2008-09 marked the beginning of Magic Bus scaling its operations from Mumbai, Maharashtra to a National level.
She is 15.
A regular at Magic Bus sessions and at school.
Believes in equal rights for women.

She cooks for 9 people.
Cleans utensils.
Stitches clothes.

She gets to sleep for 4 hours if she is lucky.

Sarita Gupta
Peer Leader, Bombay Port Trust, Mumbai, Maharashtra

Changing the game
Why Magic Bus?

Each day dawns with a new set of challenges for most children on the Magic Bus programme. Living in poverty deprives them of almost every opportunity that other children take for granted.

The children we work with struggle for their basic rights—including their rights to play and to be educated. For these children and their parents, survival is a daily concern.

A dearth of awareness on available opportunities and the lack of positive role models create a state of deprivation where children and community members do not utilise even existing opportunities.

Millions of children across India live in some of the most alarming conditions in the world. The pressures of survival are so intense that children have taken adult responsibilities of fending for themselves and their families. These children have ‘grown up’ at a disturbing pace, with the result that somewhere along the way, the essence of childhood is lost.

Today, India is the largest democracy in the world with an annual economic growth rate of around 8% (2008). It is also the second most populous country in the world, with over 25% of its population living below the poverty line. This means that India is home to a third of the world’s poor people.

India is one of the fastest developing nations, yet ranks a disturbing 128th on the Human Development Index. India’s problems of poverty, education, discrimination, and ethnic and religious conflict dwarf those faced by the rest of the world.

With this background, Magic Bus believes it needs to take a long-term perspective on child development and effect a paradigm shift in the mindset of the next generation in order to build a strong and aware society.
Why Sport?

In 2003, the UN Inter-Agency Task Force on Sport for Development and Peace defined sport, for the purposes of development, as “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organised or competitive sport, and indigenous sports and games.”

Sport for Development comes from the belief that sport and activity has certain unique attributes that enable it to contribute to development processes.

These attributes include:

*Universal recognition as a platform for bringing people together*
Sport is enjoyable for participants and spectators alike and can be used as a stimulus in any community in the world. Sport does not discriminate.

*Capacity to influence large audiences*
Sport attracts a large number of people and is therefore an effective medium to create awareness and encourage action.

*Ability to create interest and engage communities*
Sport brings people together and helps break barriers.

*A flexible tool for development*
Sport can be used in various ways to address a vast range of social and economic challenges.

*Potential to empower and inspire*
Sport is a catalyst that can inspire individuals and communities by showcasing strength and potential.

“I had dropped out of school in Class VII and started working. Magic Bus helped my parents as well as me to understand the importance of school, and I re-enrolled. This again happened in Class 10. Now I don’t feel like leaving Magic Bus. I want to share what I learn with others.”

Mohorram Ali, Peer Leader, BPT, Mumbai

“I don’t feel like leaving...”
UNICEF’s International Inspiration Programme

International Inspiration is a UK Government-led international legacy programme for the London 2012 Olympic and Paralympics Games. The programme aims at transforming the lives of 12 million young children of all age groups and abilities in schools and communities—some from the most disadvantaged communities in developing nations through the power of sports.

In the first year, the programme was piloted in five countries: Azerbaijan, Brazil, India, Palau and Zambia. Magic Bus is the India partner for the International Inspiration programme. For Magic Bus, being a part of this project is a notable achievement as we get an opportunity to work with the Government of India and UNICEF to broaden the base of Sport for Development across the country.

Magic Bus worked with UNICEF as a technical resource partner in their International Inspiration programme. As a part of this project, we had to pilot trainings, and qualify master trainers and volunteer sport coaches in India across three geographically diverse locations: Delhi, Andhra Pradesh and Maharashtra. The objective was to leave a legacy of trained Sport for Development trainers in the three States who would continue to train and develop Community Sports Coaches. These CSCs will reach out to villages and communities on an ongoing basis through the Kridashree programme.

The programme had two strands:

**Rural:** The programme was delivered in two districts—Medak and Chandrapur. The trainings included orientation, training the trainers, supervised implementation, monitoring and evaluation and a review and evaluation workshop.

**Urban:** The programme was delivered across Delhi and Mumbai. The objective was to reach out to children and youth from marginalised communities with the support of NGOs, training government primary school teachers in Delhi and BMC teachers in Mumbai to integrate development through sport into their curriculum. Here too, the training included orientation, training programmes, supervised implementation, monitoring and evaluation and review and evaluation workshops.

In the first year, Magic Bus trained 51 trainers and Monitoring Officers. Besides this, 462 Community Youth Coaches received life skills training leading to an improved quality of life in line with the Millennium Development Goals.

“I am a physical education teacher and have taught sports to children. But here, I have learnt a different approach towards sport. It has given me a different perspective which I never thought could have existed. Earlier I used to always get angry with my students.

But now, I am confident that now my students will enjoy their sports sessions a lot more.”

Sanjay Kasture, Chandrapur
Training of Trainers

“Here, I have learnt a different attitude towards sports...”

“I am a physical education teacher and have taught sports to children. But here, I have learnt a different approach towards sport. It has given me a different perspective which I never thought could have existed. Earlier I used to always get angry with my students.

But now, I am confident that now my students will enjoy their sports sessions a lot more.”

Sanjay Kasture, Chandrapur
Training of Trainers
Programme Development

Training of Trainers (TOT programme)
Magic Bus developed the Training of Trainers programme in order to reach out to a larger number of children and youth by partnering with locals and community members. The programme creates local coaches, equipped to deliver the high impact Sport for Development programme. The trainers who have successfully completed the Magic Bus Training of Trainers programme would either directly incorporate Sports for Development (S4D) methodologies into their programmes, or train youth to implement S4D programmes in their communities.

Magic Bus had been conducting Training of Trainers programmes nationally and on occasion, internationally, but the department was formally set up in 2008. The need for this arose when Magic Bus partnered with UNICEF as a technical resource partner in their International Inspiration programme.

The pilot was a great success and gave us a platform to scale our programme.

Curriculum Development
Magic Bus believes and works through an experiential learning process. Experiential educators consider combining experience with education as an effective way to teach and learn. The Magic Bus Sport for Development curriculum has evolved by following the experiential learning cycle of Plan-Do-Review-Apply-Do, better known as the Action Research methodology. This methodology allows capturing and measuring ongoing processes and outcomes.

It also helps to justify the success of certain modules, identify the scope of improvisation and eventually, in replication. In Mumbai, the Magic Bus Sport for Development curriculum is designed for children and youth in the age group of 7 to 18 years. It has been divided into three needs-based, age-specific modules. The curriculum has been tried and tested on children and youth from slums, streets, trafficking, juvenile delinquents and those in institutions.

Magic Bus also conducts Training of Trainers (ToT) programmes. Based on the same approach and philosophy; curriculums and manuals have been developed for trainers and facilitators.
Highlights 2008-09

Trainings conducted for International Inspiration programme.

Trainers’ Manual created for the International Inspiration programme for UNICEF: The manual served as a S4D programme guide for master trainers in each state, programme delivery, facilitation skills through sport, about Panchayat Yuva Krida Aur Khel Abhiyan (PYKKA), its implementation and how to organise tournaments for mass participation.

Training programme conducted for Community Sports Coaches from mine affected regions in Vietnam.

Magic Bus was a part of a global research conducted by International Development through Sport (IDS-UK Sport) and Comic Relief: This was the second year of the research. The research sought to test the hypothesis that ‘Sport contributes to the personal development and well-being of disadvantaged children and young people and brings wider benefits to the community’. Because of resource constraints and logistical issues addressing the complex and multilayered issue of ‘wider community benefits’ was omitted from the research. Instead, it sought to:
1. Build a body of evidence and good practices around the use of sport and development.
2. Enable participating organisations to develop their monitoring and evaluation (M&E) methodology.

Magic Bus Peer Leaders initiated a cleanliness drive at Bombay Port Trust: The initiative helped in creating awareness among community members about the benefits of clean and hygienic surroundings and how each individual is equally responsible for it.

Community Open Football Tournament for parents and other community members was organised at Bombay Port Trust for the second consecutive year: The objective was to sensitise community members about the need to send their children regularly to the Sports for Development sessions and other Magic Bus activities. This year five women’s teams participated in the event as against 2 last year. In all, 16 teams participated. The event was primarily sponsored and arranged by community members with support from Magic Bus.

The Voyager Connect programme which focuses on enhancing employability skills of the youth was implemented this year in the Voyager year I group: Connect became operational with the first Peer Leader enrolling for vocational training and livelihood assistance.

A new community intervention programme was launched in Mankhurd: Magic Bus is running four Explorer programmes in that community.

Magic Bus Football Team (MBFT) won a ‘Fair Play Award’ in the Priyadarshini Football Tournament: The team participated in an open football tournament called ‘Swabhiman’ and finished runners’ up. Both these are competitive games organised by local football clubs.

A scholarship programme for MBFT was implemented this year: This was aimed at supporting the participants’ education and maintaining their hygiene and nutritional levels.
Magic Bus Centre for Learning and Development

Set on a 25 acre plot in Karjat, on the outskirts of Mumbai, the Magic Bus Centre for Learning & Development is one of India’s finest outdoor experiential learning centres.

The Centre was set up with three main objectives:
1. To offer the highest quality of outdoor development learning to children and youth.
2. To offer a safe and secure environment for children to learn and play.
3. To offer a stimulating environment for trainers to deliver learning programmes that provide sustainability for the organisation.

The Centre has India’s first international standard challenge course, built by Adventure Ropes Company Limited* from UK, which includes a high ropes course, artificial rock climbing tower with a rappelling face and a breathtaking zipline. The Centre also has a low ropes course, a bouldering wall, and an obstacle course created specifically for younger children. The Centre has the capacity to offer programmes to over 15,000 children and adults per year, and has a residential capacity of about 100 children or adults a day.

Located 65 kilometres from Mumbai and 90 kilometres from Pune, the Centre is ideally situated to offer participants from both cities the option of a one day non-residential learning and development programme.

*Adventure Ropes Company, UK is a Level 3 Professional Vendor Member of the Association of Challenge Course Technology.
Events held at the Centre
During the year, the following Magic Bus programmes took place at the Centre:

Adventurer Programme
The adventurer programmes are specially designed for the children as an outdoor activity learning event.
1. 7 day trips and 13 adventurer camps were conducted
2. 579 adventurer children participated in day trips
3. 559 adventurer children participated in camps

Graduation Programme
Children from Magic Bus’ programmes go to the Centre every year to experience world-class adventure activities for themselves.
1. 26 day trips, 13 overnights and 29 camps were conducted.
2. 944 children and youth participated in day trips, 345 in overnights and 788 in camps.

Revenue generating programmes
1. Billabong International School, Ecole Francaise International De Bombay (EFIB) (French Primary), EFIB (French Secondary), Deustch School Bombay International (DSB) (German Secondary), and DSB (German Primary).
2. 200 children from private schools participated in camps

Important visits during the year:
1. Nike donated 26 footballs and hand pumps
2. A team from Laureus visited the Centre
3. A team from Premier League visited the Centre
4. UNICEF delegates visited the Centre, leading the way to the training of PE teachers as part of the II programme to be conducted at the Centre
5. Lt Col Mukherjee from Lakshmibai National University for Physical Education (LNUPE) visited leading the way to paving the partnership with Magic Bus

“My son was always scared of heights. He even had trouble getting into a local train. I had to carry him in my arms. When I saw his pictures ascending the Climbing Wall at the Centre, I could not believe my eyes. He later explained that climbing that wall had helped him let go of his fears.”

Rekha Gajakosh, Parent of a challenger participant from Dharavi, Mumbai

“I could not believe my eyes”
Enrolments 2008-09

Financial Highlights

**Income**
The total receipts during the year were Rs.3.86 crores as against Rs.2.79 crores in the year 2007-08, showing an increase of 38%. Receipts from foreign donors amounted to Rs.2.65 crores in 2008-09 as against Rs.2.22 crores in 2007-08, showing a rise of almost 19%. Receipts from within India, amounted to Rs.1.21 crores as against Rs.0.57 crores in 2007-08, showing a robust growth of 112%.

This was due to focused local sustainability initiatives, handsome revenue generating activities at the Magic Bus Centre for Learning & Development, and positive revenue flows from UNICEF funded 'Training of Trainers' national programme.

**Expenditure**
The total expenditure this year amounted to Rs.3.53 crores as against Rs.2.71 crores in 2007-08 indicating a rise of 30%. This was primarily due to increased level of programming activities at the Magic Bus Centre for Learning & Development and the national TOT programme funded by UNICEF. The share of expenditure at Rs. 2.67 crores on programme activities in the total expenditure was 76%.
## SOURCES OF FUNDS

### I - Funds

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<th>Particulars</th>
<th>31.03.2009 Rs. (In Lakhs)</th>
<th>31.03.2008 Rs. (In Lakhs)</th>
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<tr>
<td>Membership Fund</td>
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<td>Centre Fund</td>
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<td>48,262,435</td>
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<td>Assets Fund</td>
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<td>Self Sustainability Fund</td>
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### II - Reserve & Surplus

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<td>64,222,066</td>
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## APPLICATION OF FUNDS

### III - Fixed Assets

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<th>31.03.2009 Rs. (In Lakhs)</th>
<th>31.03.2008 Rs. (In Lakhs)</th>
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### IV - Investments

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<th>31.03.2009 Rs. (In Lakhs)</th>
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### V - Current Assets, Loans & Advances

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<td>- Receivables</td>
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<td>- Loan &amp; Advances</td>
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### VI - Less: Current Liabilities and Provisions

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<th>31.03.2008 Rs. (In Lakhs)</th>
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### Net Current Assets

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