



Magic Bus, through the Nestlé Healthy Kids Programme, facilitates 400 Youth Leaders in Vizag and Mysore to help adolescents and young people

- *400 young people will now carry forward the Magic Bus programme to its participants, in the communities of Vizag and Mysore*

Vizag, 23rd December 2018: Through the Nestlé Healthy Kids Programme, Magic Bus India Foundation, one of the largest behaviour change organisation in India, felicitates 400 CYL's (Community Youth Leaders) in Mysore and Vizag, to carry forward the programme to its participants. The youth leaders have been carrying out sessions with adolescents in the communities over the last three years under the Nestlé Healthy Kids Programme, in collaboration with Nestlé India. The Programme has reached out to around 200,000 adolescents across 19 states in 28 locations in India. More than 3,000 such Community Youth Volunteers are associated with the programme across locations.

The objective of this programme is to create awareness about key nutrients, healthy eating, an active lifestyle and public health facilities among adolescents. Along with adolescents, this programme also include interaction with parents through workshops to encourage them to implement healthy eating habits in their homes

The Magic Bus Childhood to Livelihood programme works with adolescents and young people from marginalized communities. The Nestle Healthy Kids programme in Mysore and Vizag has received continuous support from the youth leaders who understand the impact of creating self-sustaining communities and are dedicated to taking the programme forward.

Magic Bus enables these Community Youth Leaders (CYL), who are the key people delivering the programme to all adolescents. They come from the same community as the adolescents, enabling a relationship that is both close and constant. Each CYL is trained in the sports activity-based curriculum to bring about changes in behaviour and practice. They work with the adolescent's support structure; the parents, the School Management Committee, teachers and the community at large to ensure the change made results in social, emotional and economic well-being for all children living in that area.



More than 400 CYL's who are a part of Nestle Healthy Kids Programme were felicitated in Mysore and Vizag by district officials and Magic Bus to encourage their efforts in bringing about individual behavior change in adolescents living in these marginalised communities.

Ms. Natasha Ramarathnam, Regional Director-South, Magic Bus India foundation said, " Magic Bus is inspired by Nestlé India's commitment to children's development. It gives us immense pleasure to see that Magic Bus and Nestle India's efforts to empower these young leaders have borne such good results, that they are ready to carry forward this programme to help others in the community take charge of their lives, similarly."

Magic Bus is one of the largest poverty alleviation programmes in India, impacting more than 3,75,000 children and young people in 22 States and 77 districts of India in FY 17-18 alone. Its sports activity-based sessions are carried out across more than 798 schools. Magic Bus works with India's poorest children and young people, taking them from a childhood full of challenges to a life with meaningful livelihoods. The Childhood to Livelihood programme ensures children complete secondary education, delay their age of marriage and are placed in jobs, making them economically self-reliant and socially empowered.

In the last six years alone, Magic Bus has transformed almost a million children and young people, helping them move out of poverty. We equip young people with the skills and knowledge they need to grow up and move out of poverty. We also work in Nepal, Bangladesh and Myanmar.