Annual Report
2019-2020

1 million and counting

Magic Bus
Childhood to Livelihood
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We’re led by our goal to make the world a more equal place for our children

I have always felt incredibly proud of the work we have been able to do and the zeal with which we carry the energy forward. Moving children and young people away from poverty to a life of choice and possibilities is a difficult goal that requires coming together of supporters like you, children, young people and their communities, youth mentors and each of us who implement the programme through our unique roles. This enormous network of hope and positivity is what carries Magic Bus forward from 22 states in India to beyond its borders in Nepal, Myanmar and Bangladesh.

So, when Magic Bus was named as ‘one of the top 5 NGOs in India’ by CSR Journal, we were overwhelmed. This, followed by a recognition conferred upon us by CMAI Association of India to be the Excellent NGO of the Year, encouraged us to take bigger strides towards our goal of moving children and young people out of poverty. When Team Magic Bus won the Street Child Cricket World Cup in London, we were overjoyed at the skill and courage of our young team. The Vice-Captain of the team, Mani Ratinam Karppya, all of 17 years, attributed the win to teamwork. And I couldn’t agree more with him: it is from each other that we draw our zeal to succeed.

At times, however, our best efforts might not be rewarded with success. We may also fail. At such times, what is important is to learn from our mistakes and not stop being audacious. Magic Bus has always enabled this thought and rooted it in its culture. Innovation runs in our DNA. And a shining example of this played out in Aurangabad, where our programme conducted job fairs that led to 2000 young women being placed in jobs. It was a first for us. A first step that holds promise for young people who are in desperate need of guidance and jobs. It led to Shri Uday Chaudhari, Magistrate and Collector of Aurangabad district and Smt. Pavneet Kaur, CEO of Zilla Parishad to visit our Aurangabad Centre to know more about our work with young girls and the job exchange programme. I believe, only by trying such new ideas can Magic Bus expand its reach.

I am deeply grateful to our corporate, institutional and individual funders in India who make our work possible. It is their belief that keeps us going. I am thankful to supporters from USA, UK, and Singapore for involving themselves in the Magic Bus cause – it really goes on to prove that compassion knows no borders.

To all the 4,10,973 children and 23,177 young people who shared their lives with us in the hope for a better future, we will walk this journey together. We are because you are.

Jayant Rastogi
Global CEO, Magic Bus India Foundation
Our Presence

1 million children and 35,000 young people impacted since 1999.

India
- 4,10,973 Children
- 23,177 Young People
- 3,814 Youth Mentors
- 22 States
- 83 Districts
- 1,398 Schools
- 63 Livelihood Centres

Nepal | Bangladesh | Myanmar

- 8,195 Children
- 87 Community Coordinators

Andaman & Nicobar Islands

Lakshadweep
**Campaigns**

**Magic Bus celebrates Global Day of Parents**

Magic Bus observed Global Day of Parents in the first week of June across India and South Asia. Magic Bus’ Community Connect model is a key component of the Childhood to Livelihood programme, which makes it possible for us to impact the community and children’s lives. Through this, we work with a child’s ecosystem – parents, school teachers, local leaders, School Management Committees – to ensure communities come together to focus on and facilitate education, gender equality and livelihood skills attainment.

To celebrate the contribution of parents in the well-being of children on the programme, we brought them together for a day of fun and games across all our programme locations in India and South Asia. Parents and children undertook a walk where one of them wore a blindfold and followed the instructions of their counterpart to reach the finishing line. It was a walk of trust and teamwork.

**Children’s Day Campaign: Unbox Happiness**

The Census data of 2011 shows that India still has 10.1 million children engaged in child labour.

A box of sparklers puts the sparkle back in children’s eyes. But it is children themselves who work as labourers under pernicious conditions to make them.

On Children’s Day, Magic Bus launched a campaign against child labour with a message hidden in a box of sparklers. It was distributed as a Diwali gift. An innocent-looking box of sparklers that one would happily take back home to celebrate the festival of lights. Only once opened, did one find to their absolute surprise: a bunch of pencils!

The aim of this campaign was to trigger a conversation on child labour which still lies hidden in plain sight and suggests education as the only way to stop child labour.

The campaign gained enormous traction on social media with an 83% increase in traffic on the Magic Bus website alone. Magic Bus’ Retail Feet-on-Street teams distributed the Box of Sparklers as gifts for anyone who stopped to interact with them on the streets.

We distributed this box among all our supporters online and offline to begin a conversation around stopping child labour through education. Celebrity stylist and costume designer Anaita Shroff Adajania unboxed it on her Instagram story – sharing with millions of her followers the value of education over child labour.

The campaign gained its supporters among corporates as well. At an employee volunteering event at UBS, hundreds of our box of sparklers went off the shelves as people understood the importance of the cause and gave their full support to it. The donations we raised through this campaign went towards getting more children on the Magic Bus programme and out of child labour.
Magic Bus’ SCALE programme at Aizawl, Mizoram trained teachers from 38 schools on life skills. Under the SCALE programme, our attempt is to reach out to every last child in a particular geography through their teachers. The SCALE programme not only conducts teacher training but also engages with parents, school systems, Zilla Parishad, and communities to keep children in school.

Here is what the teachers had to say:

- Partnerships that deepened our Impact

Playing to learn at SCALE

Magic Bus’ SCALE programme at Aizawl, Mizoram trained teachers from 38 schools on life skills. Under the SCALE programme, our attempt is to reach out to every last child in a particular geography through their teachers. The SCALE programme not only conducts teacher training but also engages with parents, school systems, Zilla Parishad, and communities to keep children in school.

Employees from our funder, Vestas, also participated in a community walk and interacted with community members on their perception of safe and unsafe spaces for girls.

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**Magic Bus celebrated International Day of the Girl Child on 11th October with Circle of Safety Campaign**

On 11th October, Magic Bus communities across India came together to celebrate International Day of the Girl Child with a Circle of Safety campaign. Our campaign’s main aim was to get communities involved in ensuring safe and inclusive spaces for girls. It took a step ahead from protection to ensuring girls can participate equally in all spaces, whether it be inside their homes or outside in their communities. The campaign invited young girls who are role models in the community to take it upon themselves to create safety networks within their peer groups. A community walk with girls, their parents and community members was conducted to ensure safe and unsafe spaces are marked out, girls’ voices were listened to, and corrective measures were adopted.

A total of 5,400 parents and children participated in the campaign – 759 of them were from our communities in the South India, 1,634 from East India, 1,164 from West India, and 1,812 from North India.

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**“I thank Magic Bus for training us on how to teach life skills to our students through games and sports. Teaching through games is always so much fun and I am sure our children will benefit from this.”**

H. Laldinmawii, PZ Middle School

**“I am glad to be here as a trainee. I am sure life skills education will change the school and my family environment as well.”**

Lalpiangliana, Damveng Middle School

**“The Magic Bus training was better than my expectation. Once I am back in school, I am confident I will be able to help children identify and build on their capabilities in order to achieve their goals.”**

Lianzeli, Kelsih Middle School

**“I enjoyed the training a lot. I improved my skill sets. I appreciate Magic Bus’ hardwork, sincerity and commitment.”**

Lucy Lalawmpui, Montfort School
Fossil’s limited-edition watch, designed in partnership with superstar Varun Dhawan, helped children and young people move out of poverty with Magic Bus. A part of the sales from this exclusive watch went towards supporting adolescents from Dahanu in Maharashtra on our programme.

Varun Dhawan, Bollywood’s blue-eyed boy and Fossil ambassador, lent support to our cause by sharing this adorable message for our children.

Hello kids at Magic Bus! I know you are all in good hands. I know that Magic Bus is doing a great job with you all. Growing up, I also worked hard on my lessons. When I couldn’t concentrate well, I would have to make an extra effort to catch up on my lessons. So make sure you study hard now so that when you grow up and get into the big world, things will be easier for you.

Make time for good: the secret behind Fossil’s limited-edition watch

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Why Magic Bus works with the ecosystem

Working with children’s ecosystem – parents, school authorities, local leaders, other stakeholders – have always been central to our goal of ensuring they complete their education. In Chhindwara, Madhya Pradesh, our Resource Person, Jai Prakash Suryavanshi and his team of Community Coordinators found out that most children drop out in class 9 and 10 because they are unable to pay their school fees. The solution lay in connecting these children to Indira Gandhi National Open University (IGNOU), which provides free education to children from marginalised backgrounds. We discussed the matter with parents and School Management Committee members, suggesting they support us in getting these children enrolled in their desired course at IGNOU. 40 children, who would have previously dropped out, decided to enrol in the courses offered by IGNOU.

We requested IGNOU officials to conduct a camp in Chhindwara so that more children could register. Our Community Coordinators travelled door-to-door to spread the word enlisting a large number of participants. After the induction, we put in efforts to get more children to enrol in the courses. 90 children enrolled. But they had to travel 66km to attend the classes. None of these children had the means to pay for transport.

Determined to overcome this obstacle, the Resource Person convinced IGNOU authorities to organise weekly orientation classes in the village. They cooperated and started conducting orientation classes in a secondary school on Sundays every week.

As the date for examinations approached, many students expressed their inability to pay a fee of Rs. 120 per subject (a student had to appear for a minimum of 4 subjects). Many students requested to pay the fees after the examination. Professor Dhanaram Uikey, representative of IGNOU, paid their fees out of his own pocket. A total of 54 children appeared for the examination and submitted their assignments.

The Chhindwara story holds out important lessons for organisations working at scale to stop children from dropping out. It is the network of support mobilised by our staff that helped children continue their education.
Beginning in August 2016, Magic Bus has been carrying out its Childhood to Livelihood programme for adolescent girls aged 11 to 17 years. Girls from Jaynagar are faced with multiple challenges that they have to battle every day, challenges relating to child marriage and gender discrimination. To address these issues, our programme focuses on life skills that help young girls become more resilient and display greater self-efficacy. The programme has received continuous support from Jaynagar District level authorities who understand the impact of creating self-sustaining communities.

Magic Bus and Prince's Trust International's ‘Get Into’ programme successfully trained more than 700 young people on sector-specific skill sets, powering their journey out of poverty. Earlier this year, Nilam Tambe, a ‘Get Into’ programme participant who is employed with Kidzania, bagged the PTI Award in London for her inspiring journey out of poverty. She and several others like her have found employment with a minimum salary of Rs. 12,000 a month.

Our employment partners play a crucial role in the success of the ‘Get Into’ programme. Kidzania has been one of our strongest employment partners. Till date, more than 100 young people have been placed in Kidzania and just like Nilam, each of their journeys have been marked by growth and progress. We celebrated our partnership with Kidzania by felicitating the young people who have been employed there and recognising their incredible achievements.

It was Election Time in 178 government schools supported by HDFC Bank Parivartan. Project DISHA has been working in schools to organise Bal Panchayat elections. Children were appointed as Cabinet Ministers of their school. They learnt how to be responsible towards their school’s welfare and imbibe leadership qualities. Assuming responsibilities of different Ministries, they cast their votes and got voted into taking up different portfolios such as Health, Education, Sports, and Environment among others. The process gave them a real-life experience of the functioning of democracy within their schools.
A safe play space for Dharavi's children

For the children of Dharavi Transit Camp Municipal school, Mumbai, this new space would help them learn and participate in Magic Bus' life-skills sessions. The arena will also be used by their community.

TOMS shoes us the way

50,000 pairs of feet from 14 districts of North India are now dressed in the best TOMS shoes as they walk towards a better future. Thank you so much for the incredible initiative and support, TOMS.

Government partnership in Rajasthan

We are delighted to announce our association with the Department of Education of the Government of Rajasthan. With UBS’ support, this partnership will help provide employability and life skills education to 4000 adolescents in Jaipur through our Employment Education Programme. This Programme serves as a bridge between adolescents in the age group of 16 and 18 years who might want to look for a job after school or go for higher education.

Aurangabad success story: connecting young women to job opportunities

With the support of United Nations Development Programme (UNDP) India, I Got Skills, Mind Tree, Bajaj Auto Ltd. and Jankidevi Bajaj Gram Vikas Sanstha, Pune, Magic Bus conducted an Employment Exchange Mela that provided job opportunities to 2000 young women in Aurangabad. It was a first-of-a-kind initiative to partner with the Government, private sector entities, and development organisations to fast track the employment process.

To celebrate the successful placement of 2000 young women and plan for its expansion, we held an event at Aurangabad which was attended by the Collector and District Magistrate, Uday Choudhary, CSR Advisor for Bajaj Auto Ltd., CP Tripathi, distinguished representatives from partner organisations, and young women who have benefitted from the initiative and are now its strongest ambassadors.

Urban poverty’s most enduring feature is the sheer lack of safe play spaces for children. As a result, children are often forced to play on garbage sites, disregarding the threats that it poses to their health and safety.

ESPN joined hands with Magic Bus to build a safe play space for children from Dharavi. Urban poverty’s most enduring feature is the sheer lack of safe play spaces for children. As a result, children are often forced to play on garbage sites, disregarding the threats that it poses to their health and safety.
Inauguration of BMW – Magic Bus livelihood centre

February 5, marked another milestone in BMW India Foundation’s endeavour to provide employment opportunities to disadvantaged urban young people with the setup of a new Livelihood Centre at Ghaziabad in Delhi NCR under the Youth Skill Development and Livelihood Project.

Implemented by Magic Bus and inaugurated by Kathrin Frauscher, Managing Director and Chief Executive Officer, BMW Financial Services, India, the new Centre aims at enhancing key work readiness and life skills of 350 disadvantaged urban young people setting a strong foundation for sustainable employment.

Magic Bus and Hexaware launched a livelihood centre for skilling and placement of young people into jobs

With support from Hexaware Technologies, Magic Bus inaugurated a new Livelihood Centre in Thane, Maharashtra. The new Centre helps us get closer to our goal of changing futures and transforming lives among young people in the area. Amberin Menon, Chief People Officer, Akshay Bochia, Senior Vice President, and Jemy Romany, HR Manager from Hexaware and Dhanashri Brahme, Chief Programme Officer from Magic Bus were present at the event to support the cause.

Helping young girls prepare for their examination

At the Tata Motors Finance supported Project Uddan in Jaynagar, South 24 Parganas, West Bengal, Magic Bus organised a coaching and mentoring workshop by 8 academic teachers for 57 adolescent girls to help them prepare better and to resolve difficulties before their 10th board examination. Girls on Project Uddan come from marginalised families with little-to-no income and are first generation learners.

Tata Motors Finance supported Project Uddan helps young girls from Jaynagar continue their education through scholarships.
Thought Leadership

Our Global CEO, Jayant Rastogi was a speaker at the Centre for Social Impact and Philanthropy’s Social Innovation Summit. The illustrious panel that discussed technology in operations and Monitoring and Evaluation included Sanjay Ghatak from Piramal Sarvajal, Anupama Muralidharan from Educational Initiatives, Donald Lobo from Chintu Gudiya Foundation, Ashok Chadha from Central Square Foundation and Jayant Rastogi from Magic Bus. The panel was moderated by Anshu Gupta from Goonj. In his talk, Jayant delved into the ways Magic Bus adopted the use of technology to better its operations, and improve Monitoring and Evaluation.

At the Indian Leaders for Social Sector (ILSS) first Conference, our Global CEO, Jayant Rastogi joined a panel comprising of Pushpa Aman Singh, CEO, Guidestar India, Atul Satija, Founder & CEO, the Nudge Foundation and Give India, and Sundeep Talwar, Chief Marketing Officer, Akshaya Patra Foundation. Moderated by Srikrishna Sridhar Murthy, CEO & Founder of Sattva, the discussion centred around the role of retail donors and how organisations can tap into this less explored funding source to strengthen their cause.

Before an audience of 180+ participants from 140 social purpose organisations across various cities and overseas, Jayant presented insights from Magic Bus’ retail fundraising strategy, the sponsor-a-child programme and the sponsorship model encompassing engagement, reporting and building trust among retail donors.

Magic Bus’ livelihood programme graduate Aarti Singh speaks at Livelihoods India Summit

“A lot of organisations teach computer and English-speaking skills, but only in Magic Bus does one learn life skills like problem-solving and goal setting. Magic Bus prepared me to take up a job which is mostly taken up by men. I learnt Wall Designing from Asian Paints and now can take up projects of my own. Through my experience at Magic Bus, I have come to understand that women can take up and excel at jobs which are held largely by men,” said Aarti Singh, at the Livelihoods India Summit held in Delhi.

Livelihoods India was initiated in 2010 as a national level initiative to bring together diverse stakeholders on a single platform to discuss critical issues that impede and afflict the livelihoods of the poor. Aarti lives in Delhi with her parents – her father works as a plumber and mother is a homemaker – and two young siblings who are in school. As the eldest daughter, she enrolled in the Magic Bus Livelihood programme to find a job. She was trained by Asian Paints, our Employment Partner, in Wall Designing. She is also finishing her college education.

Watch out for these young leaders from Mumbai

Magic Bus’ Varsha Prasad and Alisha Bano from Mankhurd and Sonam Jaiswar from Dhavari participated in the Julie Foudy Sports Leadership Academy Inc. camp and programme to learn the techniques of leadership as they take up key community issues back home. Organised by former American Women’s Soccer team captain and two-time Olympic gold medalist Julie Foudy, the Academy attempts to brings marginalised girls to the forefront and inspires them with leadership qualities through football.

Education for all

A consultative workshop organised by Oracle and Magic Bus at FTCCI, Federation House, Red Hills, Hyderabad was attended by 20 partner NGOs and government departments to discuss and identify opportunities to partner with the Government of India and Government of Telangana’s Education for All initiative. Right to Education National Member, Murali Chikku was the Chief Guest.

Magic Bus with the support of Oracle, is implementing an adolescent education programme in Vikarabad (Telangana) district. The project is working with 2000 adolescent children from underserved communities in Pargi, Vikarabad. Oracle also supports 2000 children in Bengaluru and 1000 children in Chennai.

Children from Magic Bus shared their views on the hurdles they face in accessing education.

Magic Bus with Center for Learning on Evaluation and Results (CLEAR) organised a panel discussion on best practices in Monitoring and Evaluation

The panel discussion focused on some of the best practices in Monitoring and Evaluation in the non-profit world, challenges and their solutions.

The panel was enlivened by numerous perspectives from Josy Jose, Senior Director, Knowledge, Strategies and Planning, Breakthrough India, Maharshi Vaishnav, Chief of Staff, Educate Girls, and Mansi Shah, Senior Manager - Impact, Azim Premji Philanthropic Initiatives alongside Magic Bus team, Jayant Rastogi, Global CEO, Alpa Chauhan, Regional Director-West, and Havovi Wadia, Director-Impact.
Raising Funds and Awareness

A legendary exchange

When our Magic Bus children and young people in Dharavi met the Fédération Internationale de Football Association (FIFA) Legend, Nuno Ricardo De Oliveira Ribeiro, aka Maniche, with his wife Joana, it was exciting and moving at the same time. "The visit was a real eye-opener for me, as we often take it for granted that society protects children’s rights,” added Maniche. "Thousands of kids in India have no access to education and can’t even write their own name. That’s why initiatives such as Magic Bus are so important."

Jaipur Pink Panthers’ sported their support for Magic Bus during Pro-Kabbadi Series

The First Lady of New Jersey visited Magic Bus

The First Lady of New Jersey, Tammy Murphy, along with a team visited the Magic Bus’ Vikhroli Livelihood Centre. She participated in activities with young people on our Livelihood programme and interacted with them on their aspirations and goals. The interaction left an impression on both the First Lady and our young people – each imbued by the spirit and hope evident in the other.

Aurangabad’s district collector and the CEO visit Magic Bus

Supported by United Nations Development Programme (UNDP) -Bajaj Auto in Aurangabad, Magic Bus has placed 1000 young girls in jobs in just nine months. The success of this job exchange programme managed to draw the attention of government authorities. Shri Uday Chaudhuri, Magistrate and Collector of Aurangabad district, and Smt. Pavneet Kaur, CEO of Zilla Parishad visited our Centre to know more about our work with young girls, and the job exchange programme.

Steve Waugh’s day at Magic Bus

When former captain of Australian cricket team, Steve Waugh, visited Mumbai, he spent an entire day with our children in Mahim pipeline area and Dharavi, playing gully cricket, listening to their stories, and sharing his own.

Magic Bus at Mumbai’s prestigious Kala Ghoda Arts festival

Magic Bus upheld its cause and helped people experience the pull of poverty through an installation at India’s largest multi-cultural street art festival that is held every year in Mumbai.

‘Called The Ropes of Poverty’, the interactive installation gave visitors a glimpse of the burden children living in poverty are forced to carry. The burden of poverty prevents children from going to school, which in turn pushes them into child labour.
Two of our millennial champions from Magic Bus successfully participated in the Airtel Delhi Half Marathon. Kanhaiya completed the 10km run in 42 minutes, securing 88th rank. Raj completed his 5k run in 23 minutes, securing the 25th rank. Together, they drew attention to Magic Bus’ cause of moving children and young people out of poverty.

A shout out to Tata Motors Finance for supporting us at the Tata Mumbai Marathon. 80 team members ran for our cause to make a difference to the lives of underprivileged children and young people.

The Annual Benefit for Magic Bus in Singapore at the stunning Shangri-La, raised funds to support 22,200 children further boosting our efforts to keep children in India in schools, reducing risk of early marriage, and preparing more young people to join the workforce of the country.

We are deeply thankful to all our guests for supporting our cause. Mandira Bedi’s phenomenal auctioneering coupled with Andy Martin’s enthusiastic presence along with Karan Singh mentalist’s awe-inspiring performance added spark to the evening’s proceedings. Uttkarsha Mhadeshwar, a programme participant, shared her journey with Magic Bus, permeating hope in the hearts of all those who stand in solidarity with our cause, year on year.
Awards

“Team Magic Bus wins the Street Child Cricket World Cup in London,“ says Mani Ratinam Karppya, Vice Captain of Team India that won the Street Child Cricket World Cup in London. Mani Ratinam Karppya, Mohd. Irfan, Shama Moaaz Siddiqui and Bhavani Veerakannu Mayavan are children from a slum cluster of Mumbai, who were selected to represent India at the Street Child World Cup 2019 eventually winning it at the Lords, England.

“The first time someone came to me for an autograph after a match, I was taken aback,” smiles Mani as he narrates his experience battling at Lords and the six he hit on the last ball to win the World Cup. Shama, who won the best Keeper in the series, was overwhelmed at arriving in London after taking her first flight from Mumbai. She says that the team was 100% confident of winning despite the foreign location and the language barriers. Irfan is proud of what they have been able to achieve together. He won the Fair Play Award for teamwork and for respecting the National Anthem of all other participating countries. “If I can stand up for my own Anthem, I can also do that for other countries,” he explains. Bhavani believes that such platforms need to be thrown open to girls of her age and in her community. “Without these opportunities, we, girls, would always be looked down upon as in need of protection, to be married off… girls need freedom.”

Our young heroes won more than the World Cup for India. They won the hearts of those who watched them perform on and interacted with them off the field. They won the love and respect of Indians and non-Indians alike. They also won a battle against gender inequality, discrimination, and all the disadvantages of growing up in poverty.

Matthew Spacie wins the Grand MAD Award 2019!

Matthew won the Grand MAD Award by ScooNews for his decades of work in educating and empowering marginalised children and young people across India.

Magic Bus is one of India’s top 5 NGOs

We reached a milestone when CSR Journal recognised Magic Bus as ‘one of the top 5 NGOs’ in India.

Our pioneering work in conducting life skills sessions through games and activities has helped us get this recognition.

Magic Bus is ‘Excellent NGO of the Year’

CMAI Association of India awarded Magic Bus the Excellent NGO of the Year for its work with children and young people, at the 2nd National CSR Leadership Summit and Awards. Malcolm Johnson- Deputy Secretary General, ITU Geneva and Dr. Ahmed Al Banna- Ambassador of UAE were some of the esteemed guests present.

Magic Bus won the Best Livelihood Approach Award

Magic Bus won the Best Livelihood Approach Award at ET Now’s World CSR Day Congress and Awards. It comes at a time when our Livelihood programme is showing great results with almost 70% of young people placed in jobs.
In The Media

Forbes India

Training youth: Magic Bus, with its presence in 22 states of India, has trained 10,000 youth and placed 70 per cent of them in meaningful employment in the organised sector, says a Press release. It provides career-based trainings and helps in getting self-employed.

The Statesman

The New Indian Express

Fun-filled activities, talks mark Global Day of Parents

The Times of India

International Youth Day

The Hindu

The New Indian Express

Mid Day

NJ to Mumbai

While Prime Minister Narendra Modi's visit to the US is what's been making the headlines, Mumbai recently had a US dignitary on its soil too. Back in the Flex Lady (wife of Governor, Phil Murphy) of New Jersey-Tammy Murphy was on an official visit to India, or western India in particular. Apart from visiting the Shastri Ashram and ITT Garodhingar, Murphy along with a team visited Magic Bus's Vikhroli Livelihood Centre. The NGO's field of work, focussed on helping children and the youth to overcome poverty, was something Murphy was particularly interested in. In her interaction with the young minds, she spoke about livelihood education, gender equality and other social issues.

92.7 BIG FM

92.7 big fm

suno sundao, life banao!

Pioneer Hindi

The Times of India

ANYONE FOR STEAMING HOT TEA?
We are defining our future

As I write this, we have won the distinction of being 'one of the top 5 NGOs' by CSR Journal. It is a milestone for us – a 21-year-old organisation that set upon the audacious goal of bringing children and young people out of poverty. There are 3.5 million NGOs in India and to appear as one of the top 5 is definitely such an incredible feat. I want to thank all our corporate and institutional donors, individuals who have stepped up to contribute to our cause, and our wonderful team for making this dream come true.

I am confident that Magic Bus is charting its own course.

With the Azim Premji Philanthropic Initiatives (APPI) supported SCALE programme that is currently in operation across Bhandara, Chandrapur, and Mizoram, Magic Bus has already begun defining its future. We are working with teachers, training them, in order to take our life skills programme to more children across these locations. Magic Bus will be emerging as a major player in ensuring systemic change in partnership with government authorities – we have made huge progress in the States of Rajasthan, Maharashtra, and Mizoram.

We have been a trailblazer in the fields of technology and automation without which we wouldn’t have been able to scale our programmes effectively. We have ensured consistency and quality across geographies through our ability to innovate using technology and programmes. The values in our culture help encourage innovation. We have not once been afraid of dreaming or coming with creative solutions to challenges that our children or young people face. The Google programme marks our intervention with children in standards 11 and 12, affecting a successful transition from school to work.

The National Skill Development Corporation (NSDC) certification of Magic Bus Livelihood programme gives our efforts a boost. We are now being seen as adding value to the lives of children and young people in the country. This kind of support will only help us realise our dream of reaching out to 2 million children and young people in the future.

Matthew Spacie
Founder, Magic Bus India Foundation
### FINANCIALS

**Magic Bus India Foundation**

**Balance Sheet**

**as at 31 March 2020**

**(Currency: Indian Rupees)**

**OWN FUNDS AND LIABILITIES**

<table>
<thead>
<tr>
<th>Note</th>
<th>31 March 2010</th>
<th>31 March 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2,660</td>
<td>2,636</td>
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<tr>
<td>4</td>
<td>64,048,823</td>
<td>55,882,276</td>
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<tr>
<td>5</td>
<td>63,007,523</td>
<td>53,919,279</td>
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<tr>
<td>3</td>
<td>10,044,791</td>
<td>8,705,189</td>
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<tr>
<td>4</td>
<td>21,618,828</td>
<td>11,109,411</td>
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<tr>
<td>5</td>
<td>31,664,719</td>
<td>31,664,815</td>
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<tr>
<td>4</td>
<td>548,435,185</td>
<td>340,776,709</td>
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<tr>
<td>5</td>
<td>2,915,813</td>
<td>1,693,607</td>
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<tr>
<td>6</td>
<td>852,211,819</td>
<td>687,614,862</td>
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<tr>
<td>7</td>
<td>67,822,468</td>
<td>471,314,780</td>
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**ASSETS**

<table>
<thead>
<tr>
<th>Note</th>
<th>31 March 2010</th>
<th>31 March 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>74,620,946</td>
<td>70,376,810</td>
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<tr>
<td>4</td>
<td>19,997,523</td>
<td>16,726,126</td>
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<td>8,757,740</td>
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<td>115,615,194</td>
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<td>15,226,644</td>
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<td>56,778,094</td>
<td>52,982,427</td>
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<td>383,943</td>
<td>1,602,439</td>
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<td>56,642,423</td>
<td>255,901,036</td>
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<td>12</td>
<td>77,833,468</td>
<td>71,359,789</td>
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</tbody>
</table>

**Significant Accounting Policies**

**Statement of Income and Expenditure**

**for the year ended 31 March 2020**

**(Currency: Indian Rupees)**

<table>
<thead>
<tr>
<th>Note</th>
<th>31 March 2020</th>
<th>31 March 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>857,381,397</td>
<td>863,619,911</td>
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<td>14</td>
<td>9,296,408</td>
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<td>15</td>
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<td>16</td>
<td>813,894,533</td>
<td>750,176,292</td>
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<td>17</td>
<td>44,234,611</td>
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<td>18</td>
<td>89,682,817</td>
<td>87,113,977</td>
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<td>19</td>
<td>560,192,261</td>
<td>815,581,074</td>
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<td>20</td>
<td>10,452,694</td>
<td>12,674,021</td>
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</table>

**Magic Bus India Foundation**

**Table of Directors**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jyotiraj Khattar</td>
<td>Director</td>
</tr>
<tr>
<td>Dipak Valke</td>
<td>Director</td>
</tr>
<tr>
<td>Rajni Majumdar</td>
<td>Chief Financial Officer</td>
</tr>
</tbody>
</table>

**Mumbai**

**20th December 2020**

**Mumbai**

**20th December 2020**
www.magicbus.org

MAGIC BUS INDIA
3rd Floor, JK Textiles Building,
Mehra Estate, Near Jaswanti Landmark, LBS Marg, Vikhroli West,
Mumbai-400 079
Tel: 022-6243-4848
All donations to Magic Bus are eligible for 50% tax exemption under section 80G of the Income Tax Act.
Magic Bus is a non-profit organisation, registered as Magic Bus India Foundation under section 25 of the Companies Act 1956.

MAGIC BUS USA
1080 Eldridge Parkway
Suite 1175
Houston, TX 77077
www.magicbususa.org
Email: info@magicbususa.org
Magic Bus is a 501(c)(3) organisation
EIN: 27-3053614
Contributions are tax deductible in accordance with IRS rules and regulations.

MAGIC BUS UK
Cawley Priory, South Pallant, Chichester, PO19 1SY
www.magicbusuk.org
Email: info@magicbusuk.org
If you are a UK taxpayer, we can claim Gift Aid on your donation and receive 25% of the donation back from the government.