The year 2016-17 will remain special for all of us at Magic Bus for many reasons. At an individual level, it marks the beginning of my journey with Magic Bus – a hugely fulfilling and learning experience. At the Organisational level, we drew lessons from our 18 years of working with children and young people living in poverty, and identified two specific impact areas that will help participants on the programme move out of poverty – Education and Livelihoods. Our Childhood to Livelihood programme is a continuum – a journey of seven years that each child will undertake with us – at the end of which she will have the right skills and knowledge to get a job in the organized sector.

To make this happen, it is absolutely essential that we strengthen our core in order to ensure consistency and quality in programme delivery. We have renewed our focus in four key areas; programme development, impact, information technology as well as diversifying our fundraising portfolio. We are building a more adaptive programme that can be evolved based on the needs. We are also establishing sustainable relationships with partners for curriculum development. At the same time, we are inducting new members in the team to encourage a fresh perspective while continuing to build a talent pipeline. The essence of everything we do is in the impact we can make and to understand that better, we are constantly working on measurement of outcomes. To give this a distinct edge, we are in the process of automating our systems that will enhance efficiency in terms of programme delivery and impact.

Above all, the strength of Magic Bus lies in the 400,000 children who share their lives and aspirations with us; 1,700 trained professionals who come together for the cause of ending poverty; 10,000 volunteer mentors in the community, who carry out the programme in the community with complete dedication, and the support of corporates, institutions and individuals, who place their faith on us, year on year.

Thank you.
Magic Bus will take children and youth on a journey from a childhood of abject poverty and challenges such as child marriage and child labour, to a fulfilling life with a respectable livelihood.

Working with their communities and families, Magic Bus will deliver a programme that teaches life skills and resilience. Working with their schools, Magic Bus will ensure that they attend school and their education is optimised.

As these children become adults, Magic Bus will work with them to ensure they have the right employability skills, get jobs and contribute to their communities.

A world where children break out of poverty and lead fulfilling, rewarding lives, contributing positively to their community and to the world around them.
India
21 States
69 Districts
622 School Partnerships
34 Livelihoods Centres
OUTREACH

CHILDREN

3,97,742*

COMMUNITY YOUTH LEADERS

10,360*

* as of 31 March 2017
Magic Bus has been working with children and young people from marginalised communities for the last 18 years, facilitating their development into young adults with greater control and choice. The Organisation has used a Sport for Development model to achieve a range of social and personal outcomes and address gender as a cross cutting issue.

In 2016, leveraging its core strengths, Magic Bus has developed the Childhood to Livelihoods (C2L) model, an integrated programme with a sharper focus on education and employability to prepare young people from marginalised communities for the world of work.

We believe that facilitating this journey from Childhood to Livelihood enables young people to break the poverty cycle.

A glance at the impact of the Childhood to Livelihood Programme

**SCHOOL PARTICIPATION**

- 40% girls drop out of school by Class 8 (age 14) in India
- Less than 5% girls drop out of school by Class 8 (age 14) in Magic Bus

**CHILD MARRIAGE**

- 30.2% women were married before the age of 18 in India
- No child marriage in Magic Bus

**LIVELIHOODS**

- 4847 young people were placed in salaried work with an average income of Rs 8900.
- 62% youth on the Magic Bus Livelihoods Programme are in salaried jobs as compared to 18.7% nationally.
"Bihar has nearly 2.2 million Musahars, according to the state Mahadalit Commission’s interim report. Community activists, however, claim that the population of Musahars cannot be fewer than three million in Bihar. About 96.3 percent of them are landless and 92.5 percent work as farm labour. Literacy rates in this community, which upper caste Hindus still consider untouchable, is only 9.8 percent; the lowest among Dalits in the country."

The Quint, *The Musahar Community in Bihar struggles to educate its children*, 23 January 2017

In Lohanipur slum cluster of Bihar, 12-year-old Phoolwanti leaves home at the crack of dawn. She follows her mother to collect scrap. Phoolwanti belongs to a family of rag pickers. Most of the families in her neighbourhood are in the same business. Her friends are in the ‘business’ too. They do not go to school. Their families cannot afford sending them to school. In her community, one hand less to earn would mean one mouth less to feed.

Phoolwanti and her mother earned Rs. 300 a day.

Her father died of tuberculosis. The family incurred huge debts trying to cure him. Failures do not always lead to success. Phoolwanti understood this after they went through several failed attempts to cure her father. He left. Following him, his brother too died of a ‘disease she knew nothing about.’ Diseases and deaths are common in her neighbourhood where conditions of living are unhygienic and access to affordable health care a distant dream.

Once the family plunged into extreme poverty, Phoolwanti found herself out of school and under the unforgiving sun, desperately searching for scrap to make a living.

Days passed till one day Magic Bus came to her community. A Magic Bus staff came to her doorstep. He spoke to her mother about Magic Bus and encouraged her to send her children to the sessions.

But Phoolwanti couldn’t go. She had to work. Her absence in the sessions did not go unnoticed. Magic Bus volunteer mentor Ritesh visited them again. This time her mother admitted that she could not send Phoolwanti to a session or even the school. “Who will earn? How will we eat?” she asked.

“Will sending Phoolwanti to work help you earn and eat?” Ritesh asked. He explained how she is slowly trapping herself in a never-ending poverty cycle by keeping her daughter from going to school.

After several such visits, Ritesh finally convinced Phoolwanti’s mother to send her to school.

The way to the classroom continues to be fraught by risks but Phoolwanti has learnt to live with them. She comes to the Magic Bus sessions and has friends who have similar hurdles but are determined about getting educated. Above all, she believes in the power of education and Ritesh bhaiya’s ability to convince her mother and the parents of all those who come for the sessions.

She has small dreams of her own. Among them, the most important ones are taking her younger sister to school and becoming a teacher one day.
Harvard Business School documents Magic Bus journey

The Harvard case study is a narration of Magic Bus journey, right from the time of its inception till the present.

Martin Garrix Event | 10th November 2016

Magic Bus was the Charity Partner for Guestlist for Good-supported Martin Garrix event in Mumbai on the 10th November 2016. Through this event, the world’s most celebrated DJ raised funds for the education of 10,000 children living in poverty.

Sony Super Dancer | 12th November 2016

40 Magic Bus children were part of Sony’s popular dance reality show, Super Dancer – Dance Ka Kal to celebrate Children’s Day. The one-hour episode was aired on 12th November on Sony Television.

Global Citizen India Festival | 19th November 2016

Magic Bus was one of the Charity Partners for the Global Citizen India festival held on 19th November 2016 in Mumbai.

Charity Partner of LION | 22nd Feb 2017

Magic Bus was the Charity Partner of the internationally acclaimed movie, LION.
Magic Bus launches Operations Automation System (OASYS) to spearhead automation innovations in the non-profit world

The aim of OASYS is to enable effective Monitoring and Evaluation (M&E) at Magic Bus using technology in ways that enable users to exercise greater control over the collection and sharing of quality programme data.

In January 2017, OASYS went live. Over the next few months, the automation team trained 46 District Programme Managers (DPMs) and 59 Training and Monitoring Officers (TMOs) across four locations.

At the time of compiling this report, we’ve successfully launched 84 programmes on OASYS, and uploaded registration data of 2,10,620 children and 3,934 CYLs.

The table below will take you through the strides Magic Bus has made in the automation field:

<table>
<thead>
<tr>
<th>IT Solution</th>
<th>User Department</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERP</td>
<td>Finance Procurement</td>
<td>The ERP will simplify and automate budgeting, financial accounting expense reporting donor reporting and procurement transactions</td>
</tr>
<tr>
<td>Digitisation of Operations</td>
<td>Operations</td>
<td>OASYS digitises operations of the children’s programme, and captures transactional data</td>
</tr>
<tr>
<td>HRMS</td>
<td>HR</td>
<td>The HRMS is used to manage recruitment, payroll processing, leave management, employee self-service, reimbursements etc.</td>
</tr>
<tr>
<td>Digital Data Collection for Assessments</td>
<td>Monitoring and Evaluation impact</td>
<td>SurveyCTO is used for digital data collection for assessments and surveys</td>
</tr>
</tbody>
</table>
Total followers: 47,575
Increase over last year: 13,467
39.4%

Total followers: 10,490
Increase over last year: 2,560
32.2%

Total followers: 2,568
Increase over last year: 2,262
739%

Julie Foudy @JulieFoudy · Jul 13
I so adore our @MagicBusIndia @MagicBus_USA girls w us this week at @JFoudySLA. #courageous pic.twitter.com/pLFxLmRe4
Magic Bus

MAGIC BUS IN THE NEWS

Former chief operating officer of the leisure and travel tour operator Cox & Kings Ltd and co-founder of the travel portal claritytrip.com, UK-born Matthew Spacie founded Magic Bus, an NGO working on poverty alleviation in India, in 1998. Currently, Magic Bus has over 1,200 full-time employees in over 300 offices in five countries and an additional 10,000 volunteer teachers providing supplementary education to 400,000 underprivileged children in India through a wide array of activity-based curriculums, outreach & interview Spacie over email.

What is the history of Magic Bus?
I volunteered to work with Mother Teresa's Missionaries of Charity in Kolkata after completing my graduation in humanities at Nottingham Trent University, UK, in 1988. Eight years later, I was appointed Cox and Kings CEO in India and subsequently on-boarded Claritty in 2006, one of India's largest online travel companies.

I was also a member of the Indian rugby team which played at the World Cup in 1991. At that time, I became friends with several street children from Paharganj Street and one day, I invited them to join our game. From that first interaction, was born the idea of Magic Bus.

He Daily Telegraph
PM backs right of parents to give cash tax free

Magic Bus launches its first-ever TV commercial ‘You can save her’

Magic Bus, one of India’s leading child protection organisations, launched its first-ever public appeal TVC “You can save her” today. The video, featuring Abhishek Bachchan, is aimed at the larger public and attempts to spur involvement in ending poverty. The storyboard follows a well-to-do family’s chance encounter with a girl child caught in an exploitative web of child labour and a life without education. It shows how individuals can take a step to save her from losing her childhood to marriage or exploitative labour. Magic Bus will reach out to mainstream media like Star Plus to showcase the ad film. The film will also be launched on Magic Bus’s YouTube channel. The TVC has been created by Paperboat Design Studios. Speaking about the ad film, Matthew Spacie, founder, Magic Bus India Foundation, said, “Every time we read the newspaper or step out of our homes, we witness children living in worst possible circumstances. You have the power to change their lives.”

Role model
Bollywood actor Rahul Bose was the centre of attraction at an event to mark sixth-year of Malsun 2016. In his keynote address, Rahul, who is former rugby player, said, “In life you can do nothing alone. Working with everyone and discipline are two important skills one learns from sports. Practicing equality in our day to day life is both difficult and important.”

Matthew Spacie, Founder, Magic Bus said, “Every year we host Malsun to crystallise efforts made by each of us to address the most pressing problems facing the country.”

Young community leaders from Magic Bus, a Mumbai-based NGO, and their students are featured in an engaging video titled ‘The Kids Are Alright’. The occasion was celebration of International Yoga Day and the video was released by Culture Machine on its digital channel “Being Indian”.

In the new video, team ‘Being Indian’ visits community leaders and interacts with children of varying age groups from the underprivileged sections of society. The video celebrates the spirit of volunteers from Magic Bus who impart training as mentors and implement its programme in the community. At present, Magic Bus has thousands of volunteer mentors who use the training programme to change the lives of over 10,000 children in 22 States and 38 districts of the country.
## OWN FUNDS AND LIABILITIES

<table>
<thead>
<tr>
<th>Note</th>
<th>31 March 2017</th>
<th>31 March 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Own Funds</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership Fund</td>
<td>3</td>
<td>2,000</td>
</tr>
<tr>
<td>Reserves and Surplus</td>
<td>4</td>
<td>2,78,90,074</td>
</tr>
<tr>
<td><strong>Non-current liabilities</strong></td>
<td></td>
<td></td>
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<tr>
<td>Other long term liabilities</td>
<td>5</td>
<td>4,95,82,430</td>
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<tr>
<td>Long-term provisions</td>
<td>6</td>
<td>1,13,33,117</td>
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<tr>
<td><strong>Current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade payables</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>- Due to micro and small enterprises</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Due to other than micro and small enterprises</td>
<td>4,70,93,450</td>
<td>2,22,23,661</td>
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<tr>
<td>Other current liabilities</td>
<td>8</td>
<td>24,08,42,958</td>
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<tr>
<td>Short-term provisions</td>
<td>9</td>
<td>12,15,603</td>
</tr>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-current assets</td>
<td>10</td>
<td>6,24,28,784</td>
</tr>
<tr>
<td>Fixed assets</td>
<td></td>
<td>6,24,28,784</td>
</tr>
<tr>
<td>- Tangible assets</td>
<td>11</td>
<td>5,61,45,241</td>
</tr>
<tr>
<td>- Intangible assets</td>
<td></td>
<td>41,46,689</td>
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<tr>
<td>- Capital work-in-progress</td>
<td></td>
<td>1,33,53,666</td>
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<tr>
<td>Long-term loans and advances</td>
<td>12</td>
<td>13,60,74,380</td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
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<td></td>
</tr>
<tr>
<td>Donations and grants receivable</td>
<td>13</td>
<td>3,07,80,913</td>
</tr>
<tr>
<td>Cash and bank balances</td>
<td>14</td>
<td>19,99,56,227</td>
</tr>
<tr>
<td>Short-term loans and advances</td>
<td>15</td>
<td>1,05,50,837</td>
</tr>
<tr>
<td>Other current assets - Accrued interest</td>
<td></td>
<td>5,97,276</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>24,18,85,252</td>
</tr>
<tr>
<td><strong>Significant Accounting Policies</strong></td>
<td></td>
<td>37,79,59,631</td>
</tr>
</tbody>
</table>

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

As per our report of even date attached.

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

For and on behalf of Board of Directors of  
Magic Bus India Foundation  
CIN: U91110MH2001NPL130853
# Statement of Income and Expenditure

*for 12 months ended 31 March 2017*

(Currency: Indian Rupees)

<table>
<thead>
<tr>
<th>Note</th>
<th>31 March 2017</th>
<th>31 March 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations and contributions</td>
<td>16</td>
<td>81,93,16,465</td>
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<tr>
<td>Other income</td>
<td>17</td>
<td>78,44,954</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td></td>
<td><strong>82,71,61,419</strong></td>
</tr>
<tr>
<td>Expenditure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenses on activities</td>
<td>18</td>
<td>75,16,20,533</td>
</tr>
<tr>
<td>Depreciation and amortization expense</td>
<td>10</td>
<td>2,12,44,593</td>
</tr>
<tr>
<td>Administration and other expenses</td>
<td>19</td>
<td>5,15,49,703</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td></td>
<td><strong>82,44,14,829</strong></td>
</tr>
<tr>
<td><strong>(Deficit) / surplus</strong></td>
<td></td>
<td>27,46,591</td>
</tr>
</tbody>
</table>

Significant Accounting Policies

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

As per our report of even date attached

For **B S R & Associates LLP**

Chartered Accountants

Firm's Registration No:116231W/W-100024

For and on behalf of Board of Directors of

Magic Bus India Foundation

CIN: U91110MH2001NPL130853
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