



FROM CLASSROOMS TO CAREERS

25 YEARS OF EMPOWERING DREAMS



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FROM THE CEO'S DESK

Dear Friends,

As we celebrate 25 years of empowering dreams and transforming lives, we are filled with pride and gratitude.

In 2024, we haven't just marked another year; we have etched a remarkable chapter in our journey, celebrating a quarter-century of dedication to empowering India's adolescent youth. Every milestone achieved is more than just a number, it represents lives changed and futures reimaged.

This past year has been a brilliant blend of **Innovation, Collaboration, and Relentless Determination**. We have turned education, training, and employment into the very ingredients of hope, crafting pathways where potential is nurtured and aspirations take flight. As we bid farewell to 2024, we stand proud of the bold transformations we've championed and the tangible impact we've created. We are confident in our endeavour of taking young people on their journey from classrooms to careers.

Here's a snapshot of our achievements this year:

2.5 Lakh Youths in Jobs - Our Livelihood Programme, now enhanced with FutureX Phase 2 and digital skilling, has launched over 2.5 lakh young people into new careers, powered by innovative blended finance.

Adolescent Outreach 10X - With MOUs signed with six new state governments, our reach has expanded tenfold, bringing life skills to thousands of schools and impacting millions.

Tech at Our Core - Our dynamic Partner Connect Portal, tech-enabled auditing, robust financial controls and a dedicated Fraud Prevention team are ensuring transparency and efficiency.

Championing Gender Equality - With 52% girl participation in our adolescent track and 61% in livelihoods, our initiatives empower and uplift.

Our accolades like the Mother Teresa Memorial Award for Social Justice, recognition by HundrED as a top educational innovation, and being named one of the best NGOs to work for by the Great Place to Work® Institute for the third year running, underscore our commitment.

Stories like Gulfsha's, a programme participant of our Get Into Programme who earned the Prince's Trust Global Award 2022 and graced King Charles III's coronation, remind us that the Indian dream is not just a vision but a reality.

As we embark on our next 25 years, we extend our deepest gratitude to our partners, employees, and board members. Thank you for being a part of this incredible journey. Together, we are not just running programmes, we are building an institution. The impact we make today will continue to shape India's future for generations to come.

Warm Regards,

Jayant Rastogi

Global CEO, Magic Bus India Foundation



ABOUT MAGIC BUS

Over the past 25 years, Magic Bus India Foundation is known for being **the largest direct implementation NGO in India** pioneering **Life Skills Education** and **Skilling** for young people at scale. Our mission is to equip adolescents and youth with life and employability skills, preparing them to thrive in a fast-paced, 21st Century world.

At Magic Bus, our people are at the heart of everything we do. With a team of 3,000+ members, we are driven by a singular mission - to empower 8 million adolescents and skill and place 500,000 youth by 2027. We are proud to be recognized as one of the top five NGOs in India's education and skilling space.

Through our path-breaking Adolescent and Livelihood Programmes, we empower young people aged 12 to 24 with the necessary life skills, knowledge and opportunities they need to break the cycle of poverty and successfully transition into adulthood.



Matthew Spacie, Founder,
Magic Bus India Foundation



VISION

A world where young people break out of poverty to lead fulfilling, rewarding lives and contribute positively to their communities.

MISSION

To equip vulnerable young people with the life skills that enable them to thrive in the transition to adulthood.

OUR VALUES

- **INTEGRITY:** We will be truthful to ourselves and Magic Bus.
- **PASSION:** We will work with entrepreneurial zeal to achieve organisational objectives.
- **RESPECT:** We will respect our internal and external stakeholders, diversity of people, ideas and culture.
- **INNOVATION:** We will promote viable and implementable innovation at our workplace.
- **COLLABORATION:** We will always be a united team at Magic Bus by upholding our core purpose, cooperating with each other and honouring one another's commitments.



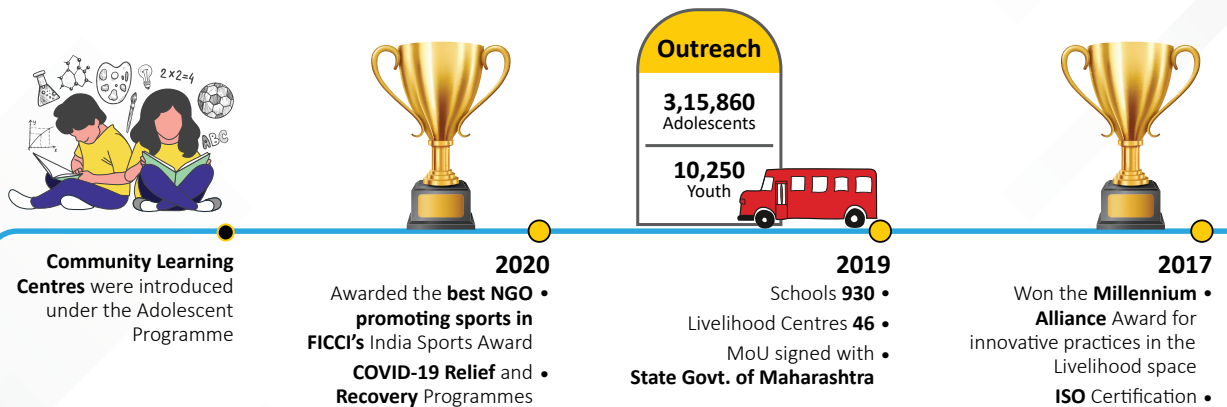
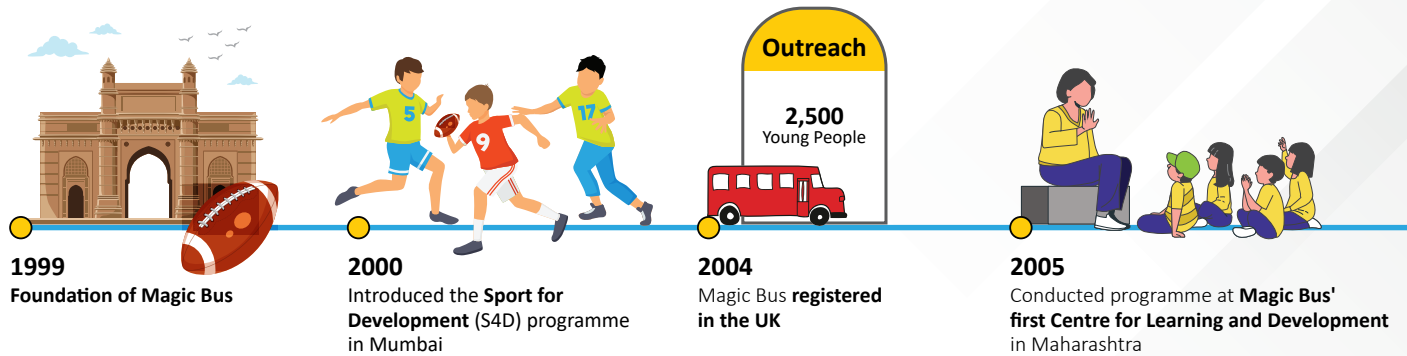
**Jayant Rastogi, Global CEO,
Magic Bus India Foundation**



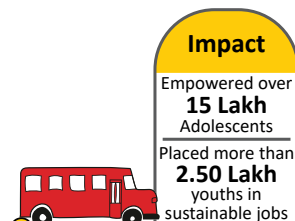
Footnote: (*) WHO defines 'Adolescents' as individuals in the 10-19 years of age group and 'Youth' as the 15-24 years age group. While 'Young People' covers the age range 10-24 years; (**) We define life skills broadly, to include self-management skills, literacy and numeracy skills, employability skills and citizenship skills.



OUR JOURNEY SINCE 1999



- 2021**
- Selected for **NSDC's 1st Skill Impact Bond**
 - Covid 2nd wave response through **Urban and Rural Recovery Programmes**



GPTW Certified
3 Years in a row



Invested in **Tech-led Innovation** to scale up



2006

Introduced **Monitoring and Evaluation System** in collaboration with Prof. Fred Coalter



2007

Matthew Spacie, awarded **Member of the British Empire** by Queen Elizabeth

The first Livelihood Programme pilot, named **CONNECT**, was launched



Ministry of
Youth Affairs and Sports

2009

Technical partner to the Ministry of Youth Affairs and Sports, Govt. of India under their flagship project Panchayat Yuva Krida Aur Khel Abhiyan

Outreach

1,50,000
Young People



2010

Magic Bus registered in the USA



2011

Girls Football team won a scholarship and travelled to the USA for football matches



2016

Won the **Charity of the Year Award** at the Asian Voice Charity Awards, UK, and the UEFA Foundation for Children Award
Expanded to **22 states**

2015

Inaugurated the **1st Livelihood Centre** in Mumbai with 200 Youths

Introduced **Childhood to Livelihood** programme to scale up



2014

First Indian NGO to win **Laureus Sport for Good Award**

Rashtriya Khel Protsahan Puraskar awarded by the President of India



Outreach

2,72,756
Young People



2013

First MoU signed with Govt. of Mizoram for 3 Districts, and **district-level work in Rajasthan** to introduce sports for life skills education

Expanded to **14 states** in India



Selected for the **'Teacher Professional Development'** initiative

Outreach

15 Lakh
Adolescents

1.25 Lakh
Youth

- Schools 2155
- Livelihood Centres 117



2024

Goal

On the journey to empower over **80 Lakh** young people

2027

STRATEGIC DIRECTION



OUR NEXT 3 YEARS GOAL (OUTREACH):

ADOLESCENT:

80,00,000
receive life skills
education
by 2027



LIVELIHOOD:

500,000
youth placed
in secure jobs
by 2027



The year 2023 - 24 witnessed Magic Bus taking strides on our journey of Scale to Significance. With the tailwinds provided by the National Education Policy 2020, we initiated systems change work to integrate life and employability skills education in school systems by partnering with six state governments. Further, in alignment with the Viksit Bharat goal of becoming a USD 30 trillion economy by 2047, we have initiated exploratory research. Evidence suggests that it is critical to enable the entry of 400 million women into the workforce to meet this economic goalpost. In line with this, we initiated a study to understand what India needs to do to increase our Female Labour Force Participation Rate (FLFPR). This study aims to identify the challenges and opportunities faced by women in both urban and rural areas, offering insights into enhancing women's participation in the workforce. By mapping key stakeholders and identifying actionable solutions, we hope to contribute to systemic change in this critical area.



Our approach to closing the FLFPR gap includes a multi-pronged strategy focusing on both holistic education and potentially, job creation. India needs a skilled workforce and to enable women's entry into a competitive workforce, it is critical to arm them with transferable, 21st-century skills through the school system. This year, we took a deep dive at consistent secondary school dropout trends, particularly amongst adolescent girls and defined the need to facilitate a successful school-to-work (STW) transition. Our work has demonstrated that providing life skills education increases school regularity, school attendance and secondary school education. We anticipate that by equipping young people with life skills and increasing their likelihood of school completion, we increase their chances of entering (and sustaining in) a skilled, competitive workforce. Over the years, our work has left us exposed to the harsh reality of skewed job availability in particularly vulnerable regions. These conditions keep young people, especially women, out of the workforce, as families are bound by social norms governing women's entry to workplaces. To counter this phenomenon, we are exploring various job creation avenues by scoping the rural livelihood landscape and assessing self-employment avenues for women.

On our 25th Foundation Day celebration, we articulated our vision for the next couple of decades including deepening our contributions to improve gender equity and economic growth. To pursue these goals, we have further strengthened our processes including data capture, outcomes measurement, resource mobilization and deepening our ecosystem-building efforts. Our diversified fundraising portfolio includes partners across CSR, Institutional, Retail and Digital channels. Some large grants including collaborative philanthropies have recognized our efforts in life skills education, work in deeply vulnerable geographies including India's aspirational blocks and tackling particularly wicked problems such as job placement and gender equity. Further, we are on the path to deepening outcomes-based finance for programme and organizational success. Our funding partners have demonstrated trust in our vision and strategy thereby supporting our organizational strengthening endeavour.

We have further developed our existing employability education curriculum to reflect 21st Century Skills. While FLN and literacy challenges in our country receive traction from CSOs and governments alike, there is much to be done to ensure that adolescents leave the school system equipped with holistic education including life and employability skills. To share our insights and learning from working on holistic secondary education and youth skilling with diverse stakeholders and geographies, we increased our advocacy efforts. For this, we plan to engage in consistent collaboratives and explore synergies with like-minded organizations (CSOs, startups, others), actively engage in conferences and influential forums across media, CSO and academia forums, and engage in consistent advocacy with governments to enable strategic decision-making and eventually build public goods for all ecosystem actors.



ADOLESCENT PROGRAMME

Expanding Our Reach and Deepening Impact

In FY 2023-24, we advanced our strategic focus on scaling the impact of our programmes by leveraging the tailwinds provided by the NEP 2020 towards holistic education. This has enabled us to expand our reach from three to six states, marking our presence in Andhra Pradesh, Assam, Haryana, Madhya Pradesh, Mizoram, and Odisha. We are building on our expertise around life skills education by optimizing the opportunity to complement the education system's efforts at the state level. Our work in these states is driven by a steadfast commitment to serving the most vulnerable adolescents, fostering partnerships with key stakeholders such as the Department of Tribal Affairs, the Department of School Education and Literacy, and state missions like the Mo School Abhiyan in Odisha. These collaborations align the goals of state governments with Magic Bus' mission to integrate Life Skills Education, as outlined in the (NEP) 2020.



Through these initiatives, we plan to reach 4.5 million adolescents, having 1.17 million in just one financial year. The expansion into new states has brought us closer to our vision of equipping adolescents with the tools they need to thrive. Our cascade training model which reaches government schoolteachers has been recognized by the HundrED Global Awards as an innovation in delivering meaningful educational outcomes at scale for the second consecutive year in FY 2023-24.

Collaborations at the National Level

Building on insights gained from our state-level programmes, we have prepared proposals to provide knowledge support to central government bodies such as NCERT and NITI Aayog for strategic projects . With NCERT, we are exploring the scope and contents of competency-based assessment for learners which is a step in the right direction to ensure holistic progress assessment. With NITI Aayog, we are exploring the scope of taking our impact delivery processes to the most underserved regions, identified as aspirational blocks. By engaging these critical stakeholders, we aim to extend the reach of our initiatives to the last mile, ensuring our impact touches even the most underserved communities.

Strengthening Direct Implementation Programme

In addition to our government partnership efforts, we continue to prioritize systems change work to embed Life Skills Education within holistic education frameworks. Our direct implementation programme has achieved significant milestones, including an increase in our Community Learning Centres from 270 to 315 pan-India, aligning the Employability Education curriculum with the specific needs of project areas, prioritizing targeted inputs for learners' effective reception, getting our Functional English (FE) framework vetted by Prof Rajesh Kumar (Head and Professor of Linguistics and English Language, IIT Madras) and including more conversational English in the redesigned FE framework.

To further enrich our programmes, we have enhanced our life skills education curriculum focusing on digital literacy. These updates are designed to equip adolescents with the competencies they need to navigate their educational and professional journeys successfully.



LIVELIHOOD PROGRAMME

Expanding Reach and Empowering Youth

On the youth skilling front, we undertook a thorough process analysis and identified the way forward for our programme, given our decade-long experience in the livelihood and youth skilling sector. Accordingly, we have initiated engagement with programme alumni to enable cross-learning and to increase the reach of our skilling platform. In recognition of our job retention component, we are exploring upskilling avenues for the young people we engage.

In FY 2023-24, our Livelihood Programme achieved significant milestones, reaching over 125,000 young people. Notably, we launched our fourth and fifth Skill Impact Bond (SIB) cohort, with a remarkable 78% of participants being young women (18-24-year-olds). This underscores our continued commitment to fostering equitable opportunities for all. Our Connect - with - Work (CWW) programme, which partners with undergraduate colleges to facilitate student placements, gained remarkable traction during the year. Encompassing nearly 71% (88,000) of total enrollments, the programme's growing scale highlights its relevance and potential. In a similar vein, our flagship scale project - FutureX aims to provide youth skilling in a tech-led blended learning mode to ensure that our programme reaches maximum young people, without the hassle of long travel times to the skilling centre and more flexibility and autonomy in managing their learning journey.

Efforts are underway to enhance the quality of our programme implementation by defining the success criteria for each skilling centre in order to better serve the young people who engage with us. We are also consistently investing in making sure that the depth of our impact continues to be meaningful and is not compromised at any cost. We have a dedicated team running checks on the data integrity and programme participation reported at the centre-level to ensure minimal gaps in implementation and maximum impact on our young people.



Recognition of Excellence in Youth Skilling

Magic Bus' unique curriculum for youth skilling initiatives received formal recognition and certification from the Management & Entrepreneurship and Professional Skills Council (MEPSC). This validation highlights alignment with the National Occupational Standards (NOS). MEPSC, a public-private partnership and awarding body under the National Council for Vocational Education & Training (NCVET), initiated the release of Qualification Pack (QP) codes. These codes formally recognize the inclusion of life and employability skills as essential for roles such as Client Engagement Associate.

Innovations in Digital Skilling and Workforce Participation

This year, we deepened our engagement in the digital skilling domain, diversifying employer partnerships to reflect emerging demands in technology, artificial intelligence, and other dynamic sectors of the economy. The MEPSC recognition significantly enhances the credibility and impact of our skills training programmes. This achievement has helped us explore the feasibility of an indirect/cascade training model involving training of trainers (ToT) and ITI trainers to enable further scale across our current pan-India project areas.

Conclusion to Adolescent and Livelihood Programme Strategic Approach

Having completed 25 years of enabling the movement of young people from poverty to contributing positively to their communities, we are now in a position to deepen our nation-building efforts by engaging in systems change work. Systemic change is the way forward for us on both fronts- education and livelihood. With remarkable government emphasis on job creation, holistic education and gender equity, we are prepared to enter the larger canvas of understanding work avenues, innovations in education, and deeply understanding the barriers and vulnerabilities that restrict young women from pursuing education/skilling opportunities. We hope that these efforts amplify India's growth story, keeping young people, their participation and potential at its epicenter.



OUR PROGRAMMES



ADOLESCENT PROGRAMME

The Magic Bus Adolescent Programme Framework

Life Skills



- Teamwork
- Problem Solving
- Managing Self
- Communication

Education Enhancement



- Community Learning Centres
- Foundational Literacy & Numeracy
- Academic Support

Community Engagement



- Study Corners
- Children Cabinet
- School Management Committees/School Development & Management Committees
- Parents' Sessions
- Collectives
- Government Connect

Employability Skills Education

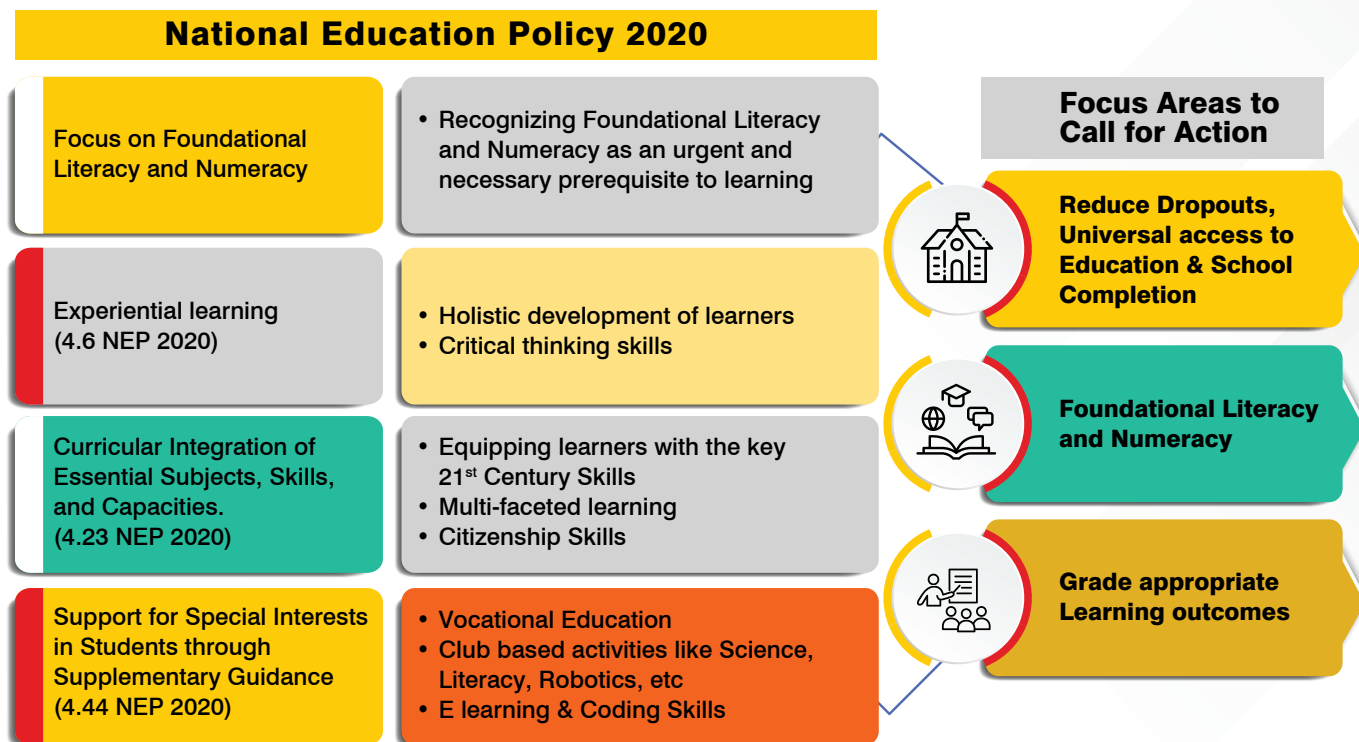


- Financial Literacy
- Digital Literacy

Adolescence is the period of transition between childhood and adulthood and is a time of rapid physical, cognitive and social and emotional growth. The World Health Organization defines adolescence as the phase between 10 years to 19 years of age. Children start their journey in the Magic Bus programme at the age of 11 years. Through the adolescent programme this journey continues till the age of 15 - 17 years.



ALIGNMENT OF MAGIC BUS ADOLESCENT PROGRAMME TO THE NATIONAL EDUCATION POLICY



PEDAGOGY

Magic Bus follows an Activity Based Curriculum borrowing from Constructivism. Magic Bus understands that learning happens best when learners are encouraged to construct their own learning. Five key elements that are considered necessary for learning in the programme are

- Safe learning space
- Joyful learning process
- Participatory process
- Experiential process
- Mentoring (learning enabler)

LEARNING ENABLERS

Safe Learning Spaces

Safe learning spaces enable learning through positive environment creation where adolescents feel supported and heard. This is both physical and emotional safety.

Joyful Learning Process

Joyful learning is when children are actively engaged, curious, and excited about learning. It can help children develop a lifelong love of learning, retain information, and be motivated.

Participatory Learning Process

This is a learner focused approach which encourages learning using small groups, concrete materials, open questioning, and peer teaching.

Experiential Learning Process

Emphasizes learning by doing, reflecting and applying what students have learned in the classroom. It often takes place outside the classroom.

Mentoring

Mentors provide guidance, advice, and support, and can also act as a role model, counselor, and advisor.



EXPERIENTIAL LEARNING PROCESS

THE LEARNING CONTINUUM

EXPERIENCE

01



Participants undergo an experience

REFLECT

02



Analyse experience through reflection, comparison, contrast, examining the validity of assumptions or inferences and so on

APPLICATION

03



Think about the implication of what has been learnt, work out how they might themselves apply it, and even get a chance during the sessions itself to practice what has been learnt

CONSOLIDATION

04



Perceiving whatever has been learnt as a larger whole, a set of connected components (i.e. understanding how the specific sessions take away is connected to the larger objective/domain)

The '**experience – reflect – apply – consolidate**' cycle helps to strengthen the skills and competency discussed in the Magic Bus sessions. Since there are multiple opportunities for reflection and repetition through different processes - such as home tasks, magic sheets, individual journals, project work, group tasks, and verbalization - all children can learn and internalize the learning.

The curriculum follows an **integrated** and **spiral** learning approach. An integrated approach means that one session may have multiple competencies connected with it, but the focus is on the primary skill or competency; a spiral approach means that each skill and competency has been touched upon and reinforced several times across different sessions and different years. They are also revisited intermittently so that the concepts are internalized both by the children and by the facilitator.

The sessions have been designed so that they can be conducted effectively by one facilitator with 25-30 participants and limited resources. The curriculum design is constructivist and moves from the simple to the more complex, the known to the unknown, and the concrete to the abstract.



MENTORING

A young person does not learn in a vacuum and is constantly affected by the ecosystem around them. This young person learns as an individual (being), this young person is part of a family and a community (belonging), and this young person transitions with all their learnings from childhood to adulthood (becoming).

Magic Bus mentors young people, recognizing the powerful impact a local role model can have on their growth. The organization fosters meaningful mentor-mentee relationships to create a positive influence.

COMMUNITY & STAKEHOLDER ENGAGEMENT

Further, Magic Bus acknowledges that multiple stakeholders impact the lives of adolescents and young people. Magic Bus engages with these stakeholders in a systematic way to ensure they provide appropriate opportunities and support to programme participants.



BRONFENBRENNER'S ECOLOGICAL SYSTEMS



The Adolescent Programme borrows from the Bronfenbrenner's Ecological Systems Theory and follows an ecosystem approach to change.

Magic Bus understands that social change is a complex process and requires engagement at multiple levels. Learning from Urie Bronfenbrenner's Ecosystemic Model, it recognizes that the primary stakeholders – adolescents and youth – exist in a context. Therefore, to enable real change in their lives, it is imperative that we engage with each of the contexts, building them up as supportive systems in which development is facilitated. Magic Bus works with key stakeholders such as parents, teachers, peers, youth leaders, community members, school administration, local authorities, and other support systems in the community. Magic Bus believes that community engagement is crucial to bring sustainable change in the lives of young people.



DEFINITION OF COMMUNITY ENGAGEMENT

Community Engagement is the process of working in partnership with the community in enabling them to sustainably address issues affecting the well-being of adolescents to reduce their socio- economic vulnerabilities. Magic Bus' approach to community engagement rests on three critical pillars:



• **Participation**

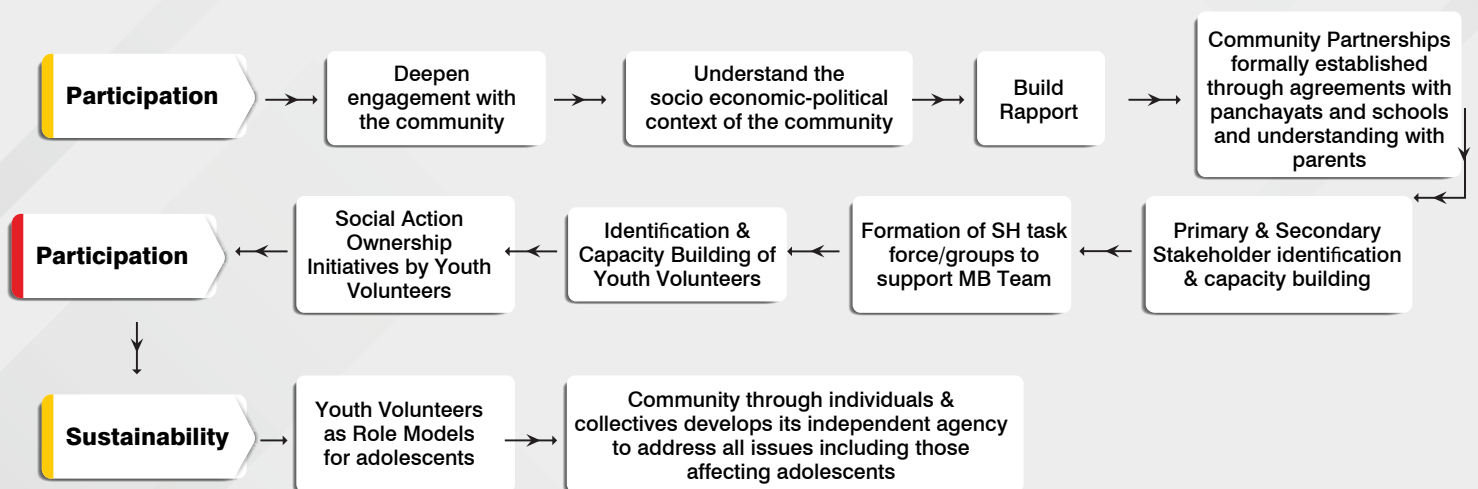


• **Ownership**



• **Sustainability**

STRATEGIES FOR COMMUNITY ENGAGEMENT



Magic Bus moves from Doer to Facilitator



LIVELIHOOD PROGRAMME

The Livelihood Programme by Magic Bus introduces an alternative approach to skills development, focusing on transferable life and employability skills to help young individuals aged 18 to 25 secure sustainable, grey - collared jobs in the service sector. Magic Bus targets young people from marginalised communities, providing them with the necessary 21st Century Skills to obtain dignified and long-lasting jobs in the formal sector.

We prepare these first - time job seekers for the job market by developing their skills tailored to specific job segments, placing them in customer-centric job roles in the service sector and offering continuous support and post-placement guidance to ensure job retention. This support helps them succeed in their careers and build their individual agency, leading to doubling the family's annual income with their economic contribution.

The programme not only empowers the youth by enabling them to make informed decisions about their careers and lives but also encourages them to support their families in leading dignified lives and to become role models and change agents within their communities.

In an effort to contribute to national economic growth by boosting women's participation in the labour force, we place special emphasis on female involvement in all our programmes. This effort has resulted in achieving a participation rate of 60% among girls.



STANDARD SKILLING PROGRAMME FOR UNDERGRADUATE YOUTHS

The two-month Skilling Programme for young people aged 18 to 25 has been crafted in partnership with employers from various industries, including IT, ITeS, Retail, BFSI, Logistics, Quick Service Restaurants, and Hospitality. Its goal is to empower young people with 21st Century Skills for transiting them to the world of work with sustainable entry-level job roles. One of the strategic programmes under this initiative is the Skill Impact Bond (SIB), an outcome-based programme model initiative for skilling undergraduates. The SIB project stands as an exemplary model, promoting enhanced efficiency and setting a standard for retention-based outcomes, which is now becoming mainstream across undergraduate skilling programmes.

DIGITAL SKILLING PROGRAMME FOR ENGINEERING AND STEM GRADUATE YOUTHS

The programme targets Engineering and BSc (IT) graduates, focusing on cloud computing skills in partnership with global leaders such as Amazon Web Services (AWS) and Microsoft Azure. The three-month curriculum includes scenario-based learning, hands-on labs, and employability skills training, preparing participants for certification exams and entry-level cloud computing roles.

CONNECT WITH WORK PROGRAMME FOR GRADUATE YOUTHS

The boot camp programme is tailored to equip college graduates with the skills needed for various job roles. It aims to address the challenges faced by first-time job seekers, preparing them for the modern work environment and linking them with local job opportunities.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

The Entrepreneurship Development Programme (EDP) assists aspiring young entrepreneurs from underserved communities in starting and managing micro-enterprises to tackle unemployment. We enhance the leadership, knowledge, skills, social connections, and development capabilities of the youth, enabling them to successfully launch and operate micro and nano-enterprises.



OUTREACH & IMPACT



ADOLESCENT PROGRAMME INDIA OUTREACH

DIRECT STAFF - LED PROGRAMME

NORTH:

BOYS: 43,455

GIRLS: 43,623

TOTAL: 87,078

EAST

BOYS: 17,868

GIRLS: 20,867

TOTAL: 38,735

WEST:

BOYS: 46,096

GIRLS: 46,604

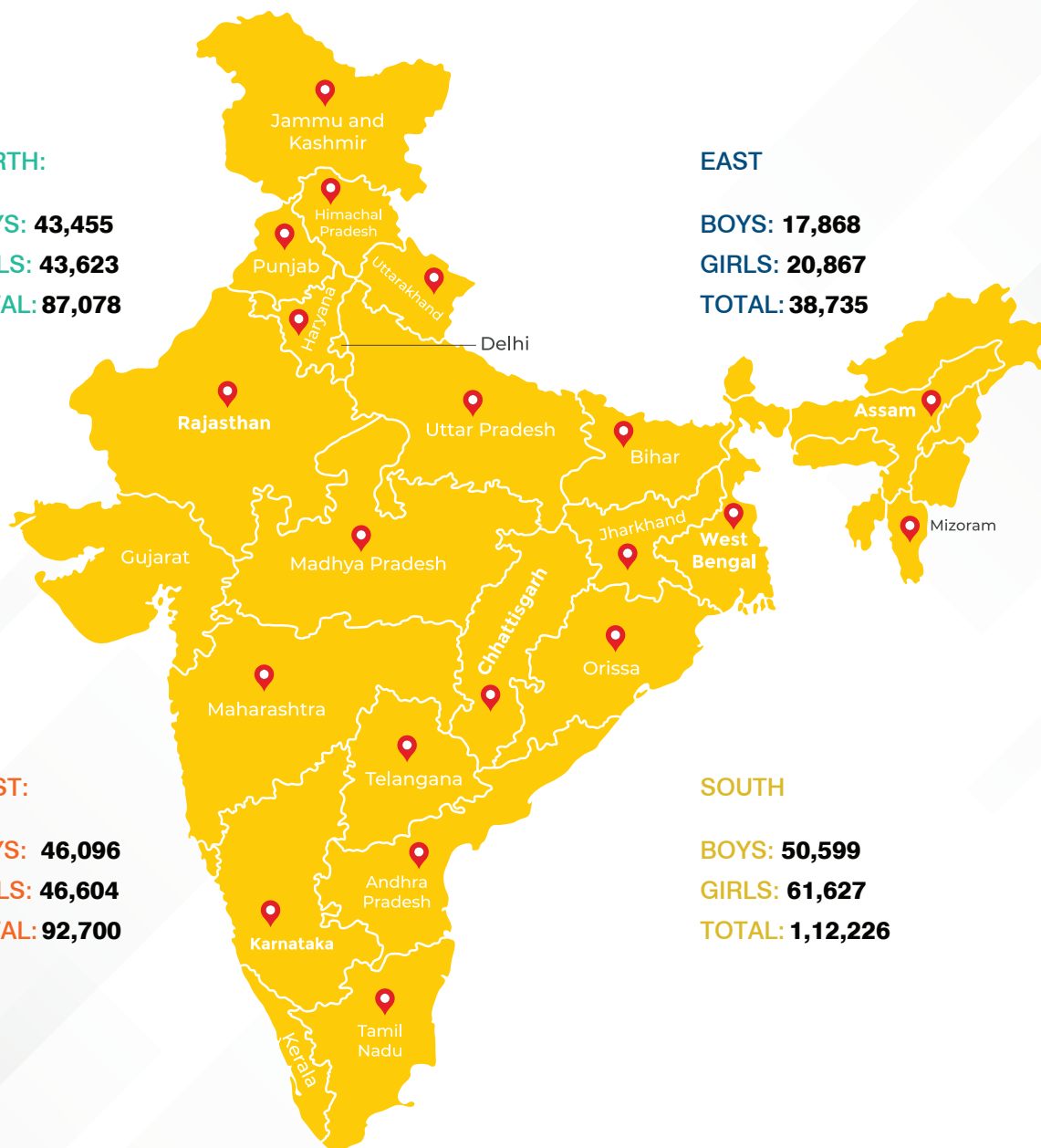
TOTAL: 92,700

SOUTH

BOYS: 50,599

GIRLS: 61,627

TOTAL: 1,12,226



Adolescents
3,31,000



Districts
72



Girl
Participants
52%



State & UTs
22



Schools
2,155



Community
Learning Centres
335

GOVERNMENT PARTNERSHIP PROGRAMME



Adolescents
11,60,000



Master Trainers
973



Teachers
24,759



Government Partnerships
8 (6 State-wide + 2 District Level)

*Data is based on multiple evaluations of Magic Bus adolescent programmes.

PAN-INDIA IMPACT

SCHOOL REGULARITY

30% increase in attendance and school regularity
(From 61% during baseline to 91% during endline).



SELF-EFFICACY

36% increase in perceived ability to act as required to achieve goals
(From 47% during baseline to 83% during endline).



RESILIENCE

40% improvement in perceived ability to withstand and recover from difficulties (From 46% during baseline to 86% during endline).



GENDER ATTITUDE

25% improvement in adolescents' gender attitude (From 39% during baseline to 64% during endline).



*Data is based on multiple evaluations of Magic Bus adolescent programmes.

LIVELIHOOD PROGRAMME INDIA OUTREACH



Livelihood
1,25,525



Cities
27



Girl
Participants
76,361



State & UTs
17



Collages
1052+



Livelihood
Centres
117

LIVELIHOOD CENTRES

NORTH

24
Centres

SOUTH

62
Centres

EAST

6
Centres

WEST

25
Centres



PAN-INDIA IMPACT



1,03,661 youth placed in jobs through the Magic Bus Livelihood Programme.



61% of youth in the Magic Bus Livelihood Programme are Women.



17 out of 117 Livelihood Centres are all-girls centres.



83% of youth are placed in sustainable jobs with an average salary of Rs 14,592/month.



99% of youth graduate from Magic Bus Livelihood Programme.



65% of youth continue with employment even after 3 months from the date of joining.

ADOLESCENT PROGRAMME



Empowering Adolescent Learners: Life Skills and Employability Education Programme

Adolescence is a critical stage of development, marked by physical changes, social pressures, and evolving aspirations. Our programme equips first-generation learners from underprivileged households with essential life and employability skills to prepare them for the future.

What Are Life Skills?

Life skills are the abilities and competencies that enable individuals to effectively navigate and adapt to challenges of everyday life. These skills encompass a broad range of psychosocial competencies and interpersonal skills that help people make informed decisions.

PROGRAMME GOALS

Our programme empowers adolescents to:



WHY LIFE SKILLS EDUCATION?

Life skills education is essential for holistic development. It boosts academic achievement, fosters youth leadership, and equips adolescents for the evolving future of work. Aligned with the National Education Policy 2020 our programme focuses on fostering 21st century skills that prepare adolescents for success in all areas of life.

PROGRAMME APPROACH

Our activity-based curriculum aims to impart life skills in a fun and relatable manner, making it easy for adolescents to absorb and making learning enjoyable and effective. Beyond the classroom, our intervention works to provide a support system by engaging with the adolescents' ecosystem and raising community awareness and fostering a support system that values education. Collectively, these interventions help adolescents build the skills they need to overcome hurdles and equip them to complete secondary education. Together we are shaping confident, capable, and future-ready young individuals.

PROGRAMME COMPONENTS

- **Life Skills Education:** Our framework encompasses three key dimensions namely, cognitive, emotional and social. It focuses on 11 essential life skills (E.g., Problem-solving, Empathy, Creative thinking) which enable adolescents to navigate life's challenges with confidence and resilience and lead to higher self-efficacy enabling young people to adapt, thrive, and achieve their goals
- **Employability Education:** Our Employability Education component is designed to prepare adolescents for the workforce by focusing on career awareness, financial literacy, and digital literacy, empowering adolescents to become self-reliant and break the cycle of poverty and pursue meaningful career opportunities in the future.
- **Session Structure:** Our sessions follow a structured and scientifically-designed format, incorporating reflective thinking exercises and interactive games to enhance learning outcomes and retention.

RECAP:
Review of
previous
learnings

**MAIN
ACTIVITY:**
Structured
games linked
to life skills

SBT:
Reflective
thinking
exercises

TAKEAWAY:
Key session
learnings

**MAGIC
SHEET:**
Reflection
and action
tools

Impact: We transform lives by equipping adolescents to overcome barriers, complete education, and build brighter futures. By empowering them to become leaders, problem solvers, and decision makers, we shape the next generation of changemakers!



COMMUNITY LEARNING CENTER (CLC) OVERVIEW

Purpose:

The CLCs aim to empower adolescents by enhancing their foundational literacy and numeracy skills, enabling them to excel academically and contribute meaningfully to society. Through targeted learning interventions, CLCs seek to ensure that students develop the skills necessary for lifelong learning and personal growth.

Objectives:

- Strengthen reading, writing, and math skills.
- Support academic progression and school retention.
- Equip students for future learning and growth.

CLC PROGRAMME STRUCTURE

The CLC Programme focuses on developing foundational literacy and numeracy for children in Grades 6–8, aiming to elevate them by one level annually through structured in-person and at-home learning.

Literacy & Numeracy Inputs (Yearly): 60 hours in-person + 20 hours at-home worksheets per domain (Literacy & Numeracy). Total: 80 hours per domain per year.

Levels:

- **Level I:** Grade 1–2 skills
- **Level II:** Grade 3–4 skills
- **Level III:** Grade 5 skills





SUCCESS STORIES



Anita ***A Journey from Silence to Success***

Anita, a seventh-grade student at Government Middle School, Kishanpura, faced immense challenges at a young age. Losing both parents early in life, she was raised by her grandmother, who became her sole caregiver. With limited resources, her grandmother worked tirelessly to ensure Anita's education and well-being. However, the emotional void left by her parents' absence deeply impacted Anita, leaving her withdrawn and disengaged from her surroundings.

For a long time, Anita struggled with shyness, avoiding school activities, sports, and even academic participation. She found it difficult to connect with classmates, and the fear of judgment kept her from expressing herself. Despite her grandmother's support, she remained hesitant to step out of her comfort zone.

The introduction of the Shubh Aarambh programme at her school became a turning point in her life. Anchla, a dedicated Life Skills Educator (LSE), took a keen interest in Anita's situation. She visited Anita's grandmother to understand her background, challenges and interests. Through multiple interactions, Anchla encouraged both Anita and her grandmother, highlighting the importance of social engagement and self-expression.

With gentle encouragement and a supportive environment, Anita began taking small steps toward change. She started participating in school activities, gradually gaining confidence. Encouraged by Anchla and her peers, she eventually joined cultural events and sports sessions. Her biggest breakthrough came when she decided to participate in an interschool Kabaddi tournament - a moment that redefined her journey. Not only did she compete, but she also won a silver medal, a victory that filled her with immense joy and confidence.

This achievement became a source of pride for her grandmother and further fueled Anita's motivation to excel. Today, she is an active participant in school events, building friendships and developing a strong sense of self-worth. She credits the Shubh Aarambh programme for empowering her and helping her discover her potential.

Anita's story stands as a powerful testament to the impact of community support and life skills education in transforming young lives. It is a reminder that with the right encouragement and opportunities, every child has the potential to overcome challenges and build a brighter future.





Deepak Kushwaha

A Journey of Determination and Transformation

Deepak Kushwaha, a Class 6 student at Government Senior Secondary School, Jharmajri, has shown remarkable perseverance and growth through his journey with the adolescent programme. As a differently-abled child, he faced significant challenges-not only was he physically unable to walk, but he also struggled with learning, often appearing distracted and unmotivated in class.

When the Magic Bus adolescent programme was introduced at his school, Deepak was initially hesitant to participate. He would often refuse to engage in life skills sessions and group activities, feeling held back by his physical limitations and lack of confidence. The idea of actively taking part in learning and peer interactions seemed overwhelming.

Recognizing his potential and the need for focused support, Ruchi Sharma, a Life Skills Educator (LSE), took a keen interest in Deepak's progress. She worked closely with him-both during and outside of sessions-offering guidance, counseling, and continuous encouragement. With patience and persistence, Ruchi helped Deepak set small goals and celebrate each achievement, no matter how modest.

After a year of consistent intervention, Deepak's transformation became undeniable. With Ruchi's encouragement, he gradually gained the confidence to participate actively in every session. His newfound passion for learning has even inspired his classmates. No longer hesitant, he is now one of the first to arrive at every session, embracing challenges with determination.

Today, Deepak serves as an inspiration to his peers, often motivating them with his words "If I can learn and grow despite my condition, so can everyone else."

His teachers and family take immense pride in his progress, and his journey stands as a powerful testament to the impact of inclusion, persistence and the right support system. Deepak's story highlights how life skills education can empower children to overcome obstacles, proving that resilience and determination can redefine one's future.





Saloni Vijaykar

Journey of Resilience and Academic Success

Saloni Vijaykar, a 14-year-old from Musakhedi, Indore, has demonstrated remarkable resilience in overcoming challenges. Orphaned at a young age, she was raised by her aunt and uncle, taking on significant household responsibilities that left little time for her education. When she first joined the Magic Bus Community Learning Center (CLC) in 2022, she struggled with reading Hindi and mathematics, making it difficult for her to keep up academically.

Despite attending CLC sessions, her progress remained slow, prompting a home visit by the facilitators. It was discovered that Saloni was managing most household chores, which directly impacted her ability to focus on studies. Understanding the need for a balance between responsibilities and education, her aunt was engaged through parent-teacher meetings, where she was encouraged to support Saloni's learning journey.

With structured guidance and encouragement, Saloni adopted a new routine - waking up early to complete household tasks, allowing her to dedicate time to school and CLC sessions in the afternoon. Her commitment and perseverance soon led to a remarkable transformation. With academic guidance and emotional support, she excelled in her studies, achieving foundational literacy and numeracy and earning A grades in her subjects.

Today, Saloni is preparing for the NMMS exam, an opportunity that could secure her a scholarship for further education. Her aunt takes immense pride in her progress and regular updates keep the family actively engaged in her journey.

Saloni's story is a testament to the power of education, resilience and community support, proving that with the right encouragement and resources, every child has the potential to rise above challenges and achieve their dreams.





Barnil

Scoring Goals Against All Odds With Magic Bus

In the vibrant neighborhood of Birubari, Guwahati, young Barnil dreamt of becoming a footballer. A dedicated student at Birubari Rupnagar Vidyalaya, he balanced school with daily exercise, determined to stay strong for his passion.

However, life took an unexpected turn when a bicycle accident left him with a severe leg injury, requiring surgery and a long recovery. His dreams of playing football faded and his once lively personality gave way to isolation and self - doubt.

Despite attending school, Barnil lacked motivation-until Magic Bus introduced the Life Skills Education Programme. His father, seeing a glimmer of hope, encouraged his participation. Youth Mentor Khairul Islam Khan played a crucial role, slowly guiding Barnil out of his shell. Through engaging sessions, home visits and a strong support system, Barnil started rebuilding his confidence.

The programme became a space where problem-solving, self-management and resilience took center stage. His dedication shone through when he won a trophy in a Magic Bus quiz competition, marking a milestone in his transformation.

Reflecting on his journey, Barnil shared, “I’ve learned to face challenges head-on and manage responsibilities well. Though I miss football, I have discovered my strengths in new areas and my self-confidence and self - reliance have flourished.”

Barnil’s story is a testament to the power of resilience, encouragement and the right opportunities - proving that setbacks can lead to new strengths and success.



GOVERNMENT PARTNERSHIP PROGRAMME

India's adolescent population, particularly from vulnerable communities, largely attends government-run schools. Recognizing the importance of life skills education, state education bodies partnered with Magic Bus India Foundation to strengthen the education system and empower youth for future success. This collaboration supports the government's vision outlined in the NEP 2020, which focuses on imparting 21st Century Life Skills for the social-emotional development of adolescents, contributing to **Sustainable Development Goals (SDGs), particularly Goal 4 (Quality Education) and Goal 10 (Reducing Inequality).**

The Government Partnership Programme aligns with Magic Bus India Foundation's mission to help young people break the cycle of poverty and lead fulfilling lives.



APPROACH AND PROJECT AREA

Magic Bus India Foundation has signed MoUs with state government bodies to introduce 21st-century life skills education in government schools. Through these partnerships, the foundation collaborates with state education departments to co-create contextualized life skills curricula, training plans, and monitoring and assessment systems. The core approach of the GP programme focuses on strengthening educational systems by integrating life skills into the curriculum, engaging in policy advocacy, building teacher capacity, and establishing robust monitoring processes. Life skills are delivered to Master Trainers, who then train government school teachers to impart life skills in classrooms and on the playground. The training provided to teachers is experiential and activity-based, promoting self-reflection and application, which enables teachers to effectively engage students in learning life skills.

The Government Partnership Programme is currently implemented across six states: Andhra Pradesh, Assam, Haryana, Madhya Pradesh, Mizoram, and Odisha. As of 31st March 2024, the GP Programme has been implemented in **1,097 blocks in 123 districts across 24,512 schools, training 973 Master Trainers and 24,759 teachers**, and reaching **11,58,941 adolescents**.



STATE-SPECIFIC HIGHLIGHTS

ANDHRA PRADESH

On 6th February 2023, Department of School Education, SCERT, and Magic Bus India Foundation signed an MOU for Project Sankalpam, a collaborative initiative to integrate life skills education into government schools, benefiting adolescents from vulnerable communities. The programme emphasized training **130 Master Trainers** from government bodies such as SCERT, DIETs, Tribal Welfare, Samagra Shiksha, and Kasturba Gandhi Balika Vidyalayas (KGBVs), creating a strong foundation for impactful education.

Year one commenced with a baseline study across **390 schools in 26 districts, reaching 14,997 students**. Subsequently, the Master Trainers trained **2,521 teachers**, who implemented engaging life skills sessions in classrooms. Through activities focused on communication, problem-solving, and empathy, students experienced significant social and emotional development.

Key achievements of the project Sankalpam for year one is that it reached **1,295 schools**, positively impacting **290,620 Adolescents**. This achievement not only advanced students' personal growth but also enhanced educators' ability to provide holistic education. Moving forward, the programme aims to ensure that life skills remain a core component of the state's academic curriculum.



ASSAM

On 15th June 2023, Magic Bus India Foundation signed an MoU with Samagra Shiksha Assam to implement the integrated Life Skills Education into government schools, aiming to equip **21,30,548 Adolescents** across **10,514 schools in 33 districts** with life skills. This initiative focuses on co - creating curriculum, ensuring inter-departmental collaboration for contextualizing modules, training Master Trainers (MTs) and Nodal Teachers (NTs), and integrating life skills into the academic curriculum.

The first year of the project started with co-creation of modules with SCERT, SEBA, and Samagra Shiksha, ensuring their inclusion in the academic calendar. Facilitating orders were issued for MT and NT training, alongside the formation of a District Review Group (DRG) for progress monitoring. A total of **276 MTs and 8,549 NTs** were trained, with NTs registering their participation both online and through physical sheets.

Key achievements of project are the supportive supervision, integration of life skills sessions into the school timetable and providing ongoing support to NTs through involvement from Block Resource Persons (BRPs), Master Trainers, and Cluster Resource Centre Coordinators (CRCCs). This initiative created a supportive environment for teachers and administrators, ensuring effective life skills education implementation across Assam's schools.



HARYANA

On 7th August 2023, the Department of School Education (HSSPP), Government of Haryana signed an MoU with Magic Bus India Foundation to promote Life Skills Education in government schools across Haryana. The project aims to integrate life skills education within the state's public education system, institutionalizing curriculum development, teacher training, and monitoring mechanisms. The initiative ensures that students develop crucial life skills and that teachers are equipped to deliver activity - based Life Skills Education.

The project's initial year started in three districts (Panchkula, Gurugram, and Yamuna Nagar) with a baseline study conducted across **90 schools, 1,800 parents and 3,600 students**, assessing knowledge, attitudes, and practices regarding life skills. **Trained 132 BRC/CRC and 1,172 teachers** in the three selected districts. Provided support to the SCERT to incorporate life skills into the academic curriculum.

A remarkable achievement in Haryana includes government-led annual assessment across the three districts to measure students' progress after receiving sessions on life skills education. 65,768 students participated in the assessment helping us build robust evidence on the success of life skills transaction at the school-level.



MADHYA PRADESH

On September 25, 2023, the Department of Tribal Affairs, Madhya Pradesh, and Magic Bus India Foundation signed an MoU to implement the Saksham programme, aimed at teaching Life Skills to tribal adolescents across 20 tribal districts and 89 blocks. The programme targets schools such as Eklavya Model Residential Schools (EMRS), Kanya Shiksha Parisar Schools, CM-Rise Schools, and Middle Schools, all focused on enhancing education for Scheduled Tribes.

In year one the project was launched in **3,050 schools** across 40 blocks in 7 priority districts, reaching **237,683 tribal students**, which is 80% of the total enrollment. To ensure effective implementation, **176 Master Trainers** were trained, followed by the orientation of **3,314 Headmasters/Principals**, who mentored **5,967 teachers** in delivering life skills sessions integrated into the weekly timetable.

A key achievement of the project is the homework sheet "Meri Seekh," engaged students in reflecting on their learning, with over 150,000 copies created in 2023-24. The programme also held regular review meetings with department officials to adjust challenges and share success stories. Important decisions included the integration of life skills into school timetables. Teacher tutorial videos were developed to ensure consistent of training quality, and regular joint visits by government officials and Magic Bus staff were conducted.

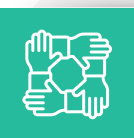


MIZORAM

On 1st January 2024, Mizoram School Education Department signed an MoU with Magic Bus India Foundation to launch a life skills development programme, initially in two districts, which was expanded to **11 districts** by the end of the year. The programme incorporated a play-based, active teaching-learning methodology into the Social Science curriculum for Grades 6 - 8. The programme focused on strengthening the capacity of educational functionaries, including headteachers and CRCCs, to support and monitor the implementation at the school level.

The first year of the project started with Magic Bus co-creating the approach with the department and trained **79 Master Trainers**, including CRCCs, teachers, and DIET members, who then trained **958 middle school teachers in 948 schools** across the state. Facilitative orders from the state and district levels, alongside periodic review meetings with government officials, helped scale the programme across all districts. Collaboration within the Department of School Education and with Autonomous District Councils ensured effective curriculum development and delivery.

Key achievements include **787 trained teachers** reporting their sessions. The programme's baseline study was disseminated at the India Life Skills Conference, and the government issued a grant to conduct endline study. Additionally, the programme's Active Teaching and Learning Method (ATLM) has led to positive behavioral changes, enhancing self-awareness, communication skills, and interpersonal relationships among students.



ODISHA

On 7th June 2023, Department of School and Mass Education, Government of Odisha signed an MoU with Magic Bus India Foundation for the “Transformation towards Aspiration” initiative, impacting **8,407 government and aided high schools** across the state. Central to this partnership is “Kridangan - A Children-Led Club,” which blends sports with life skills education. This programme aims to reach over **1 million students** in Classes IX and X, teaching them life skills.

The initiative formalized through an MoU has created transformative spaces through the Kridangan Club, nurturing resilience and creativity among adolescents. Through the project, **314 Master Trainers, 8,112 Physical Education teachers, and 7 Head Teachers** were trained. Contextualized activity-based Life Skill Sessions are integrated into the assessment system. Training resources, including session videos, are uploaded on the Mo School YouTube channel, supported by monitoring tools and on-site assistance for teachers.

The key achievement of the initiative is the engagement of trained retired PE teachers to deliver the Kridangan curriculum. These mentors supported active teachers, ensuring high-quality sessions through tools like the Session Quality Monitoring Form. This innovative approach not only enhanced session quality but also demonstrated the untapped potential of retired professionals in bridging resource gaps.



TESTIMONIALS



B.V. Maruthi Kumar (DRG)
PGT (Civics)
AP Model School, Vallur,
Andhra Pradesh

I like to express my appreciation and share my mindful thoughts on the life skill sessions that are taking place at our school. Being a part of the institution, it brings me great joy to witness the positive impact these sessions have on our students. These sessions are very valuable in addition to our academic curriculum, it addressed critical aspects of personal development that go beyond learning outcomes.

One of the key highlights of the session was the emphasis on effective communication and interpersonal skills. And this item of work contributes to the children's self-respect throughout their life.



Bandita Hazarika
Nodal Teacher
Borigaon Public
High School, Jorhat
Assam

Our objective is to integrate life skills activities in a way that strengthens students' practical understanding and application of these life skills. We aim to foster a collaborative learning environment where students develop self-awareness, confidence and teamwork abilities ensuring their holistic growth and preparedness for real-world challenges.

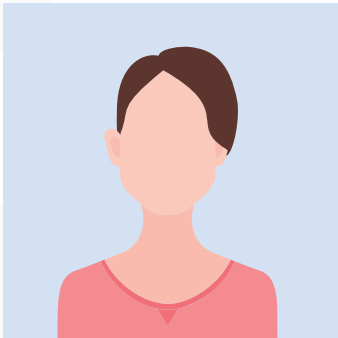


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Jyotirmayee Sahoo,
Ramachandi High
School, Ranpur
District-Nayagarh
Odisha

Kridangan has been a gamechanger for my children. It's remarkable to see how excited they get when I announce it's time for Kridangan! They eagerly rush to the grounds, eager to play and learn. What's even more heartening is that all my students now look forward to playing, a stark contrast to earlier days. These sports-based life skills sessions have not only unified them but also provided a valuable platform for them to acquire new skills and apply them in their daily lives.



Smt. Rakhi Soni
Principal
Madhyamik Shala Dodiya
Pushprajgarh, Anuppur,
Madhya Pradesh

"There has been an improvement in students' attendance rate and achievement levels."

Children from tribal communities need to be made aware of the importance of education, especially girls, who often drop out after class 8. They are more prone to discrimination and exploitation. Against this backdrop, the Saksham programme has truly empowered them to voice their issues, make their own choices, and make independent decisions.

Our school has fewer students as compared to other schools, so I've had the privilege of being actively involved in the Saksham sessions. We conduct 45-minute sessions on Mondays and Saturdays. We've also created a "Meri Seekh Ki Deedar" ("My Learning Wall") where children display their learnings from the sessions in simple sentences, drawings, and poems.

We are proud that the Saksham sessions have brought a positive change in students' communication skills, collaboration skills, problem-solving, and decision-making abilities. Students are developing leadership qualities and are continuously enhancing their personalities. This has also positively impacted their academic performance. There is an increase in the attendance rate of students, and students' achievement levels have also improved.

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LIVELIHOOD PROGRAMMES



Livelihood Programme: A 21st Century Transferable Life and Employability Skilling Programme.

Today, the most significant obstacle is not the unavailability of jobs but rather the lack of basic employability skills, even among educated youth. The International Labour Organisation (ILO) emphasises that individuals with a combination of skills, such as broad-based education and training, basic and transferable high-level skills, including teamwork, problem-solving, information and communications technology (ICT) and language skills are most employable and adaptable to changes in the world of work.

According to **NITI Aayog's National Multidimensional Poverty Index (MPI) 2023**, even now, 15 out of 100 people in urban areas and 20 out of 100 people in rural areas are living in poverty. The unemployment rate among youth aged 20 to 24 during the third quarter of 2022-23 stood at 44.49%, indicating a significant demand for employment opportunities. Despite this demand, Indian youth lacks employability skills and are not adequately prepared for the demands of the future workforce.

The Periodic Labour Force Survey (PLFS) Annual Report 2022-23, shows a 4.2 percentage point improvement in the Female Labour Force Participation Rate (FLFPR), reaching 37% in 2023.

While this reflects that efforts are made to empower women, more action is needed to enhance skill development, entrepreneurship support, and workplace safety.

In response to these challenges, Magic Bus India Foundation initiatives aim to bridge the gap between skill acquisition, employment opportunities, and participation of women in the workforce. Magic Bus has implemented an alternative model to domain skilling, focussing on transferable life and employability skills that will transition young people into sustainable jobs in the service sector. For this, Magic Bus reaches out to young people from marginalised communities, building their agency, and empowering and preparing them to navigate the challenges of securing sustainable job opportunities and living a dignified life. Through continuous efforts over the last 10 years, **Magic Bus has become the largest direct skilling organisation among non-profits by skilling and placing more than one lakh youths annually.**



1. EMPOWERING YOUTH THROUGH LIVELIHOOD PROGRAMMES

The Livelihood Programme for 2023-24 has focused on equipping marginalized youth with essential life and employability skills, addressing the pressing issues of unemployment and underemployment. With a commitment to creating sustainable livelihoods, Magic Bus India Foundation has successfully engaged over 125,000 youths this year, empowering them with skills that meet the demands of the modern job market. By leveraging strategic partnerships and innovative training methodologies, we have enhanced our outreach and impact, ultimately contributing to poverty alleviation and community development.

The Livelihood Programmes play a pivotal role in transforming the lives of youth, enabling them to become first-generation salary earners in their families. By enhancing employability through targeted training, we equip young individuals with essential life and employability skills needed to thrive in today's dynamic job market.



OBJECTIVE:

Youth Empowerment and Building Agency: At Magic Bus India Foundation, our objective is to empower youth by fostering self-efficacy and agency through comprehensive training programmes that emphasize life skills, mentoring and hands-on learning. We aim to equip young individuals with the confidence and decision-making abilities needed to transition to the world of work, overcome challenges, pursue goals, and actively contribute to their communities.

OUR APPROACH INVOLVES:

Journey of Youth



To move the needle on:



Special focus on young women's workforce participation



2. LIVELIHOOD PROGRAMMES OVERVIEW:

Magic Bus's Livelihood Skilling Programmes are specifically designed for youth aged 18 to 25 years who have completed their 12th standard and are not engaged in education, employment, or training. Our participants predominantly come from underserved communities, with family incomes not exceeding INR 2,50,000 per annum.

The programme equips undergraduates and graduate youths through separate programmes. Undergraduates participate in a 2-month blended learning session, while graduates undergo an intensive 7-8 day boot camp.

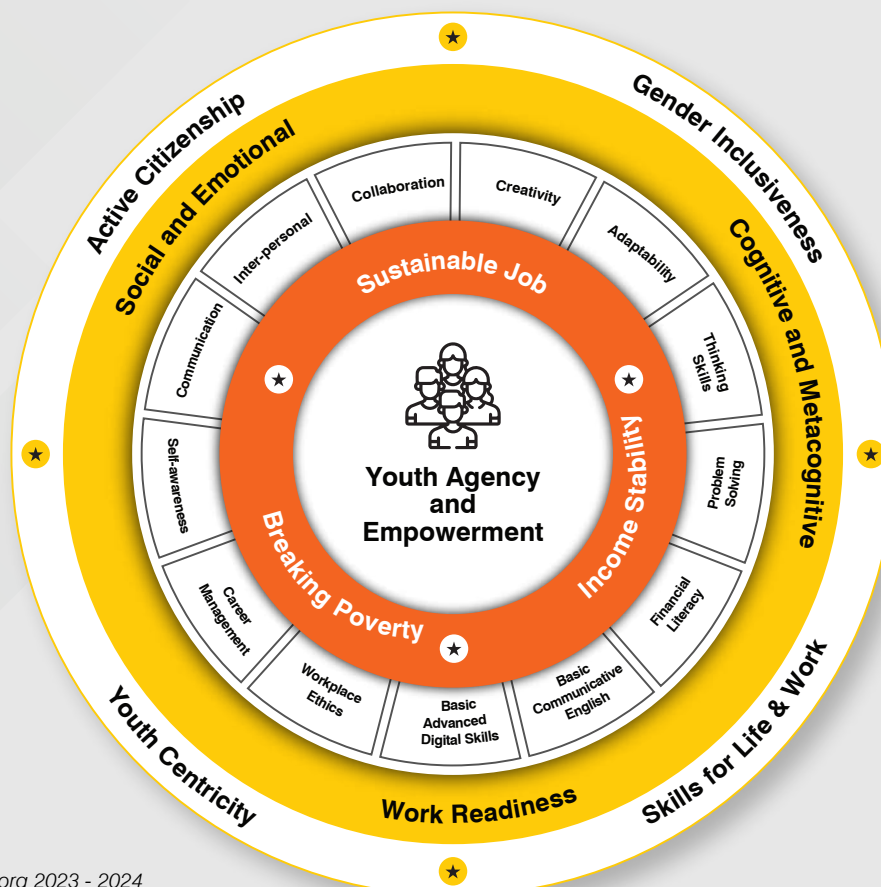
The training provides sector-specific insights tailored to the demands of various industries. Participants gain the skills necessary to secure employment in diverse fields, including Retail, E-Commerce, Quick Service Retail (QSR), IT & ITeS, BFSI, Logistics, and Hospitality.

By providing youth with the necessary skills and support, we empower them to transform their lives, make positive contributions to their communities, and serve as change agents within their peer groups.

RE-IMAGINING THE MAGIC BUS LIVELIHOOD FRAMEWORK

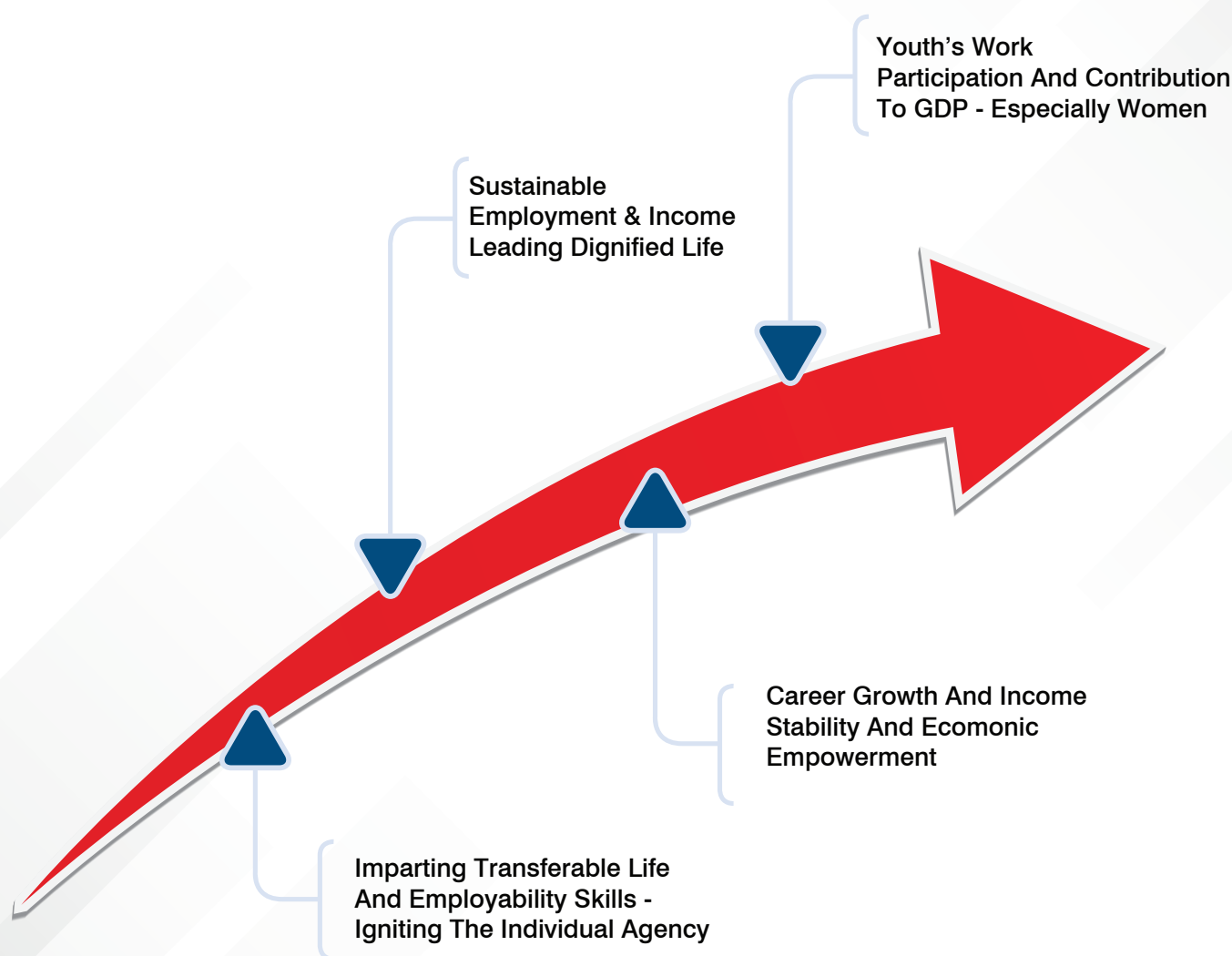
In response to the imperative of skilling young people and leveraging the demographic dividend for nation-building, Magic Bus has reimaged and aligned its livelihood framework and content with international standards proposed by the ILO and the national standards proposed by the Sector Skill Council.

The reimaged framework considers market demands alongside the capabilities of disadvantaged youth fostering individual performance and career growth.



The Magic Bus Skilling Programme places Youth Agency and Empowerment at its core focusing on the three outcomes of sustainable jobs, income stability and reducing poverty. Three core skills - Social and Emotional Skills, Cognitive and Metacognitive Skills and Work Readiness Skills - are emphasized to empower youth for work and life. The programme also focuses on 13 sub - skills to ensure a sustainable career journey. Guided by key principles of active citizenship, gender inclusiveness, youth-centricity and skills for life and work, the programme's holistic approach underpins its framework and delivery.

The Magic Bus Livelihood Programme Framework reflects the organisation's support for marginalized youth reimagined through a global lens of life and employability skills.



By joining the skilling programme of Magic Bus, young people will receive transferable life and employability skills linked with 21st Century Skills which will help them to transition to the world of work with high personal agency and continuous income which will lead to dignified income that helps them to make independent decisions in their life and career choices.



3. INDIVIDUAL PROGRAMMES:

Livelihood Skilling programmes at Magic Bus are designed to equip youth with the essential skills needed to succeed in today's competitive job market. These programmes cater to diverse educational backgrounds, including undergraduates and graduates, with specialized training in areas like digital skills for STEM graduates and entrepreneurship development. Each programme is tailored to industry demands, ensuring that participants gain technical expertise and develop the confidence and soft skills necessary for sustainable employment and entrepreneurial success. Magic Bus empowers individuals to create lasting change in their lives and communities through these initiatives.



Skilling Programme for Undergraduates



Skilling Programme for Graduates



Digital Skilling Programmes for STEM Graduates



Entrepreneurship Development Programme (EDP)

3.1. STANDARD SKILLING PROGRAMME FOR UNDERGRADUATES

The Standard Skilling Programme is a structured, two-month (200-210 hour) initiative designed for undergraduates. It incorporates a blended learning approach that includes in-person sessions, virtual sessions and self-learning modules. Through experiential learning activities such as role plays, scenarios and case studies the programme participants gain critical skills essential for workplace readiness. The programme also emphasizes collaboration with employers to align training with job market needs, ensuring participants are well-prepared for employment. Additionally, post-placement support is extended for three months, providing mentorship to help individuals maintain sustained career success. This programme is delivered through Magic Bus Livelihood centres across India.



SPECIAL PROGRAMMES FOR UNDERGRADUATES:

SKILL IMPACT BOND (NATIONAL SKILL DEVELOPMENT CORPORATION)

The Skill Impact Bond (SIB), launched by the National Skill Development Corporation (NSDC) in 2021, represents a pioneering initiative in India's skilling landscape. Magic Bus India Foundation was selected as one of the first implementation partners for this innovative programme, which aims to tackle significant challenges within the skilling ecosystem.

KEY FEATURES OF THE SKILL IMPACT BOND

- **Performance-Based Blended Finance Model:** This approach incentivizes effective training and placement encouraging continuous improvement in programme delivery.
- **Addressing Critical Challenges:** The SIB project specifically targets pressing issues in India, including skilling a vast youth population, connecting youth to sustainable jobs, and improving women's participation.
- **Cumulative Enrolment Targets:** Magic Bus is committed to enrol a total of 14,857 youth from Delhi, Mumbai, Jaipur, Kolkata, Chennai, Hyderabad and Bengaluru under the SIB project.

ACHIEVEMENTS

In the 2023-24 period, Magic Bus successfully completed Cohorts 3 and 4 of the SIB project, achieving an impressive average female enrolment of 77%. This success highlights the effectiveness of the SIB model in addressing the specific needs of young women while ensuring robust engagement with the overall youth population. By harnessing innovative financing and a strong focus on outcomes, the Skill Impact Bond is setting new standards for skilling initiatives in India and Magic Bus is proud to be at the forefront of this transformative effort.



FUTURE X: TRANSFORMING LIVELIHOOD SKILLING

Future X is an innovative strategic initiative of Magic Bus India Foundation, supported by The Michael & Susan Dell Foundation, designed to expand our blended learning programme focused on life and employability skills for youth. The programme is being implemented as a proposed model for 'scale, improving efficiency and sustainability' for Magic Bus Livelihood vertical.

Under this programme, Magic Bus is building technology infrastructure and organizational efficiencies to reach out to more youth. The FutureX platform will map the end-to-end life cycle of young people starting from mobilization to alumni connect. The platform will improve work efficiencies and productivity of the team by giving them dynamic reports and dashboards to improve performance and decision-making.

The platform has a robust learning management system which enables youths to learn through different mediums, provides self-learning opportunities and keeps them on track for learning through notifications and alerts.

Future X adopts a goal-driven structure, introducing participants to one specific objective each week over a nine-week period, while also integrating communicative English and basic digital skills training. This flexible learning model is delivered through various channels, including face-to-face sessions, virtual classes, mobile learning apps, and a WhatsApp Chatbot, which fosters peer learning and encourages self-driven growth.

Overall, Future X represents a transformative approach to livelihood skilling, enhancing efficiency and sustainability while leveraging technology to facilitate smoother operations and improved programme outcomes.

Achievements

In the year 2023-24, Magic Bus impacted the lives of 34,136 youth, of which 23,214 (68%) are females. 24,910 (73%) of youth are placed with an average salary of Rs.13,666.



3.2 SKILLING PROGRAMME FOR GRADUATES (CONNECT WITH WORK):

Magic Bus' Connect With Work programme is strategically designed to tackle the challenges faced by young graduates and first-time job seekers. By equipping young participants with critical skills necessary for the 21st-century work environment, the programme facilitates their connection to local employment opportunities, thereby easing their transition into the workforce.

The primary aim of Connect With Work is to enhance access to job opportunities for graduates from underprivileged backgrounds who have completed their education at tier 2 and tier 3 colleges across multiple states, including Delhi NCR, Uttar Pradesh, Punjab, Maharashtra, Gujarat, Tamil Nadu, Telangana, and Karnataka.

The programme commences with a concentrated, intensive boot camp lasting 7-8 days, during which participants undergo a comprehensive 24-hour basic skilling curriculum. This training encompasses essential topics such as communication, problem-solving, decision-making, interview techniques, resume development, and workplace etiquette, specifically tailored to meet the demands of local job markets. The programme effectively prepares graduates for entry-level positions thus bridging the gap between education and meaningful employment, thereby paving the way for sustainable livelihoods.

Achievements: Magic Bus collaborated with 1,052 colleges and impacted 88,522 young graduates through the Connect With Work Programme of which 78,327 are placed in the jobs with the average salary of Rs.14,760

3.3 DIGITAL SKILLING PROGRAMME: ENHANCING EMPLOYABILITY OF STEM GRADUATES

Magic Bus is dedicated to improving the employability of STEM graduates through targeted digital skilling programmes. These initiatives emphasize high-demand technologies, particularly in Cloud Computing and are conducted in collaboration with industry leaders such as Amazon Web Services (AWS) and Microsoft.

AWS re/Start Programme: In collaboration with Amazon Web Services (AWS), we provide participants with foundational cloud computing skills over a comprehensive 12-week training period at Magic Bus Livelihood Centers and partner colleges across five cities. This programme equips learners with essential competencies and prepares them for global certification, significantly enhancing their competitiveness in the job market.

Azure Cloud Programme: In partnership with Microsoft, Magic Bus offers Azure Cloud training specifically designed for unemployed STEM graduates, aligning closely with industry needs. This programme spans over 10 weeks and is delivered at Magic Bus Livelihood Centers across five cities.

Achievements: In the year 2023-24, we have impacted 2,877 young STEM graduates through the Digital Skilling Programme of which 1,187 (41%) are females.



3.4 ENTREPRENEURSHIP DEVELOPMENT PROGRAMME: INTERVENTION OR YOUTH'S ECONOMIC EMPOWERMENT

The Entrepreneurship Development Programme (EDP) is designed to promote economic empowerment among youth with a particular focus on women in rural and peri-urban areas. By equipping aspiring entrepreneurs with essential training in leadership, business management and financial literacy, the programme enables participants to acquire the skills necessary for establishing and managing micro- and nano-enterprises.

In addition to skill development, the programme facilitates access to funding opportunities through the Business Support Fund, which provides participants with the financial resources needed to launch and expand their ventures. This dual approach not only fosters entrepreneurial capabilities but also addresses financial barriers that often hinder business creation.

The **Udhyam Sahayak** model further enhances the EDP's impact by training young entrepreneurs to serve as mentors to their peers. This creates a sustainable ecosystem of local business leaders who can support one another, share knowledge, and drive economic growth within their communities. Through these initiatives, the EDP aims to cultivate a vibrant entrepreneurial landscape that empowers youth and contributes to broader economic development.

Geographical reach: 3 regions and 4 states – South (Mysore), North (Jaipur) and West (Thane, Raigad & Palghar districts), Gujarat (Sarigam, Valsad district).

Achievements: 443 new aspiring entrepreneurs were created out of which 84% of them are women including 110 women who were mobilized under the Young Women's Fellowship Programme (YWFP)



4. HEADLINES OF 2023-24

4.1. PARTNERSHIP WITH MANAGEMENT & ENTREPRENEURSHIP AND PROFESSIONAL SKILLS COUNCIL (MEPSC)

Management & Entrepreneurship and Professional Skills Council (MEPSC) and Magic Bus India Foundation signed MoU to equip and empower youth from marginalized segment through skilling and livelihood programmes. MEPSC will facilitate the process to get QP code for Magic Bus' transferable life and employability skills curriculum for youth by validating as per National Occupation Standard. This partnership aims to empower 3 lakh marginalised youth in the next 3 years. Additionally, the certification of Magic Bus trainers and programme participants will be conducted in accordance with MEPSC norms.

4.2. LAUNCH OF THE YOUNG WOMEN FELLOWSHIP PROGRAMME (YWFP)

Magic Bus has crafted a programme to empower young women with life and leadership skills for entrepreneurship and financial independence. These aspiring women entrepreneurs will receive mentoring and support as part of the Young Women Fellowship Programme (YWFP), which operates in two states and assists 110 women. The programme covers leadership skills, exposure visits, community projects and entrepreneurial skills.

4.3. ENHANCED PROJECT STAFF TRAINING

The training framework for project staff has been redesigned to include diverse learning formats, ensuring effective skill development. The re-imagined staff training processes emphasised three different phases of training. These phases consist of a hybrid mode of training. The first phase of training consists of self-learning, virtually assisted knowledge-based training, and OJT model induction training. The second phase consists of face-to-face functional training and self-learning. The third phase of training is the refresher training for those who complete the tenure of 9 months.

Notable achievements in FY 2023-24 include:

- 49 residential training sessions conducted
- 325 staff completing functional training
- 640 staff participating in refresher training
- 133 staff attending specialized workshops

Additionally, Magic Bus' training division continues to adhere to ISO 9001:2015 standards since 2017 which enhance the quality and effectiveness of its programmes. ISO specifies an internationally recognized & widely accepted quality management system which offers recognition to the organizations and helps the organizations towards excellence with a process-based quality approach. It gave recognition to our training programme as it is adhered to ISO 9001:2015 standard and Magic Bus can certify trainers under this standard.



4.4. STRENGTHENING EMPLOYER PARTNERSHIPS

Magic Bus has made significant strides in fostering relationships with employers, resulting in 12% of committed employers hiring 78% of the youths placed in FY 2023 - 24. This collaboration underscores Magic Bus's mission to empower youth and facilitate sustainable livelihoods through effective employment pathways.

5. INNOVATIVE INITIATIVES IN 2023-24

5.1 AUDACIOUS TASKS:

In 2023-24, Magic Bus enhanced programme implementation through the introduction of audacious initiatives for better outcomes. This framework allowed teams to set clear targets and streamline their efforts throughout the year. Three key initiatives were introduced to further improve programme quality and efficacy:

1. Annual Action Plan: To improve programme effectiveness and reduce stress by ensuring timely batch launches. This helped launch all batches before December 2023.
2. Demand-Driven Batches: Transition of all batches in metro cities to a demand-driven model to enhance employment absorption rates. 60% of trained youth were absorbed by targeted employers.
3. 60+60 Mode of Operandi: To implement a structured approach of 60 days of training followed by 60 days for job placement. 65% of youth were placed within 45 days of completing their training.

These innovative initiatives underscore Magic Bus' commitment to effective programme delivery and impactful youth empowerment.

5.2 REIMAGINED STAFF TRAINING CONTENT:

To enhance the efficacy and efficiency of the staff who join Magic Bus, we have revamped the content and curriculum for staff training. We introduced Self-learning components into the Magic Bus LMS – Magic Bus E-Academy to enhance training programmes in livelihood. This initiative included the integration of Induction Modules and Continuous Self-Learning modules to encourage learners to take ownership of their development. It provided learners with:

Induction modules: Offering a comprehensive onboarding experience to ensure participants understand the basic knowledge of the organisation and knowledge required to fulfil their job role.

Continuous self-learning modules: Facilitating continuous growth through self-paced learning, allowing trainees to access resources at their convenience, ensuring sustained engagement and skill enhancement.

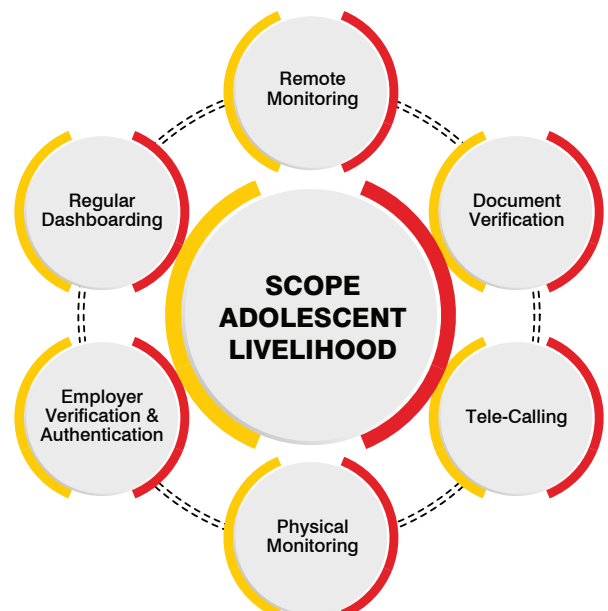


6. GOOD GOVERNANCE PRACTICES

Magic Bus meticulously adheres to governance practices to ensure that all activities at its centres align with defined processes. This comprehensive approach encompasses various aspects, including student enrolment, session planning, training delivery, documentation verification, youth placement, post-placement verification, and center visits. By rigorously following these protocols, Magic Bus maintains operational integrity, enhances programme effectiveness, and upholds its commitment to delivering impactful services to its programme participants.



- 42,807 youths' document verification was completed between Oct 23 and Feb 24.
- 100% centre monitoring visits in the last one year
- 75000+ youths were connected at different levels during the year.
- 110+ classroom were monitored live.

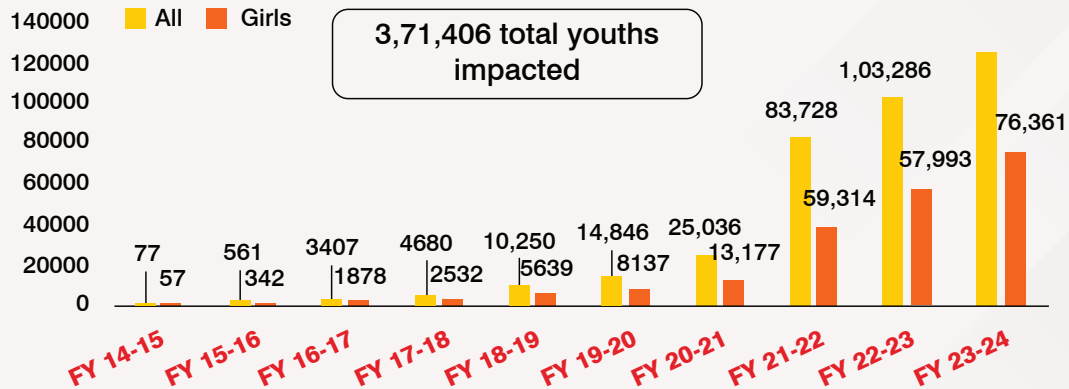


7. IMPACT

Livelihood Programme Pan India Impact FY 2023-24

Youths Outreach Since Inception of Livelihood Programmes (2014-2024)

Outreach Growth of Young People since Inception



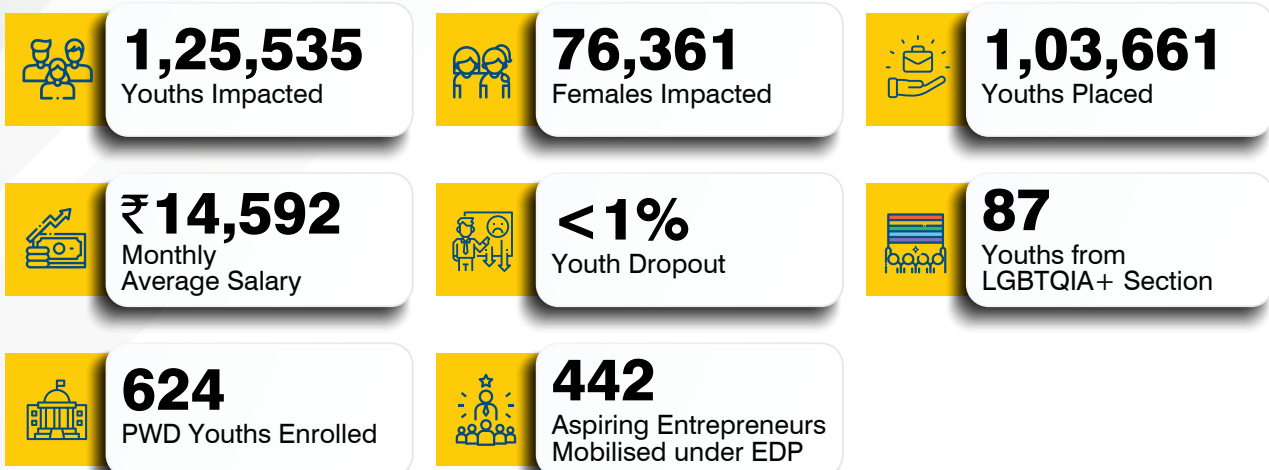
Livelihood Programme Pan India Outreach 2013-24

- Total Livelihood Centres - 117
- 17 Centres are "All Girls Centres".
- Livelihoods centres spread across 17 States and 31 Districts
- Collaboration with 1052+ collages for 'Connect With Work' and 'Digital Skilling Programme'.

REGION	LIVELIHOOD SKILLING CENTRES
EAST	6
NORTH	24
SOUTH	62
WEST	25

Livelihood Programme Pan India Impact

MB Livelihood at a Glance FY 2023-24



GENDER INCLUSION

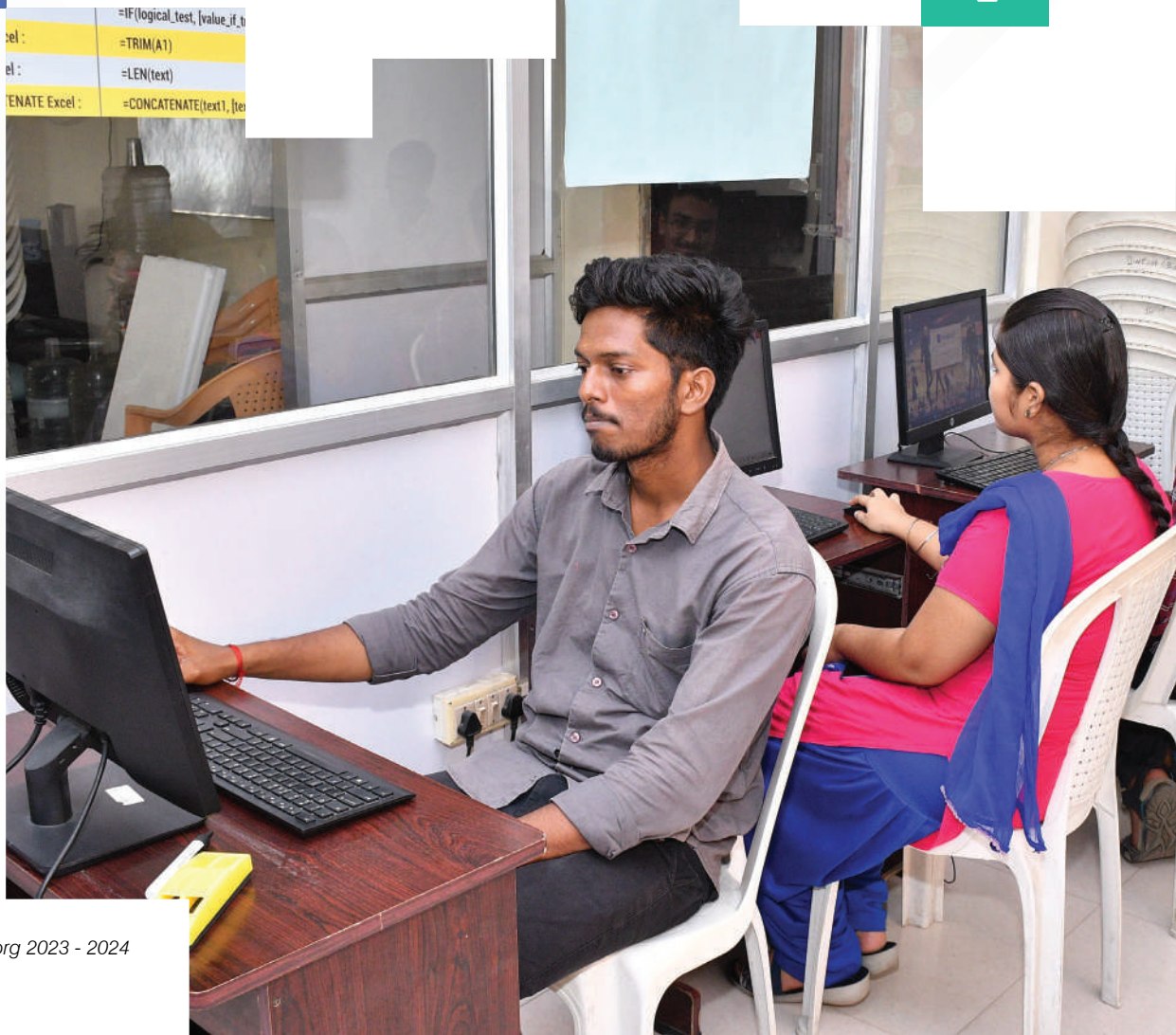
Magic Bus prioritizes the enhancement of young women's workforce participation, emphasizing initiatives aimed at facilitating their enrolment and advancement in the labour market.

In FY 2023-24, Magic Bus' Life and Employability Skills Programme impacted 1,25,535 youth, with 76,361 being females. This marks a significant milestone, as they represent 61% of the total outreach-reinforcing Magic Bus' commitment to gender-inclusive empowerment.

SECTORAL PLACEMENT FOR FY 2023-24

The placement of youths trained through Magic Bus's Livelihood programmes predominantly occurs in key sectors like ITeS (57.58%), BFSI (18.57%), Retail including E-Commerce and Quick Service Retail (9.67%), Logistics (1.48%), and Hospitality (1.2%). This strategic focus aligns with the evolving job market demands, ensuring that participants are equipped with relevant skills to thrive in these dynamic industries. By facilitating placements in these sectors, Magic Bus not only addresses current employment needs but also cultivates pathways to sustainable careers for young individuals, contributing to both personal and economic growth within communities.

A total of 1,828 repeated employers hired skilled youths from Magic Bus after the completion of the programme.



ENTREPRENEURSHIP DEVELOPMENT PROGRAMME:

- Through the Magic Bus EDP programme, INR 35,30,000/- was mobilized as bank linkages by 75 young entrepreneurs from government schemes like CMEGP, PMEGP, and PMFME, helping aspiring entrepreneurs start and grow their enterprises.
- Under Young Women Fellowship Programme (YWFP), business support funds totalling INR 12,08,500 were provided to 105 women across Maharashtra and Gujarat, enabling them to launch businesses such as beauty parlours, goat farming, tailoring, and more.
- YWFP women entrepreneurs also led community projects addressing road conditions, safety, water, and health issues by collaborating with governance systems and organizing health camps.
- 174 entrepreneurs created job opportunities for 118 youth from their local communities.



SUCCESS STORIES



Nabanita Dey, a 24-year-old from Kolkata, embodies the belief that determination can turn obstacles into opportunities. Growing up in a financially constrained household, she balanced her studies in history with multiple jobs to support her family, inspired by her father's relentless work as a micro florist.

At 18, Nabanita began her career as a customer service associate, but her journey took a challenging turn during the COVID-19 pandemic when her father's income diminished. Seeking a way forward, she discovered the Life & Employability Skills Programme by Magic Bus India Foundation. Despite lacking a laptop, Nabanita accessed the online course through her mobile phone, dedicating herself to learning vital skills such as problem-solving, digital literacy, and financial management.

Her hard work paid off when she successfully secured a position as a retail training associate in 2021, allowing her to contribute significantly to her family's income. Over the years, she earned two promotions, increasing her earnings fourfold. Today, Nabanita aspires to pursue a management degree and become an HR executive, aiming to help others find meaningful employment.

As she prepares for the Dussehra celebrations, Nabanita's story is a testament to resilience and the transformative power of skill training, inspiring many to turn their dreams into reality.



Nabanita Dey
From Dreamer to Breadwinner



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Anishaben Karanbhai Bhure, a resident of Ankalesh in Mahyawanshi Faliya, embodies determination and community spirit. Driven by a commitment to environmental sustainability and the health of her neighbours, she launched the Garbage-Free Village Project to combat waste issues in her village. Through awareness campaigns and community clean-up drives, Anishaben united residents of all ages to embrace proper waste management practices, leading to a cleaner, healthier living environment. Her leadership has transformed Ankalesh into a source of pride and a model for community-driven change.

In parallel to her community efforts, Anishaben fulfilled her dream of opening Mayara Beauty Parlor. With limited resources but immense determination, she not only offered beauty treatments but also expanded her services to include everyday essentials, making her parlour a vital community hub. After attending training with Magic Bus, Anishaben enhanced her communication and relationship-building skills, fostering strong connections with her customers and ensuring they felt valued. This approach led to loyal clientele and increased word-of-mouth referrals.

Anishaben's journey from concerned villager to successful entrepreneur and community leader exemplifies perseverance and vision. Her story inspires many, particularly women, to pursue their dreams and contribute to their community's development. Anishaben's achievements prove that transformative change starts with a single step fuelled by commitment and purpose.



Anishaben Karanbhai Bhure
Where Elegance Meets Expertise

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Patnam Mamatha, an 18-year-old from a small village in Telangana, faced significant financial challenges. Determined to support her family, she aimed to become the first female in her village to secure a job. Learning about the Magic Bus India Foundation from her cousin, Mamatha enrolled in the Skill Impact Bond programme at the Lingampally Center.

During her training, she gained essential life skills, including empathy, time management, and problem-solving, along with employability training in English and computer skills. Despite initial struggles with shyness, consistent encouragement from her trainers helped her build confidence.

Her hard work paid off when she secured a position as an Associate at Flowtech in Hyderabad, earning a monthly salary of ₹16,000. Mamatha's success not only fulfilled her goal of financially supporting her family but also positioned her as a symbol of empowerment in her village. Her journey exemplifies how determination, skills development, and mentorship can create new opportunities and inspire others.



Patnam Mamatha

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Laboni Dolui, a 23-year-old from Dumdum, Kolkata, is a shining example of resilience and determination. The daughter of Sanjou and Sabita Dolui, she graduated from Calcutta University in 2020 with a 49% score. Coming from a middle-class family of five, Laboni's father, a service man, was the sole breadwinner, earning ₹8,000 per month. Recognizing the need for additional income to support her family, Laboni sought opportunities for personal growth.

Before joining the Magic Bus India Foundation, Laboni struggled with self-confidence due to limited exposure to the outside world. However, after enrolling in a 45-day skill training programme, she gained valuable knowledge in English, computer skills, communication, problem-solving, decision-making, and financial planning. This training empowered her to pursue her dream of securing a job.

Following the completion of her course, Laboni successfully interviewed for a position at mPokket, starting as a DCS with a monthly salary of ₹14,000 on August 21, 2023. Just a month and a half later, she accepted another opportunity at HDB Financial Services as a Senior Tele Caller, earning ₹13,444 per month. Eager to support her family, she embraced both job offers wholeheartedly.

Now, after a year with HDB Financial Services, Laboni thrives in a positive corporate environment, absorbing the culture and enjoying her work. Her parents are immensely proud of her achievements, and Laboni reflects, “Magic Bus brought a new dimension to my life.” Through her journey, she exemplifies the transformative impact of skill training and determination.



Laboni Dolui,
***“Magic Bus brought
a new dimension to my life.”***

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A 21 - year-old from Kothagudem, Telangana, faced significant financial challenges as her father, a farmer, struggled to support their family of five. Determined to break the cycle of poverty, she aimed to secure a job after completing her degree.

Her journey began when she filled out a Google form shared by the Magic Bus team. After being welcomed at the Lingampally centre in Hyderabad, she enrolled in the 38th batch of the Skill Impact Bond programme for the IT/ITES sector. The training equipped her with essential life skills, including communication and problem-solving, along with employability training in areas like MS Office and resume preparation.

Despite initial shyness and a lack of confidence, engaging activities helped her overcome her fears. Mythili's hard work paid off when she secured a position as an Associate at Kapston Services, earning ₹13,917 per month. Grateful for the skills she gained, she expressed, “Without this job, we would have really struggled.” Mythili's story illustrates how determination and support can transform lives and pave the way for a brighter future.



Kata Mythili
***Finding a Way Out of Poverty
at Magic Bus India Foundation***

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RESOURCE MOBILISATION & FUNDRAISING



NEW CSR PARTNERSHIPS



We have signed a new funding deal with Landmark Group (part of Lifestyle chain of stores) to support our Connect With Work Programme in Bangalore for three years. The all - girls programme will empower 700 youths in the first year. 60% of the programme participants will be placed in sustainable jobs in the Retail sector.



We signed a new funding deal with Mondelez to support the Shubh Aarambh programme for 3 years. The adolescent programme will offer a blend of life skills and sports for excellence. Over 20,000 adolescents will be equipped with life skills, 12,000 will be coached in sports and 1000 will compete in tournaments across multiple states.



Perfetti Van Melle has joined hands with Magic Bus to fund our Adolescent Programme in Manesar (Haryana) and Mumbai. Over three years, we will reach out to 480 adolescents from Grades 9 to 11 and equip them with life skills and employability skills. The programme also includes Career Counselling through IDC psychometric profiling.



We have signed a new funding deal with Barclays Global Service Centre to support our Connect With Work Livelihood Programme. We will equip and empower 15,000 young graduates across Tamil Nadu, Delhi, Telangana, Maharashtra, Andhra Pradesh, Karnataka, Haryana, Rajasthan and West Bengal.



Magic Bus and Zee joined hands to skill and place young girls from underserved backgrounds. Through the 21st Century Life and Employability Skills the partnership will drive employability, education and placements for them in entry - level jobs.



The funding is to aim for 60% youth participation and an 85% retention rate in transferable life and employability skills programme in Hyderabad. The programme will train and place youth in formal sectors.



This partnership aids the expansion of the MBIF's Youth Connect with Work Programme in Bangalore, Hyderabad, and Chennai, reaching 450 youths in each city. With an outreach target of 1350 youths, this initiative is set to have a positive impact on the lives and future prospects of young individuals.



Blackstone Charitable Foundation is funding for Connect with Work Programme in Bangalore. This initiative aims to reach out to 600 youths from underserved background and train them with transferable life and employability skills and place them in jobs.



The partnership with Canon for the Magic Bus Undergraduate Youth Skilling Programme will enrol and skill 450 youths and place them in formal sector jobs. The programme will be implemented in Mumbai and Delhi NCR.



The partnership will aim to skill and train the youths from the underserved communities and colleges of Bangalore, Delhi and prepare them for IT sector related job roles by imparting courses on AWS (Linux, Python, networking, security and relational database skills) and core 21st Century Skills (Life and Employability skills) and place them in IT-ITeS, retail, logistics, BFSI sector related job roles.



The partnership will skill and train 60% of the girls and 40% of boys in the age group of 21 - 25 years from the underserved communities of Hyderabad. These youths will be trained on Azure Data & AI and Security and core 21st Century Skills (Life and Employability Skills) and place them in IT sector jobs.



The Youth skilling programme in Solan and Haridwar aims to reach out to 200 youths from underserved background. The youths will undergo a two-month training to cover employability skills that will encompass life skills, workplace readiness, interview preparation. Post completion of the training, Magic Bus will identify potential employers and place the youths in grey collar jobs in service sector organisation such as BFSI, ITes, retail or hospitality industry.



Funding for Connect with Work programme in Mumbai and Youth skilling programme in Warangal. The primary objective of this project is to ensure access to job opportunities for 250 young first time job seekers from underprivileged households, graduated from tier III, IV and V colleges of Mumbai and 50 undergraduate youths of Warangal and place them in grey collar entry level jobs.



The funding is for Connect with Work programme for first time job seekers. The partnership is to ensure access to job opportunities for 375 boys and girls from underserved households of Mumbai, graduated from tier III, IV & V colleges and place them in formal jobs.



LSEG Foundation is funding for Connect with Work programme. The programme will ensure access to job opportunities for 750 boys and girls who will be first time job seekers from underserved households of Bangalore, graduated from tier III, IV & V colleges and place them in service sector based organization such as BFSI, Logistics, Retail, F&B, Hospitality, Media, IT-ITes, Event Management, FMCG) in Grey collar entry level jobs.

INSTITUTIONAL PARTNERSHIPS

The Institutional Partnerships team at Magic Bus is dedicated to driving sustainable, impact-oriented projects that not only expand the organization's reach but also deepen its influence, ensuring that the most marginalized populations are empowered through our programs. This year alone, nearly 1.1 million adolescents through direct intervention and approximately 3.8 million through Government Partnership programme have benefited from initiatives supported by our valued institutional donors. We are deeply thankful for the opportunities our partners have created and for their enduring trust and steadfast commitment to Magic Bus' mission.



- **Expanding the Government Partnerships Programme to Madhya Pradesh:** Through strengthened collaborations with our esteemed donors, Echidna Giving, Magic Bus has successfully extended its Government Partnerships Programme to Madhya Pradesh. This expansion brings the total number of government partnerships to five.
- **Organizational Strengthening:** The Institutional Partnerships team has secured valuable support from the Rippleworks Foundation, enabling the rollout of strategic initiatives to enhance operational processes and strengthen the capabilities of Magic Bus staff across all levels. This support has been instrumental in driving organizational excellence and sustainability.
- **Intentional Integration of Gender-Based Programming:** Through its newly established partnership with Co-Impact, Magic Bus is set to strengthen its gender-focused initiatives across three states. This effort aims to create meaningful change at scale, with a particular emphasis on improving female labour force participation rates in India.
- **From Adolescents to Changemakers:** Magic Bus' Safe, Vibrant, and Healthy Public Spaces initiative exemplifies the power of empowering adolescents to actively participate in the design, implementation, and adoption of practices that create positive impact for themselves and their communities. The project in Jaipur highlights the concept of tactical urbanism, showcasing how thoughtful transformations of community spaces can drive meaningful change and foster a healthier, more inclusive ecosystem.
- **Transforming Tribal Communities:** With the objective of reaching the most marginalized communities and equipping adolescents with critical life skills and foundational literacy and numeracy, Magic Bus has initiated projects in the tribal communities of Jharkhand in partnership with The Hans Foundation, reaching 10,000 adolescents. Magic Bus' government partnership projects in Madhya Pradesh and Chhattisgarh also focus predominantly on tribal majority districts.
- **International Expansion:** This year, Magic Bus successfully extended its teacher-led life skills education programme to Bangladesh. Magic Bus India is providing technical assistance to the local partner to ensure the effective implementation of the programme. Through this initiative, 10,000 adolescents across 50 schools will be positively impacted through training of around 100 teachers.



HNI & INSTITUTIONAL FUNDRAISING

Magic Bus UK launched its Giving Circles initiative for donors who committed to fund the Adolescent or Livelihood Programme for a three-year period. Nine donors signed up when the Giving Circles programme was launched at an exclusive dinner at Mosimann's private members club. Magic Bus UK continued to develop its existing long-term strategic partnerships with Bernard Lewis Family Charitable Trust, City Foundation, Von Opel Foundation and Wimbledon Foundation. We were delighted to commence a new corporate partnership with Pearl Diver Capital in Kolkata. We also hosted the US Gala at Houston.



RETAIL FUNDRAISING

Retail fundraising in India continues to witness steady growth, driven by increasing individual contributions. According to the Bain & Dasra Philanthropy Report, individual giving is set to rise further as the economy strengthens and disposable incomes reach record levels. This positive trend presents an exciting opportunity for Magic Bus, and we are committed to championing progressive fundraising practices.

Over the past year, the Retail Fundraising vertical has achieved sustained, month-on-month growth, demonstrating robust progress across donations, team strength, and geographic presence. Our face-to-face fundraising teams have expanded from 2 cities in the past to 11 cities, with a growing team of nearly 160 fundraisers, enabling a steady increase in both new donor acquisition and collections.

Beyond raising high quality funds that are vital for the organisation's sustainability and investments in capacity building, Retail Fundraising also plays a critical role in enhancing Magic Bus's visibility. Our fundraisers engage with over 25,000 individuals every month, building awareness about Magic Bus's work across malls, retail spaces, schools, IT parks, and residential communities. The team also amplifies our reach through email campaigns, tele-calling, and digital communication platforms, fostering a deeper connection with supporters.



HEADLINES OF THE YEAR



Magic Bus Named Among Top 100 Global Education Innovations by HundrED Twice in a Row



We were honoured in Helsinki and were recognised in the HundrED Global Collection after rigorous evaluation by 182 academicians and researchers. It is a testament to our outstanding collaboration with the Government of India in advancing 'Teacher Professional Development'.

Hosting PT Usha and Naval ELM



International Girl Child Day: It was truly magical as we hosted world-renowned athletes, including PT Usha and Nawal El Moutawakel, in our life skills programme with adolescents. El Moutawakel and PT Usha were inspired by Mumbai-based Magic Bus project.

Employer Symposium with 400 employers



Partnering to Uplift Youth

Our recent Employer Symposium held in Bangalore, Chennai and Hyderabad, celebrated our partnerships and sparked insightful conversations with potential employer partners.

With over 400 employers from IT/ITeS, BFSI, Retail, QFSI and Logistics sectors attending, we delved into discussions about career paths, work culture, the outcomes of our programme and possible opportunities for future job skilling.



Changelooms - Changemaker National Fellowship Programme



Since 2018, Jyoti has been a part of our mission. Her first intervention was teaching adolescents deprived of formal education due to poverty and inspiring them to complete their education through Magic Bus' Nav Bharat Literacy project. Jyoti's dedication to social change was further recognised when she was selected for the 'Changelooms - Changemaker' National Fellowship Programme, focusing on climate action from a nurturing perspective. Through her initiatives, such as creating a kitchen garden and transforming a barren ground into a playground, she has improved the health and cleanliness of her surroundings and educated young people on climate change. These efforts culminate in providing sustainable practices and valuable learning experiences for the community. Her remarkable contributions have led her to the international stage, where she was invited as a speaker at the International Conference & POP Festival for Youth-Led Climate Action in New Delhi. There, she shared her belief in the power of collective effort, saying, "Change cannot be brought about in a moment. Behind any change lies the struggle of thousands of people, and we must work together to bring about change in our community. It is our duty to remain committed to this cause."



Launched Women Leadership through Cricket in Pune



We recently launched the 'Women Leadership through Cricket' project in Pune, in partnership with The Change Foundation. Over three months, 17 young girls will become empowered with leadership and citizenship skills through cricket, activity-based sessions and mentoring. These young leaders will work together to unite their communities and address challenges related to adolescents.



Bus service for Navi Mumbai Municipal Corporation (NMMC) School No. 49 students in the Neva Garden Patani community.



Wheels of Joy

For students residing in the Neva Garden Patani community, Airoli, attending school regularly was a bumpy challenge due to the absence of school bus facilities. Bharat Bijlee field in collaboration with the NMMC Education Department, NMMT Department and the Department of Social Welfare, has initiated a task to start a school bus facility for NMMC Government School No.49. The initiative took its first steps in December 2022 and finally saw fruition this July, after continuous follow-ups. For these young Patani champs, this is not just a bus ride but a ticket to dreams!

MagicBus & MEPSC Partnership



Magic Bus and MEPSC Partner to Empower 300,000 Marginalised Youth

These individuals will gain transferable skills in sectors such as BFSI, IT-ITeS, Retail, QSR, and Logistics.

Kapil Dev at Bloomberg Event



Magic Bus, Bloomberg and Kapil Dev Unite for Youth Empowerment in Sports

At a special Bloomberg event in Delhi, our Global CEO, Jayant Rastogi, met the legendary Kapil Dev, endorsing Magic Bus and advancing the vision of turning every dream into reality.



MEDIA



It takes is a touch of magic to change lives Mumbai news - Hindustan Times

Spacie was also playing rugby on weekends at the Bombay Gym and there was always a bunch of young men watching. "I was looking for a way to make a difference. I had reached out to lots of NGOs and tried different ways but it always seemed to be about Us helping Them



Mumbai, India - March 28, 2023: Indian English poet, novelist and story writer Jerry Pinto walks with India-based British entrepreneur Matthew Spacie, co-founder of Clearstrip, on the promenade along the Arabian sea, at Bandstand, Bandra (West), in Mumbai, India, on Tuesday, March 28, 2023. (Photo by Vijay Bate/HT Photo) (HT PHOTO)

Matthew Spacie was a teenager when on a December night tonnes of methyl isocyanate spilled into the air from the Union Carbide plant killing thousands and leaving hundreds of thousands of others affected. It was a major industrial disaster and in the mind of a British teenager, a turning point.

Transforming non-profits through technology: Insights from industry leaders YourStory

Social Entrepreneurs: The Change-preneurs (businessworld.in)



As the world grapples with complex social, environmental, and economic challenges, a new breed of entrepreneurs has emerged to offer innovative solutions.

"Social entrepreneurs are neither philanthropists nor business tycoons; they are change makers with strong will," said Noopur Jha (Jhunjharia, Trustee and Co-founder, ChangeInk), while speaking at the BW Social Impact 2023, hosted by BW Disrupt.

Social entrepreneurship, which combines business principles with a strong social conscience, is gaining momentum globally and creating a positive impact. These change makers are not only creating sustainable businesses but also positively impacting society, experts in the panel session mentioned.

Odisha govt. joins hands with Magic Bus India Foundation to introduce aspirational curriculum in High schools (uniindia.com)

Bhubaneswar, June 7 (UNI) In an effort to introduce aspirational curriculum in all transformed high schools, the Mo School Abhiyan of Odisha government joined forces with Magicbus India Foundation.

In bid to revolutionise education in Odisha, the School & Mass Education Department on Wednesday signed two Memoranda of Understanding (MoUs) to integrate experiential learning into the school education sector.

Official sources said the aim of Mo School and Magicbus India Foundation MOU is to support the introduction of the aspirational curriculum in all transformed high schools of the state by implementing sports-integrated and activity-based life skills education programmes.

Tags: #Odisha govt. joins with Magicbus Please log in to get detailed story. India Foundation to introduce aspirational curriculum in High schools

Interview with Jayant Rastogi, Global CEO, Magic Bus India Foundation: "We are focused on building capacity to scale up our outreach by 5X within the next 3 years" (thecsr universe.com)



Magic Bus India Foundation is one of the largest skilling implementation agencies in the non-profit space, with 1 lakh youth placed through their programmes annually. According to the foundation, it has focussed more on the outcome of its programme and increasing the income level of its beneficiaries.

In this interview with TheCSRUniverse, Mr Jayant Rastogi, Global CEO, Magic Bus India Foundation, shares the insights into the solution mechanism for the problems that his non-profit organisation is solving. He also talks how his foundation is using

Haryana govt partners with Magic Bus India Foundation to introduce life skills in government schools - Education News The Financial Express

Through its teacher-led programme, Magic Bus India Foundation will train approximately 1400 teachers to benefit 80,000 adolescents across 700 government schools.

Written by [EE Education](#)
August 10, 2023 12:00 IST



This collaboration aims to empower government school teachers to deliver life skills education.

Haryana School Shiksha Pariyojna Parishad, the implementing agency for Samagra Shiksha under the Government of Haryana, has partnered with Magic Bus India Foundation, a non-profit organisation in the education and skilling space. This collaboration aims to empower government school teachers to deliver life skills education, fostering the holistic development of adolescents in government schools across Panchkula, Curugram, and Yamuna Nagar, an official release said.



MP govt partners with Magic Bus India Foundation to introduce life skill education programme in govt schools (*Education News, Times Now*)

Magic Bus India Foundation, a non-profit organisation that provides education and skilling, on Monday said it has partnered with Madhya Pradesh government to introduce project 'Saksham' -- a life skills education programme -- in government schools.

PTI Updated Sep 25, 2023, 20:45 IST



MP govt partners with Magic Bus India Foundation to introduce life skill education programme in govt schools

Magic Bus India Foundation, a non-profit organisation that provides education and skilling, on Monday said it has partnered with Madhya Pradesh government to introduce project 'Saksham' -- a life skills education programme -- in government schools.

Magic Bus India Foundation Launches Phase 2 of 'Future X' – A Livelihood Programme to Enable Young People to Transition into the World of Work (*CSR Mandate*)



National: Magic Bus India Foundation, a leading non-profit organisation in the education and skilling space, has unveiled the second phase of 'Future X,' an innovative and strategic livelihood programme. This programme equips young people with 21st-century skills for life and work, harnessing the potential of technology to reach young people on a larger scale through its enhanced learning pathways. The programme has been supported by the Michael & Susan Dell Foundation since 2020.

Management & Entrepreneurship and Professional Skills Council (MEPSC) and Magic Bus India Foundation sign MoU to Equip and Empower Youth (*business-standard.com*)



L-R: Arun Nalavadi, Executive Director – Sustainability and Livelihoods, Magic Bus, and Col. Anil Kumar Pokhriyal, CEO and Executive Board Member, MEPSC, at the signing of the MoU.

Magic Bus Hits Milestone (*bwededucation.com*)



Magic Bus India Foundation, a non-profit organisation in the education and skilling space, commemorated its 25th Foundation Day.

"At Magic Bus, we believe in the power of providing agency and opportunity to break the cycle of poverty and create lasting change", Matthew Spacie, Founder, Magic Bus India Foundation, said.

"As we commemorate 25 years of work, we reflect on the millions of lives transformed but we recognise there is much more to do. We remain committed to empowering the next generation of leaders, innovators and change-makers, igniting a brighter future for all", Matthew Spacie, added.

Etihad, Magic Bus partner for young minds better future in Mumbai (*The Gulf Time Newspaper*)



Mumbai / Emirates Business

Etihad Airways, the national airline of the United Arab Emirates, partnered once again with the community development charity Magic Bus in its mission to support children and youth in India. Mumbai-based Etihad Airways staff have joined for a team from the airport's new office in Abu Dhabi for a three-day community service project which saw the construction of a sports field, weatherproofed outdoor shelter and vegetable garden for Magic Bus in the city. The 13-strong volunteer group comprised a mixture of Emirates and international staff, who were also joined by the 25 young people from the local community supported by Magic Bus. The project was organised in celebration of Universal Children's Day. Children and youth supported by Magic Bus in Mumbai, including those who participated in the project, will benefit from the new facilities as part of the charity's activated learning curriculum.

Boost Women Leadership, Transform the Business Landscape (*timesascent.com*)

Let's start with some good news. Herley's recent report, *Global Diversity Benchmarking Report 2022-2023* showed that there was a significant rise in the representation of women in senior leadership positions.

Show

By Ms. Anjali Kishore, Chief People Officer, Mumbai India | 09 Mar 2024



It rose significantly to 37 percent in 2022 -- equal to the ratio of women at the entry level. As per the report also that women's representation in Indian corporate boardrooms in 2022 increased to 19 percent.

The good news, however, is not bleak that we can rest on. Especially, as there is another trend that could well reverse the good news. A recent ERM and Chatham study shows that only 30 percent of companies in India advanced women into leadership roles (as against the global figure of 45 percent). The leadership pipeline at the middle range has significantly bottlenecked out -- and this is where organizations need to focus to develop and nurture women leaders.

From Dreams to Dignity: How Magic Bus Transforms Lives Through Employability Skills (*thecsr universe.com*)



Imagine a world where a young person's dream of a dignified life feels out of reach. Millions of young Indians face this harsh reality, lacking the skills and guidance to navigate the ever-changing job market. But what if there was a program that empowered them to bridge this gap and write a new story?



OUR PARTNERS



OUR PARTNERS

Accenture Solutions Private Limited	Dewas Bhopal Corridor Pvt Ltd
Air Liquide India	Dhl Logistics Pvt Ltd
Anders Skeini (Windlake Ventures)	Dover India Private Limited
Atos Syntel	Emerson Electric Co. (India) Pvt. Ltd
Avaya India Private Limited	Emerson Group Companies (Epmi, Pws & Dms)
Avery Dennison India Pvt Ltd	Emerson Process Management Power & Water Solutions India Pvt. Ltd
Azim Premji Philanthropic Initiatives (Appi)	Exl Service.com India Pvt. Ltd.
Ba Continuum India Private Limited (Baci)	Fidelity Asia Pacific Foundation
Bain Company	Fidelity Business Services India Private Limited
Bajaj Finance Limited	Football For Hopeffh / Fifa Foundation
Barclays Bank Plc	Give2asia
Barclays Global Service Centre	Giving For Good Foundation
Bharat Bijlee Limited	Hdb Financial Services Limited
Bianca Vetter Foundation	Hexaware Technologies Limited
Bloomberg Data Services India	Hinduja Global Solutions
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Bombardier Transportation India Pvt. Ltd (Alstom)	Indospace Pvt Ltd
British Asian Trust	Info Edge (India) Limited (Naukri.com)
Calibre Chemicals Private Limited	Interactive Brokers India Pvt Ltd
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Cognizant Foundation	Laureus
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Criss Financial Limited	Light A Life – A First American (India) Foundation
Datamatics Business Solutions Limited	

Lowe's Services India Private Limited

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Pall India Private Limited

Perfetti Van Melle India Private Limited

Prince's Trust International (Pti)

Ripple Works Inc

Robert Walters Group (The Change Foundation)

Sandisk India Device Design Centre Private Limited

Schwab Charitable Fund/Echidna Giving

Sitel India Private Limited

Studiosus Foundation

Swatch Group India Private Limited

Systematix Corporate Services Limited

Ta Associates Advisory Pvt Ltd

Tata Investment Corporation Limited

Tata Motor Finance

Tata Projects Limited

Tesco

The Hans Foundation

The Tides Foundation (Google)

The World Resources Institute's (Wri)

Think Beyond Services Limited

United Nations Development Programme (Undp)

Vestas Technology R&D Chennai Private Limited

Vestas Wind Technology Private Limited

Wells Fargo International Solutions

Wpp India Csr Foundation

Zee Entertainment Enterprises Limited

3i India Private Limited

BOARD OF DIRECTORS - INDIA



Deval Sanghavi

Co-Founder and Partner at Dasra



Jaideep Khanna

CEO & Country Head of Barclays India



Rajiv Dube

Ex-President of Tata Motors; Ex-Executive Director of Aditya Birla Group & Council Member of the World Business Council for Sustainable Development (WBCSD) Geneva



Sandeep Murthy

Partner at Lightbox and investor in InMobi and InfoEdge



Shaneen Parikh

Partner with the law firm of Cyril Amarchand Mangaldas



FINANCIALS



Magic Bus India Foundation

Balance Sheet
as at 31 March 2024

(Currency: Indian Rupees in Lakhs)

Particulars	Note	31 March 2024	31 March 2023
OWN FUNDS AND LIABILITIES			
Own Funds			
Membership Fund	3	0.02	0.02
Reserves and Surplus	4	3,673.94	3,063.93
		<u>3,673.96</u>	<u>3,063.95</u>
Non-current liabilities			
Other long term liabilities	5	10.74	10.39
Long-term provisions	6	582.67	426.97
		<u>593.41</u>	<u>437.36</u>
Current liabilities			
Trade Payables	7	-	-
- Due to micro and small enterprises (refer note 19)		-	-
- Due to other than micro and small enterprises		818.32	672.64
Other current liabilities	8	5,758.44	3,004.43
Short-term provisions	9	158.22	125.79
		<u>6,734.98</u>	<u>3,802.86</u>
		<u>11,002.35</u>	<u>7,304.17</u>
ASSETS			
Non-current assets			
Property, Plant & Equipment	10		
- Tangible assets		1,554.21	1,333.34
- Intangible assets		380.58	357.33
Long-term loans and advances	11	281.85	144.47
		<u>2,216.64</u>	<u>1,835.14</u>
Current assets			
Cash and bank balances	12	7,655.97	4,179.56
Short-term loans and advances	13	1,097.70	1,203.14
Other current assets		32.04	86.32
		<u>8,785.71</u>	<u>5,469.03</u>
		<u>11,002.35</u>	<u>7,304.17</u>

Significant Accounting Policies 2

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

As per our report of even date attached

For BSR & Associates LLP
Chartered Accountants
Firm's Registration No: 116231W/W-100024

Sabbir Readymadewala
Partner
Membership No: 100060

Sandeep Murthy
Director
DIN: 00591165

Jayant Rastogi
Chief Executive Officer

For and on behalf of Board of Directors of
Magic Bus India Foundation
CIN: U91110MH2001NPL130853

Jaideep Khanna
Director
DIN: 00522551

Monica Gandhi
Chief Financial Officer

Mumbai
20th September 2024

Mumbai
20th September 2024



Magic Bus India Foundation

Statement of Income and Expenditure
for the year ended 31 March 2024


(Currency: Indian Rupees in Lakhs)

	Note	31 March 2024	31 March 2023
Income			
Donations and contributions	14	19,244.95	13,909.73
Other income	15	268.84	216.20
		<u>19,513.79</u>	<u>14,125.93</u>
Expenditure			
Expenses on activities	16	15,674.71	11,304.10
Depreciation and amortization expense	10	791.76	625.90
Administration and other expenses	17	2,437.31	1,554.99
		<u>18,903.78</u>	<u>13,485.00</u>
Surplus / (deficit)		<u>610.01</u>	<u>640.93</u>
Significant Accounting Policies	2		


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


As per our report of even date attached

For BSR & Associates LLP
Chartered Accountants
Firm's Registration No: 116231W/W-100024


Shabbir Readymadewala
Partner
Membership No: 100060

For and on behalf of Board of Directors of
Magic Bus India Foundation
CIN: U91110MH2001NPL130853


Sandeep Murthy
Director
DIN: 00591165


Jaideep Khanna
Director
DIN: 00522551


Jayant Rastogi
Chief Executive Officer


Monica Gandhi
Chief Executive Officer

Mumbai
20th September 2024



Mumbai
20th September 2024

CONCLUSION

The Government Partnership Programme exemplifies the transformative power of collaboration between Magic Bus India Foundation and state governments to empower adolescents with 21st-century life skills. By integrating life skills education into the formal school curriculum, the programme has enhanced the social-emotional development of millions of students across diverse regions, addressing systemic challenges and contributing to India's progress toward the Sustainable Development Goals. As we move forward, the programme remains committed to fostering an equitable education system, enabling youth to break the cycle of poverty and lead fulfilling lives. Together with our partners, we aim to scale and sustain these impactful initiatives, ensuring a brighter future for India's adolescents.

Abbreviations

- **MBIF** - Magic Bus India Foundation
- **MoU** - Memorandum of Understanding
- **EMRS** - Eklavya Model Residential Schools
- **CM-Rise** - Chief Minister's Rise (Programme)
- **SCERT** - State Council of Educational Research and Training
- **SEBA** - Secondary Education Board of Assam
- **DRG** - District Review Group
- **DPO** - District Project Officer
- **MT** - Master Trainer
- **NT** - Nodal Teacher
- **BRP** - Block Resource Person
- **CRCC** - Cluster Resource Centre Coordinator
- **DPEO** - District Primary Education Officer



GLOSSARY

- **Adolescents:** Individuals in the age group of 10-19 years, a critical period for developing life skills and personal growth.
- **BRP (Block Resource Persons):** Education functionaries providing support and supervision at the block level.
- **Cluster Resource Centre Coordinators (CRCCs):** Officials supporting schools in curriculum implementation and teacher training at the cluster level.
- **DIET (District Institute of Education and Training):** Institutes providing academic and resource support at the district level for implementing government education programmes.
- **Empathy:** The ability to understand and share the feelings of others, a key life skill emphasized in the programme.
- **Eklavya Model Residential Schools (EMRS):** Government-run schools focusing on the education of Scheduled Tribe students.
- **KGBVs (Kasturba Gandhi Balika Vidyalyayas):** Residential schools for girls from disadvantaged communities to promote gender equity in education.
- **Life Skills:** Essential capabilities such as communication, problem-solving, decision-making, and self-awareness, enabling individuals to handle life's challenges effectively.
- **MoU (Memorandum of Understanding):** A formal agreement between parties outlining mutual commitments and objectives.
- **NEP 2020 (National Education Policy 2020):** India's policy framework aimed at transforming the education system, emphasizing holistic development and 21st-century skills.
- **Samagra Shiksha:** A government programme for the holistic development of school education, integrating multiple educational initiatives.
- **SCERT (State Council of Educational Research and Training):** State-level institutions focusing on educational research, training, and curriculum development.
- **Sustainable Development Goals (SDGs):** A set of 17 global goals set by the United Nations to achieve a better and more sustainable future. This programme contributes to Goal 4 (Quality Education) and Goal 10 (Reduced Inequalities).
- **Master Trainers (MTs):** Experienced educators trained to mentor and train other teachers in life skills education.
- **Monitoring and Assessment Systems:** Tools and processes to evaluate the implementation and effectiveness of educational programmes.
- **Samagra Shiksha Abhiyan (SSA):** A flagship programme of the Government of India aiming to universalize access to quality school education.










www.magicbus.org

Magic Bus India Foundation

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All donations to Magic Bus are eligible for 50% tax exemption under 80G of the Income Tax Act. Magic Bus is a non profit organisation registered as Magic Bus India Foundation under Section 25 of the Companies Act 1956.

Magic Bus USA

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 MagicBusUSA  MagicBus_USA  magicbususa  magicbususa

Magic Bus is a 501(c)(3) Organisation
EIN: 27-3053614

Contributions are tax deductible in accordance with IRS rules and regulations.

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If you are a UK taxpayer, we can claim Gift Aid on your donation and receive 25% of the donation back from the government.

Magic Bus Singapore

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