

Virtual Talent Hunt Concert by Misaal raises funds worth 13 Million as COVID relief for marginalised communities across India



~ Proceeds generated by the crowd sourced platform will be distributed by Magic Bus to provide meals for marginalized families as a part of its ongoing COVID-19 relief efforts

Mumbai, August 10, 2020

[Misaal Concert](#), an initiative curated by Ananya Dalmia (17-year old girl from Mumbai), recently concluded its Virtual National Talent Hunt event for Gen Z with an overwhelming response of more than 25,000 viewers and raised funds worth INR 13 million as COVID-19 relief fund. All the fund raised from this event have gone to [Magic Bus India Foundation](#) to provide relief to the marginalised communities impacted by the COVID 19 pandemic.

Organised as a part of Magic Bus’s ongoing fund raiser to provide 24 million meals to COVID-19 affected families, the talent hunt received 1,000 plus entries from youngsters aged between 6 years – 18 years, across India, making it a one of its kind fund raiser initiative. The entries were screened by a panel of experts and judged by popular Indian singer Usha Uthup. Out of these participants, 15 finalists were announced as the winners of the Talent Hunt and were invited to perform at the Grand Finale, hosted live on Facebook on 25th July 2020. With thousands of viewers rooting for the performers, the event successfully concluded with the winners walking away with prizes like laptop, one-year free premium subscription to [Meritnation](#), and a host of other gifts.

“We are so thankful to Ananya and team Misaal who have helped us move closer to our new goal of providing 80,000 vulnerable families with 24 million meals, during these testing times. Our long-term goal is to stay connected with the children and their families to ensure we help them revive their economic stability and help children continue with their education so that they do not drop out of school. Collaborations like these with team Misaal bring us closer to our long-term vision of eradicating poverty and for that we are very grateful,” said **Jayant Rastogi, Global CEO, Magic Bus.**

"I am happy that I have been able to do my bit and contribute back to the society during these trying times. Me and my organizing team members have worked round the clock for the last 45 days to make this event a grand success. We are overwhelmed with the overall response, both in terms of reach across the length and breadth of the country and funds which we have been able to raise for this noble cause. Bringing smile to the face of every youth who took out time to express their passion has been immensely gratifying. This event has emboldened our belief that all of us, individually as well as collectively, regardless of our age, can do a lot for the society. I have thoroughly enjoyed my association with Magic Bus and glad that we could help them move closer to their goal of providing 24 million meals to the vulnerable families,” said **Ananya Dalmia, Curator, Misaal Concert.**

About Misaal Concert

An initiative created by a group of students from Mumbai led by Ananya Dalmia (a 17 year old student of Class XI) with a single aim to touch the lives of the millions of Indians impacted either by unemployment or poverty due to the pandemic. A platform created for the youth to showcase their talent and in turn bring in a difference to the society through the proceeds of the talent show.

About Magic Bus

Magic Bus is one of the largest poverty alleviation programmes in India, impacting 3,75,000 children and young people in 22 states and 80 districts of India, in this year alone. We deliver our sports activity-based sessions in close to 2000 communities and 1000 schools in both urban communities and remote rural areas. Since the Livelihood programme began in 2015, we have 42 livelihood centres. Through these livelihood centres, 30,000 youth have been trained and more than 70% placed in jobs in the organised sector with an average salary of INR 10,849. Magic Bus also works in Nepal, Bangladesh, and Myanmar with 6000 children, in 40 communities and 31 schools. We have networking and fundraising offices in the US, UK, Singapore and Germany.

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