



Magic Bus football tournament sees 350 girls from Jaynagar rally for gender equality

- *Through Magic Bus's sports activity-based approach, girls on the Magic Bus programme become resilient & confident*

Jaynagar, South 24 Parganas, West Bengal, 14 December 2018: Magic Bus India Foundation, a non-profit organization, organizes a one-day UDDAN Jaynagar Girls' Football Tournament (UJGFT) with 350 adolescent girls from marginalised backgrounds rallying for gender equality. 180 of them played an exciting game of football at the 'Milan Sangha' Club Ground – Futigoda. The event is supported by Tata Motors Finance Ltd under Project Uddan which is empowering 3000 adolescent girls across 15 schools of Jaynagar-Block II, South 24 Parganas.

Incepted in August 2016, Magic Bus is implementing its Childhood to Livelihood programme to adolescent girls ages 11 to 17 years, under Tata Motor Finance's Project Uddan, in Jaynagar. Girls in the communities in Jaynagar are faced with multiple challenges that they have to battle every day, challenges relating to early child marriage & gender discrimination. To address these issues, the programme is imparting life skills to the adolescent girls ensuring results in their social, emotional and economic well-being. The programme will span 5 years and will impart life skills using Magic Bus' sports activity-based approach. Magic Bus also works with partner Learnings Links Foundation to implement the learning enhancement module to reduce learning gaps in Language, Math & Science. The programme also has a work-readiness module. The Childhood to Livelihood programme will empower these adolescent girls, enabling them to aspire to a future that is poverty free. The programme has received continuous support from Jaynagar District level authorities who understand the impact of creating self-sustaining communities.

At the event, Regional Director, Magic Bus, Sandhya Srinivasan said, "The football tournament serves as a platform to create equal opportunity and exposure to sports, for the adolescent girl. This approach enables the adolescent girl to become resilient and confident, ensuring she is able to fight all challenges she faces in her community. It is also an opportunity for the entire



community to come together in support of their daughters through the universal game of football.”

“Over the last few months, we have also successfully formed and developed Shakthi Vahini - an adolescent girl group who are addressing prevalent issues like early marriages in these areas. These groups are active and instrumental in stopping early marriages among their peer groups with the support of government and other NGO partners. So far we have helped stop 20 child marriages in Jaynagar. Once we have ensured delayed marriage for these adolescent girls, we ensure they are re-enrolled in school and go on to complete secondary education,” Ms. Srinivasan added.

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.

About Magic Bus

In the last six years alone, Magic Bus has transformed almost a million children and young people, helping them move out of poverty. We are 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. Since the Livelihood programme began in 2015, we have placed 10,000 young people in jobs in the organized sector. Our sports activity-based sessions are carried out across more than 798 schools. We work with children and young people living in poverty, taking them from a childhood full of challenges to a life with meaningful livelihoods. 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.