhalswa. In stark contrast to the grandeur of the capital city, Bhalswa can best be described as Delhi's largest dumping ground. It is difficult to conceive that the shantytown is home to thousands of families who were evicted from the slums in Delhi and resettled near a landfill site. It is even harder to believe that a young girl could rise like a phoenix from under the pervasive haze of the putrid and toxic methane gas.

Gulafsha Khan was a young girl when her family was forced to move to Bhalswa. "We lived in a slum in Nizamuddin in South Delhi with access to clean water and electricity. We were horrified when we got to Bhalswa. The recognised area was a desolate jungle swarming with snakes. People were so despondent that they wanted to run away. When the settlers began digging the earth to stand their shelters, they found countless bones. It was a creepy place", recalls Gulafsha.

Her five siblings and parents struggled to make ends meet. But it is different now. Most of the community's population is well below the poverty line. Men and women work as daily wage workers at construction sites while some women find employment as maids in more affluent areas nearby.

Over time, the settlement degenerated into a slum while the peripheral area developed with the setting up of two primary schools and one secondary school. Gulafsha and her five siblings found their way to school while living

in one room in the slum with their parents.

In 2011, Gulafsha heard about the NGO Magic Bus from her friends. She went to meet its volunteers, Santosh and Mahadev, and learned that Magic Bus worked to drive change in the areas of education, health and hygiene and reproductive health.

Gulafsha says, "I signed for the Community Youth Leader (CYL) programme. After my six-day training, I had to teach a group of 25 kids through play. I approached several parents to permit their children to join the activities in the nearby park. Many declined for safety reasons. I had to build their trust in me over time to prove to them that I was a responsible girl."

The volunteer at Magic Bus recognised Gulafsha's enthusiasm and extraordinary skills and awarded her CYL of the month. They consistently encouraged her to pursue her education while also gently cajoling her parents to agree.

Subsequently, Gulafsha joined the Connect programme, a special programme which trains Magic Bus CYLs in functional English, computer literacy, and interview readiness skills. "The Connect Programme has helped me a lot. After completing the course, I feel confident. There's also a remarkable improvement in my verbal English", says Gulafsha.

"It has not been easy for me to step out to work. My community has constantly taunted my parents for letting me work and, in turn, my parents have often pressured me to abandon social work. When I am with my

group of children, I feel like a child again. In the time that I spend with them, I forget my worries about the present and the future entirely."

Gulafsha realised that her parents could not afford her college education, so she began giving home tuitions to middle-school children. "I now pay my college fee from my earnings", says Gulafsha. "I want to study further to qualify for a teacher's job."

Gulafsha, 19, wants to live life on her own.

“ WHEN I AM WITH MY GROUP OF CHILDREN, I FEEL LIKE A CHILD AGAIN. IN THE TIME THAT I SPEND WITH THEM, I FORGET MY WORRIES ABOUT THE PRESENT AND THE FUTURE ENTIRELY. ”

“ THE CONNECT PROGRAMME HAS HELPED ME A LOT. AFTER COMPLETING THE COURSE, I FEEL CONFIDENT. THERE'S ALSO A REMARKABLE IMPROVEMENT IN MY VERBAL ENGLISH ”



MAGIC BUS INDIA FOUNDATION STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 MARCH 2013			
Particulars	Notes	Year ended March 31, 2013 Rupees	Year ended March 31, 2012 Rupees
Income			
Donations and Contributions	11	207 421 686	169 396 257
Other Income	12	653 744	546 063
Total		208 075 430	169 942 320
Expenditure			
Expenses On Activities	13	174 840 663	150 349 888
Depreciation And Amortization Expense	14	4 494 672	4 565 572
Other Expenses	15	13 614 705	12 794 727
Total		192 950 039	167 710 187
Surplus Before Exceptional And Extraordinary Items and Tax		15 125 391	2 232 133
Exceptional Items		-	-
Surplus Before Extraordinary Items and Tax (I-II)		15 125 391	2 232 133
Extraordinary Items		-	-
Surplus Before Tax		15 125 391	2 232 133
Tax Expense			
Current Tax		-	-
Deferred Tax Charge / (Benefit)		-	-
Income Tax of Earlier Years		-	-
Total Tax Expense			
Surplus After Tax		15 125 391	2 232 133
Surplus for the Year from Operations		15 125 391	2 232 133
Summary of Significant Accounting Policies	2		

The accompanying notes are an integral part of the financial statements.

M/s S.L. Makhija & Co.
Chartered Accountants
Firm Regn No: 105893W

Sanjay Makhija
Proprietor



For And On Behalf Of The Board Of Directors

Matthew Spacie
Chairman

Deval Sanghvi
Member

Ritu Thukral
Chief Financial Officer

Membership No: 042150
Date: 18 September, 2013

Date: 18 September, 2013

Access the complete Audited Statement on Accounts on <http://www.magicbus.org/transparency>