SCALING TO SIGNIFICANCE
Annual Report 2021-22
FROM THE CEO’S DESK

Dear Friends,

The COVID-19 pandemic has been a turning point in history and it has reinforced the importance of speed and agility in times of crisis. At Magic Bus, our talented, passionate and committed team of over 2150 people came together to make a significant impact in the communities we serve.

I am pleased to report that we have achieved several notable accomplishments over the past year. To begin with, we set ourselves a new goal; to empower 16 lakh adolescents and skill and place 5 lakh youth by 2026. We accelerated our efforts to scale our programme interventions, strengthen partnerships, and diversify our funding portfolio in an agile and innovative manner.

We aligned our life skills framework to the new National Education Policy objectives and began working on cultivating strong partnerships with state governments. We were also selected as a partner under the UNICEF Young Warrior NXT project to pilot a teacher-led life skills delivery programme with 1,500 adolescents.

In our livelihood programmes, we have rolled out a full spectrum of programs to meet the dynamic demand for skilled professionals across urban and peri-urban areas. We were selected by the National Skill Development Corporation as an implementation partner and one of the first NGOs in India's first-ever Skill Impact Bond. Under this programme, we are providing livelihood skilling to approximately 15,000 youth, of which 60% are women.

We believe in listening to our funders and constantly measuring ourselves through periodic surveys and reviewing processes. Our core objective is to up skill and upgrade to deliver the best with complete responsibility and accountability and be an outstanding partner to all our funders.

It fills me with immense pride to share that Magic Bus has been certified as a Great Place to Work® and India’s Best Employers among Nation Builders, thanks to our emphasis on building a healthy internal culture.

We are now moving at a great speed in terms of amplifying our capacity and capabilities towards achieving our goals. We are grateful for the support of our donors, partners and volunteers, without which none of this would have been possible. We look forward to making an even greater impact in the coming year.

Sincerely,
Jayant Rastogi,
Global CEO, Magic Bus India Foundation
ABOUT MAGIC BUS

Who Are We?

Magic Bus is one of the top five NGOs in the education and skilling space in India. Founded in 1999 by Matthew Spacie in Mumbai, we have grown into an organisation with a pan India presence. Over the last 23 years, we have worked with young people, living in poverty, taking them from a childhood full of challenges to a life with meaningful livelihoods.

What Do We Do?

Magic Bus’ Childhood to Livelihood programme impacts adolescents and youth in the age group of 12 to 24 years. We equip them with the skills and knowledge they need to grow up and move out of poverty.

Our Vision

A world where young people* break out of poverty to lead fulfilling, rewarding lives and contribute positively to their communities.

Our Mission

To equip vulnerable young people* with the life skills** that enable them to thrive in the transition to adulthood.

Our Values

- **Passion**: We will work with entrepreneurial zeal to achieve organisational objectives.
- **Integrity**: We will be truthful to ourselves and Magic Bus.
- **Respect**: We will respect our internal and external stakeholders, diversity of people, ideas & culture.
- **Innovation**: We will promote viable and implementable innovation at our workplace.
- **Collaboration**: We will always be a united team at Magic Bus by upholding each other and honouring one another’s commitments.

Footnote: (*) WHO defines ‘Adolescents’ as individuals in the 10-19 years of age group and ‘Youth’ as the 15-24 year age group. While ‘Young People’ covers the age range 10-24 years. (**We define life skills broadly to include self-management skills, literacy and numeracy skills, employability skills and citizenship skills.

Global CEO,
JAYANT RASTOGI

Founder,
MATTHEW SPACIE

About Magic Bus
www.magicbus.org | 04

About Magic Bus
www.magicbus.org | 05
1999 FOUNDATION OF MAGIC BUS
Matthew Spacie envisioned Magic Bus while playing Rugby with street children.

2000-2008 SPORTS FOR DEVELOPMENT

2000 Magic Bus Bangladesh

2002 Ashoka Fellowship Award

2004 Magic Bus UK & Development Marketplace Award From UN

Foundation of Magic Bus

2009-2014 STRENGTHENING OF LIFE SKILLS MODEL

2010 Magic Bus USA

2012 Rashtriya Khel Protahan Award

2014 MoU with MH & MZ states

2015-2019 CHILDHOOD TO LIVELIHOOD

2015 Inaugurated 1st Livelihood Centre

2016 Magic Bus Nepal & Myanmar

2017 Magic Bus Bangladesh

2019 MoU with MH & MZ states

2020 COVID-19 RELIEF PROGRAMMES

2020 Great Place to Work

2020 Certifed India's Best Employer Among Nation-Builders

2020 Selected for 1st Skill Impact Bond

2021 400K

2021 Onwards BUILDING CAPACITIES FOR 5X GROWTH

2021 Inaugurated 1st Livelihood Centre

2026 Our Aim

Legend:

Outreach (Young People)
1. **Childhood Programme**

Magic Bus works with adolescents for their holistic development, to help them thrive in their journey to adulthood. We teach them life skills in the way they understand through our activity-based curriculum. We also focus on Education Enhancement to improve their basic literacy, numeracy and their overall grades in school. The life skills sessions help adolescents overcome hurdles and equip them to complete secondary education.

Through our Community Connect intervention, we work with multiple stakeholders from an adolescents’ connected ecosystem. By engaging with parents and the larger community, we ensure they support adolescents’ aspirations. This transforms not just a child but an entire community.

2. **Livelihood Programme**

Magic Bus helps youth become first-generation salary earners in their families. We enhance employability by imparting life skills and employability skills and connecting young people to sustainable livelihood opportunities in sectors such as Retail, ITeS, Hospitality and BFSI. We provide youth with sector-specific training, job placements and post-placement support.

We launched the Entrepreneurship Development Programme under the Magic Bus Livelihood Programme with an aim to assist and mentor young people from underserved communities who aspire to become entrepreneurs. We enable them to start and manage their micro-enterprises and combat unemployment through alternative livelihoods.
OBJECTIVES

Our next 5 years goal

Adolescent Programme Outreach
Scale up from 360K adolescents to 1.5 - 2.0M Adolescents

Livelihood Programme Outreach
Scale up from 85K youth enrollments to 200K - 500K Youth Enrollments

To achieve this, Magic Bus undertook a thorough strategy planning exercise in the beginning of 2021-22 with the support of Dalberg and Bridgespan.

The objectives of this strategy planning exercise were to:

1. Redrafted its mission statement – To equip vulnerable young people* with the life skills that enable them to thrive in the transition to adulthood.
2. Decided to focus on five outcome areas for young people in India viz. Empowerment, Academic Success, Employability, Job Attainment and Workplace Success
3. Defined two distinct life-skills anchored approaches for adolescents and youth

As an outcome of this strategy exercise, Magic Bus has

1. Life Skills Education for Adolescents (12 - 18 Yrs.)
   - Proving and implementing a school-based model that works at significant scale and can be integrated within government system

2. Life Skills-based Training and Livelihood Opportunities For Youth (18 - 25 Yrs.)
   - Large scale delivery through own centers and college/university tie-ups, leveraging partners and technology to achieve unparalleled efficiency and quality of programming

A list of 150+ strategic initiatives across functions have been charted out for the same.

The National Education Policy, 2020 has been very positive for Life Skills education. To align ourselves better with the government, we are now enhancing our life skills framework. We are also developing new programme models – innovative approaches for cultivating new and leveraging existing government partnerships. We launched Community Learning Centres (CLCs) to generate grassroots-based interest and participation in literacy and education continuation. In the livelihood and skillling space, Magic Bus became one of the five implementation agencies chosen in India’s first-ever Skill Impact Bond led by NSDC. We are now enhancing our diversified funding portfolio to turn our vision into reality. These initiatives in tandem, will pave the path to achieving our five year goal.
**Best-In-Class Programmes**

**Direct Delivery**

School-based, community embedded, programme delivered by Magic Bus staff

**Government Partnership**

School-based programme, leveraging teacher training for delivery of Life Skills Education

**Livelihood Connect**

Life and employability skills training, placement, and post-placement support

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**Outcomes of Focus**

**Academic Success**

School participation, regularity, grade transition, learning engagement and foundational literacy and numeracy

**Empowerment**

Agency (especially for girls), resilience, self-efficacy, problem solving, gender equality, teamwork and communication

**Employability**

Career awareness, digital literacy and financial literacy

**Job Placement**

Placement in sustainable jobs with aspirational starting salaries and retention in jobs

**Workplace Success**

Long-term income, job satisfaction, performance at workplace

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**Strategic Pathways**

**Life Skills Education (LSE) for Adolescents (12-18 Yrs)**

Proving and implementing a school-based model for LSE for adolescents that works at significant scale and can be integrated within the government system

**Life Skills-based Training and Livelihood Opportunities for Youth (18-25 Yrs)**

Large scale direct delivery, leveraging partners and technology to achieve unparalleled efficiency and quality of programming
Recognising the need to rework the existing Life Skills framework based on the evolving world, the Magic Bus has formulated a framework of seven core life skills to be delivered through our programmes. The new framework retains the strengths of the older framework, with essential revisions for the present and future scenarios. This consists of seven core skills. This is then devised into five thematic areas namely Health, Wellness, Active Citizenship, Education and Work Readiness.

The core goal is Empowerment and Gender Equity.

**NEW LIFE SKILLS FRAMEWORK**

- **Health**
- **Wellness**
- **Active Citizenship**
- **Education**
- **Work Readiness**

**Emotional Skills**
- Self-Awareness
- Inter-Personal Skills
- Communication
- Collaboration

**Social Skills**
- Creativity
- Problem Solving
- Thinking Skills

**Cognitive Skills**
- Strategic Direction

**This Comprehensive Life Skills Framework**

- **01** Aligns with 21st Century Realities
- **02** Meets Young People’s Aspirations
- **03** Supports Academic Learning
- **04** Equips For Sustainable Livelihoods
- **05** Enhances Well-being, Agency, and Empowerment
- **06** Is Scalable in Diverse Settings

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**CHILDHOOD PROGRAMME**

**Pan-India Outreach**

<table>
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**Outlook & Impact**

**Pan-India Impact**

Perceived self-efficacy of adolescents on the Magic Bus programme improved by **31%** (From 51% at baseline to 82% at endline)

Resilience of adolescents on the Magic Bus programme improved by **34.7%** (From 59% at baseline to 94% at endline)

Adolescents on the Magic Bus programme have improved gender sensitivity by **21%** (From 54% at baseline to 75% at endline)

School regularity of adolescents has increased by **21.8%** (From 67% at baseline to 88% at endline)

Willingness to study up to graduation and above of adolescents on the Magic Bus programme improved by **19%** (From 54% at baseline to 73% at endline)

*Data is based on multiple external evaluations of Magic Bus adolescent programmes.*
**LIVELIHOOD PROGRAMME**

**Pan-India Outreach**

- **77,621** Outreach
- **73,111** Placed
- **52%** Girls in overall placement
- **66** Livelihood Centres
- **400+** Colleges
- **8** Entrepreneurship Incubation Centres

**Connect With Work Programme**

- Placement Target: **50,208**
- Placed: **52,601**
- % Placed: **105%**

**Skilling Programme**

- Enrolled: **14,170**
- Placed: **9,553**
- Average Salary: **₹12,480**

**Urban Recovery Programme**

- Placement Target: **11,610**
- Placed: **11,610**
- % Placed: **100%**

**Entrepreneurship Development Programme**

- Enrolled: **268**
- Graduated so far: **172**
- Total Businesses Started / Existing: **137**
Our Childhood Programme includes the teaching of life skills like teamwork, problem-solving, managing self, learning to learn and communication. This enables young people to complete their education by becoming more resilient and show higher self-efficacy in the face of destabilisers like child labour. We offer education enhancement to reduce the gap in learning levels of basic literacy and numeracy and, conduct teacher training to improve education outcomes in schools. We believe in connecting with the community to strengthen the adolescents’ ecosystem which includes parents, school teachers, local leaders and school management committees.

At the beginning of the Financial Year 2021, India was still experiencing the impact of the Covid-19 pandemic. While people were adjusting to the ‘New Normal life’, adolescents had issues like being unable to attend school due to an additional load of sharing the household chores, lack of funds for education, dealing with learning loss, lack of socialisation and a fear of getting back to school physically. The challenge for us was to bring the adolescents back to school. We started with energising activities and providing adolescents with stationary kits, shoes and bags that would bring them back to school. In some locations where the effects of the pandemic were more severe, we continued to deliver sessions online as we wanted adolescents to be at par with their studies and remain stress-free.
Community Learning Centre (CLC)

Community Learning Centres (CLC) cover a wide range of development programmes focused on education and life skills for adolescents from poor urban and rural communities. Tackling Foundational Literacy and Numeracy (FNL) and promoting formal education for children are important aspects addressed by the Magic Bus CLC. The CLC programmes focus on bringing adolescents up to speed on their learning levels, facilitating peer-to-peer learning and providing a safe space for development.

The CLC programme serves as an establishment of a learning system within the communities through linkages with other community education programmes operating in selected urban / rural areas. The emphasis is on poverty reduction through the promotion of education and training in practical life skills.

These Community Learning Centres are safe learning spaces that:

- Enable continuity of education
- Increase interest in learning
- Facilitate peer-to-peer learning
- Build resilience through critical life skills education
- Act as a safety net by providing a peer support group for adolescents to cope with challenging situations

Magic Bus CLC has two modes to deliver Foundational Literacy and Numeracy inputs —
1. The paper pencil approach and
2. The Ed-tech approach supported by Education Initiatives' Mindspark e-learning platform.

SCALE

School Completion And Livelihood Enablement Programme

Through the School Completion and Livelihood Enablement programme, Magic Bus aims to equip adolescents with life skills that help build their resilience, self-efficacy and confidence. By supporting the holistic development of an adolescent, we enable them to face destabilisers like child labour and child marriage, and complete their education so they can build better futures for themselves.

The SCALE programme operates with an approach of training of teachers to deliver life skills education to adolescents in Grade 6 to 10 by partnering with Government system. Our intervention also includes the activation of School Management Committees, counselling of parents, creating peer support structures and community engagement activities.

The programme has a collaborative approach with the government. While we gradually build our narrative with the local, district and state governments for government programme adoption, short-term work starts with an implementation MOU for running the programme for 5 years. Currently, we are working in Aizawl in Mizoram and Bhandara and Chandrapur in Maharashtra and aim to scale to three more districts by 2023.
SCALE Programme Partners

Azim Premji Philanthropic Initiatives is providing Magic Bus with funding support for five years to build a programme delivery model that is efficient and has the potential to scale for saturation, with strong Government partnership. The grant also supports Magic Bus to strengthen the funding mechanism to sustain the programme and organization. The programme has helped us establish our resource mobilization verticals and strengthen the government partnership programme to impart life skills to more than 80,000 adolescents studying in Grade 6 to Grade 10.

Echidna Giving is supporting Magic Bus for a three-year project in six blocks of Chandrapur to impart life skills to 28,000 adolescents who aspire to complete Grade 10 of their education. The programme is delivered through an activity-based experiential learning approach by partnering with 370 government and government-aided secondary schools.

The Magic Bus SCALE programme has been expanded with Kadoorie Charitable Foundation’s support. The project is providing life skills education along with Foundational Literacy and Numeracy (FLN) support to 2200 adolescents enrolled in tribal residential schools in three blocks in Vizag, and a teacher-led life skills school programme with 2500 adolescents in one block in Chandrapur. Through this support, we could saturate the Sawali block of Chandrapur.

Magic Bus is the Government Engagement Partner (GEP) for the state of Mizoram in the 18-member consortium of the Life Skills Collaborative (LSC). In our role as GEP over the last 1.5 years, Magic Bus has established a strong rapport and buy-in from the government of Mizoram for implementing the activities under the LSC.

Under this partnership, Magic Bus is working to:

- Validate the future readiness and emotional well-being tools with early and late adolescents in two districts.
- Validate the teacher and systems assessment tools in two districts.
- Carry out the pilot assessments in five districts covering a total of 10,600 adolescents, 50 govt. system officials and 250 school teachers.
- Scale up the assessments to a state-wide level.

Furthermore, a glossary of 51 life skills has been created by LSC partners. The glossary has been designed to be used as a tool to gain a common understanding of terms associated with life skills and is currently being translated into Marathi, Hindi and Mizo. To familiarise the Mizoram government officials with the glossary and to facilitate the contextualization and translation of the glossary, a half-day workshop with representatives from the DIETs, SCERT, Samagra Shiksha and Department of Education was conducted. The workshop was successful and also served as a platform to touch base with government officials and reinforce the life skills education work going on in the state.
Go to text.
Adolescent Resource Centre

Magic Bus established Adolescent Resource Centres to provide adolescents from underserved communities with access to learning tools and resources such as educational posters, nutrition charts, books and learning materials.

Magic Sheets

The programme development team introduced worksheets (termed Magic Sheets), home tasks, and group tasks in December 2021. The objective was to improve session effectiveness through self-learning and continuous or extended learning opportunities for adolescents, recognising that session time in schools is not sufficient and cannot be increased beyond a point given multiple schools and teacher priorities. After the successful implementation of the pilot project, we scaled it across all projects.

Community Young Leaders

Ankit Sharma and Kumkum Sharma

The adolescents of Keshav Nagar in Ajmer lacked a clean and safe playground as the village playground was marred by thorns, wild trees, plants, garbage, and glass. Our Community Youth Leaders Ankit Sharma and Kumkum Sharma, took the lead to make a change. Together with our Youth Mentor, Soniya Jangid, they submitted an application to the village councillor to resolve this issue. This led to quick action by the local authorities who cleared the ground. Now, our young leaders are urging the local councillor to build a boundary wall to make the playground safer.

Pradip

The locals of Valmiki Basti Bohar would often face complete darkness as their faulty electric transformer would catch fire. The constant blackouts affected everyone however the local adolescents’ education suffered the most. Pradip, a Community Youth Leader of Magic Bus, harnessed the power of social media and registered a complaint with the relevant higher authorities through his Twitter account. His quick action pushed the authorities to spring into action and repair the transformer, restoring power to the lanes of Valmiki Basti.
While the demographic dividend could be in favour of India, the majority lack the skills that are necessary for employment in the formal sector. According to the International Labour Organization, individuals with a combination of skills, such as broad-based education and training, basic and portable high-level skills, including teamwork, problem-solving, information and communications technology (ICT) and communication and language skills are most employable and adaptable to changes in the world of work.

Our livelihood programme equips young people with core employability skills and life skills that enable them to secure a job of their choice in high-growth sectors.

According to the World Economic Forum Study, 2021, today over 50% of employer’s list life skills like problem-solving, collaboration and communication among the top valued job skills.

Magic Bus’ livelihood skilling programmes are developed for young people in the age group of 18 and 25 years, who have completed 10th or 12th standard and are not in education, employment or training. Our programme participants come from underserved communities and their family income is below ₹1,20,000 per annum. The duration of our livelihood programmes varies between a 10-day bootcamp model and two-months model. We provide youth with sector-specific training and placements in grey and white collar jobs in IT & ITeS, Retail, E-Commerce, Sales & Marketing, BFSI, Hospitality.

We also provide post-placement support to ensure youth are able to retain their job after placement.

During the pandemic Covid-19, Magic Bus was the first organization to completely transition the livelihood programme to virtual mode. Recognising the scaleable nature of this delivery model, we integrated elements of our fully-virtual programmes into our updated blended livelihood programme model.
We have four programmes under our main livelihood programme.

1. **Youth Skilling Programme**
   - Blended Skilling
   - Get Into
   - Skill Impact Bond

2. **Connect With Work Programme**

3. **Digital Vocational Programme**
   - Accounting ERP

4. **Entrepreneurship Development Programme**

Our Youth Skilling Programme offers employability education to young people to improve financial literacy, digital literacy and spoken English. We also provide youth with mentoring, career awareness and interview preparation to get them ready for the world of formal employment. These core employability skills equip youth to secure sustainable employment in high-growth sectors.

It involves sector-specific training in Retail, IT & ITeS, BFSI, E-Commerce and Hospitality. We provide youth with transferable 21st-century life skills and customer-centric training with a focus on empowering youth to be adaptable.

Through interview preparation and mock interview sessions, youth become ready to tackle job interviews with ease. Following the training, we conduct job fairs and placement drives to connect youth to sustainable livelihood opportunities. To ensure youth are able to not only secure a job but also retain it, we provide them with post-placement support for up to six months.
1) **Blended Skilling Programme**

The Magic Bus Blended Skilling Programme has an innovative approach built for imparting life and employability skills to youth from underserved communities by leveraging technology.

The programme consists of in-person life skills and digital literacy sessions and virtual spoken English classes, with a collaborative and peer-learning approach.

This programme is a strategic partnership between Magic Bus and Michael Susan Dell Foundation (MSDF) to explore new pathways to reach out to more youth. MSDF invests in education, financial services, jobs, and livelihoods to give India’s urban poor more opportunities for success. Some of the strategic work we have done with them so far has helped set benchmarks and create structured milestones to help provide the best-of-class environment of growth for young people. This strategic partnership between MSDF and Magic Bus started in 2015 and has been divided into 3 phases, where the third phase will continue until 2023.

2) **Get Into Programme**

Get Into is a sector-specific employability programme, delivered by Magic Bus in partnership with Prince’s Trust International and developed with employers to support young people in jobs within that sector.

The programme works with young people who are ‘work-ready’ but do not have the relevant professional skills or experience to enable them to move into the formal labour market. Each programme is sector-specific and is designed together with employer partners in order to meet the skills gap they experience. By plugging this gap we break down barriers between unemployed young people and employers – resulting in meaningful and sustainable employment for young people. The eight-week programme consists of life skills and employability skills training, sector-specific skilling, on-the-job training and placement and post-placement support. Through the programme, we place youth in entry level jobs in sectors such as ITeS, Retail, BFSI, E-Commerce, Healthcare and Hospitality.
The National Skill Development Corporation (NSDC) launched the Skill Impact Bond (SIB) in 2022 and Magic Bus was selected one of the first NGOs and implementation partners. A first in India in the skilling space, this programme model will drive innovations in programme interventions and performance management systems. It will identify capable models in solving the challenges in the skilling ecosystem and bring a focus on aligning various outcomes. The project addresses a few key challenges which India faces today namely, skilling the huge population of youth, connecting them with sustainable jobs and improving the participation rate of women in the country which stands below 20% nationally.

SIB is a four-year project divided into eight cohorts conducted for six months. The cumulative enrollment target for Magic Bus through this project is 14,857 youth.

We have completed the enrollments of

Cohort 1

where

1,000 youth were enrolled in 3 months

Now in Cohort 2 (2022 - 23)

where our enrollment target is

1,720 youth in 3 months

This is a female-centric project where the target for enrollment of young women is 80% of the total enrollment.

This project is currently operational in seven locations across India, including Delhi, Mumbai, Jaipur, Kolkata, Chennai, Hyderabad and Bengaluru. All the youth enrolled in this programme are assessed and certified in the end by a third-party assessment agency (this is an NSDC-recognised agency). After the assessment, youth are to be placed in jobs within the next 60 days and supported for 90 days after placement. In 2021 – 22 Magic Bus has successfully enrolled 1000 youth and placed 730 out of them in formal sector jobs with an average salary of ₹14,000.
The Magic Bus Accounting ERP Programme is a free advanced course that certifies youth in Tally Essentials. Our skilled trainers conduct sessions on the fundamentals of Accounting, Generating Financial Statements and MIS Reports, Data Security, Company Data Management, GST, TDS, Management of Business Data and more. Knowledge of Tally software increases job opportunities across public and private sectors such as BFSI, Retail, Manufacturing, IT & ITeS, Trade and other segments. This advanced-level certification from Tally is for candidates aspiring for growth in their careers. We prepare youth for mid-level job roles and get them work-ready through life skills training and employability skilling.

Under the umbrella of the Entrepreneurship Development programme, launched in 2019, we equip aspiring entrepreneurs from underserved communities to start and manage their micro-enterprises, and combat unemployment through alternative livelihoods.

We aim to build youth’s leadership capital, knowledge and skill capital, social capital and development capital to successfully start and run micro-enterprises.

Our programme is run through eight incubation centres strategically located in three regions namely; North - Jaipur and Delhi; South - Mysore, West - Thane, Bhandara and Palghar districts. We work with knowledge partners like deAsra Foundation, Deshpande Foundation and Lightbox to provide mentorship support to these young entrepreneurs. We also worked with iCreate India to provide technical support for Business Plan validation and customised training content for entrepreneurial skill building.

Achievements so far:

Setting up Business
We successfully mobilized, trained and supported 133 young aspiring entrepreneurs to set up their micro and nano enterprises.

Creating Job Creators
We have 40 entrepreneurs who have created job opportunities for 70 youth from their local ecosystem.

Mentoring and Handholding Model
We have set up six Udhyam Sahayak systems in different regions, wherein our programme graduates become mentors for aspiring local youth entrepreneurs.
Programmatic interventions must respond to the need of the hour. When the Covid-19 pandemic broke out, Magic Bus surveyed the impact of the lockdown on school education and livelihood among the marginalized populations in India. While the widespread loss of household income due to the pandemic is a generally accepted fact, the survey revealed that 41% of households were unable to afford school fees, and 83% of children don’t have access to online learning resources.

**Urban Recovery Programme**

Due to the widespread loss of household income due to the Covid-19 pandemic lockdown, we found that 41% of households were unable to afford school fees, and 83% of adolescents did not have access to online learning resources. The Urban Recovery Programme implemented by Magic Bus was an 18 months rapid response strategy program for urban households who faced immense economic hardships due to loss of income, loss of job and food insecurity in selected locations.

The purpose was to help households to recoup their income to the pre-COVID-19 level by placing at least one displaced/out-of-work youth/adult into entry-level jobs in the formal and semi-formal sectors. Besides this, the intervention aimed at re-enrolling adolescents in schools to prevent dropout and increase school regularity.

We placed 12,691 youth across Maharashtra, Jammu & Kashmir, Uttar Pradesh, Himachal Pradesh and Karnataka. With Maharashtra accounting for 76% of the total outreach, we achieved 106% of our target placements. Youth and adults were placed in jobs across sectors including banking, retail, ITES, hospitality, security, housekeeping, packaging, manufacturing, store operations, etc. The total income recouped through the programme pan-india is approximately INR 14.5 crores across 11,660 households.

**Rural Recovery Programme**

The pandemic also prompted a reverse migration of individuals to their rural hometowns. To build resilient livelihoods in rural areas and facilitate inclusive growth through poverty alleviation, Magic Bus launched the Rural Recovery Programme.

The programme was conducted in 13 villages across Aurangabad, Villupuram, Gadchiroli, Keonjhar, Vizag and Ajmer. By linking the stakeholders with government programmes like MNREGA, we recouped the income of 3218 households and achieved an average income recoupment of INR 23,772 per household.

We also engaged with adolescents to ensure the continuity of education. Through the life skills sessions, 82% of adolescents improved their problem-solving capacity from ‘poor’ to ‘average’ and, 21% of adolescents built ‘good’ decision-making and self-management skills.
NEW PARTNERSHIPS
Mark Scanlon supports two Magic Bus programmes. The Adolescent Programme conducted in Kolkata, West Bengal has an outreach of 1200 adolescents across six government schools, over one year. The Rural Recovery programme (RRP) in Ajmer was conceived after Covid-19 hit the country and the livelihoods of people were at stake. It was implemented in three villages to reach out to 504 vulnerable households and covers 549 adolescents. The programme aimed to support vulnerable families to ensure their regular income and provide linkages with various welfare schemes and enable youth to enhance their life skills and opportunities for suitable career options. We also ensured the learning continuum environment for adolescents and equipped them with information about the importance of education.

FIFA Foundation

The FIFA Foundation Football For Hope programme is implemented in Mysuru, India covering an outreach of 1750 adolescents from Grade 6 to 8 in government schools. It is a Childhood to Livelihood (C2L) programme that uses football as a tool for social development.

Barclays

Barclays and Magic Bus collaborated on the Connect With Work programme to ensure access to job opportunities for young people from underserved communities in Delhi NCR, Uttar Pradesh, Haryana, Mumbai, Pune, Gujarat, Rajasthan, West Bengal, Tamil Nadu, Chennai, Telangana, Andhra Pradesh and Karnataka. The primary objective of the project is to ensure access to job opportunities for the young graduates seeking employment that are, a.) from households whose income was impacted by the Covid-19 pandemic b.) from lower-income and underprivileged backgrounds and c.) are unemployed due to the pandemic.

Windlake

Magic Bus and Windlake Ventures partnered to conduct the Holistic Education Programme in Tirunelveli, Tamil Nadu to empower adolescent girls. We are imparting life skills education, as well as core education enhancing components such as Foundational Literacy and Numeracy.

GiveIndia

GiveIndia is not for profit organization which works as an umbrella NGO where they raise the funds for various causes at the pan-India level. We have received Grants through various GiveIndia partner corporate and India Covid Relief Fund campaigns (ICRF) for ration distribution to Covid-affected families. Through this, we distributed 16,050 ration kits in Lucknow - Uttar Pradesh, 6433 ration kits in Baddi, North Delhi, Jaipur, Ludhiana and Karnal, and 1245 ration kits in Joynagar, Pune and Guwahati.
Global Fund for Children

Under the Covid-19 response fund supported by Global Fund for Children, we reached out to 630 households in rural Ajmer (Rajasthan) and provided dry ration kits and hygiene kits. Local Primary Health Centres were also provided infrastructural support through the grant. Intensive awareness campaigns were undertaken to dispel vaccine hesitancy and encourage community members to follow Covid-19 appropriate protocols. Learning engagement sessions were also conducted with children to ensure that adolescents remain connected to their studies and that their interest in learning does not dwindle.

Kishinchand Chellaram Foundation

Under the Covid-19 response fund supported by Kishinchand Chellaram Foundation, we reached out to 1140 households in rural Bharuch (Gujarat) and provided dry ration kits and hygiene kits. Furthermore, local Primary Health Centres were also provided infrastructural support through the grant. Extensive work was done on awareness generation against vaccine hesitancy and 100% vaccination status was achieved in these villages. Sessions on learning engagement were also conducted with the children.

Leon Lewis

The Leon Lewis programme in Ajmer is a Rural Recovery programme covering 400 vulnerable Households and 402 adolescents. It was initiated in April 2021 in five villages in Ajmer, Rajasthan. The programme’s objective was to support vulnerable families to ensure their regular income and linkages with various welfare schemes and to enable youth to enhance their life skills and provide opportunities for suitable career options. We also ensured the learning continuum environment for adolescents and equipped them with information about the importance of education.

Lowe

Lowe’s India is supporting Magic Bus ‘Get into’ Youth Skilling Center in Bengaluru, Karnataka. The programme aims to help less privileged youth acquire 21st-century job skills, followed by placement support. After the outbreak of the COVID-19 pandemic, Magic Bus shifted to a blended approach with online training sessions to ensure continuity of the programme. Through this partnership, which was initiated in November 2020, we are reaching out to over 1100 youth in three years. The youth in the programme are first-time job seekers from low income community groups and have completed their higher secondary education or are in their final years of college. A minimum of 50% of the beneficiaries in the programme are girls.
Manchester City

The Manchester City Citizens’ Giving Programme is being implemented in Kolkata, Bangalore and Mumbai to spread awareness and empower young people through football activities. In Kolkata, the “Healthy Goals” project uses football with education on health and hygiene so that young people have the power to stay safe and healthy. In Bangalore, the “Water Goals” project was implemented in government schools and combined life skills education with sessions on WASH (Water Sanitation Hygiene). In Mumbai, the “Water Heroes” project raises awareness of waterborne illnesses.

Mettler Toledo

Mettler Toledo and Magic Bus joined hands to conduct the Adolescent Education Programme for 2250 adolescents in Bombay Port Trust areas of Sewri, Wadala and Parel in Mumbai. Together we are empowering adolescents studying in class 6-8 in Government/Government Aided Schools for a period of 3 years. We aim to enable adolescents from underserved households to complete their formal education (Grade 10) and equip them with life skills so they can emerge as effective learners with strong life and employability skills.

Tesco

Tesco is supporting a Magic Bus ‘Get into’ Youth Skilling Center in Bengaluru, Karnataka. The programme aims to help less privileged youths acquire 21st-century skills followed by placement support to ensure the youth are placed into jobs. After the outbreak of the Covid-19 pandemic, Magic Bus shifted to a blended approach with online training sessions to ensure the continuity of the programme. A minimum of 50% of the beneficiaries in the programme are girls.

Oval Foundation

The Oval Foundation is a Childhood to Livelihood (C2L) programme with an outreach of 1000 adolescents from grade 6 to 10 implemented in West Bengal. The programme closed in February 2022.

Von Opel

The Von Opel programme is a Rural Recovery Programme implemented in Ajmer, Rajasthan covering 500 vulnerable households and 508 adolescents over a period of two years until September 2022. The objective of the programme was to support the vulnerable families to ensure their regular income and linkages with various welfare schemes and enable youth to enhance their life skills and opportunities for suitable career options and also ensuring the learning continuum environment for adolescents and equip them with information about the importance of education.
TESTIMONIALS
I come from Jayanagar, West Bengal and here most girls do not study beyond the 8th standard. I always wanted to become a doctor but I had to drop-out of school during the pandemic and help my mother in doing odd jobs. I was sure my parents would marry me off soon. The Magic Bus team convinced me to join the programme where I learned about resilience and how to voice my opinions. They also helped me get an education scholarship and plan my studies along with my other chores. Thanks to Magic Bus I completed my class 10 and I even scored 86%! I am the first girl from my community to study till 10th standard.

Rabeya, 17 Years

I don’t like to miss any Magic Bus sessions. Not only because I get to spend time with my friends, but also because I get to learn a lot. I live in a rural area on the outskirts of Bangalore with my parents and two siblings. I help out with the household chores daily. During the Covid-19 pandemic I could not attend school but thanks to the Magic Bus online sessions I was able to stay on track with my studies and my classmates. I believe that only education can change our situation for the better.

Saleem, 14 Years

Roshni, a Class 9 student from Delhi, lives with her parents and younger brother. During the common mobilisation drive, our Life Skills Educator (LSE) met her family and counselled her parents. We explained the importance of completing secondary education and the role that Magic Bus plays in supporting the development of adolescents. After learning about the activity-based life skills sessions, Roshni was eager to enrol in the Magic Bus programme. However, her parents refused as they felt uncomfortable with their daughter playing with boys. For them it was clear, “Girls don’t play sports. It’s only for boys”, her father said.

One day, when Roshni was watching her friends participating in the Magic Bus sessions in school, she couldn’t resist the urge to join in, despite knowing that her parents would not support her actions. Overcome with joy and hope, Roshni decided to appeal to her father again.

After days of persuasion, he attended an orientation session where our Life Skills Educator explained the activities, the mentoring sessions and how they would help Roshni study better. He finally gave in and the spark returned to his daughter’s eyes.

Over the course of the programme, Roshni began to understand herself better. She learned how to manage her emotions and, how to make decisions and act on them. These learnings infused a sense of power in her and drastically transformed her attitude.

“Earlier, I used to wait for an opportunity to knock on my door. But now I know that I need to create opportunities if I want to shine,” said Roshni.

Through the life skills sessions, Roshni’s trainer recognised her talent in sports and encouraged her to join the school’s Kho-Kho team. Roshni soon became one of the best players and began to apply her learnings from the life skills sessions on teamwork. Her teacher was surprised to see her ability to manage the team and how she improved their performance.

Roshni and her team were also selected to participate in the Zonal Level Kho-Kho match and she now wants to compete professionally.

Like a true leader, Roshani ensures she completes her tasks and asks her peers if they need help. She shares her learnings and failures equally saying, “Don’t we all make mistakes and fail on the journey to becoming better? I know it is a process, and I am enjoying it.” She further adds, “I would have never dreamed of becoming a professional athlete if I had no help from the Magic Bus team, my teachers and my parents.”
I come from Jayanagar, West Bengal and here most girls do not study beyond the 8th standard. I always wanted to become a doctor but I had to drop-out of school during the pandemic and help my mother in doing odd jobs. I was sure my parents would marry me off soon. The Magic Bus team convinced me to join the programme where I learned about resilience and how to voice my opinions. They also helped me get an education scholarship and plan my studies along with my other chores. Thanks to Magic Bus I completed my class 10 and I even scored 86%! I am the first girl from my community to study all 10th standard.

Rabeya, 17 Years

During the pandemic I had to leave my graduation as I could not pay the fees. When my father lost his job, my mother was forced to take-up a job as a nanny so I decided to start earning to help my parents with the household needs. The Magic Bus sessions prepared me for a job interview and the team also helped me with creating a resume, confidence building, English speaking, and other important skills that would help me get a job. They helped me to secure a job at a call centre and today I am able to support my family. My confidence has increased a lot. I know that even if I face any challenges in my current job I can lean on Magic Bus for support. They'll help me out like they are helping others.

Liniya, 21 Years

I live in Dharavi with my family. During the Covid-19 lockdown, we faced a severe financial crisis. My studies stopped completely and I fell into depression. I had heard about Magic Bus and the sessions on life skill education and I knew they would help me find a job. Earlier I got an offer from Pantaloons but the job was too far from my home so I decided not to take it up. After that I got rejected from several job interviews and I felt very disappointed. Thanks to the continuous encouragement from Magic Bus, I was able to land a job with Jio Mart.

Ajay, 21 Years

Mantasha Shaikh lives in a small hut in Vikhroli with her parents and two younger siblings. Her father sells toys outside Ghatkopar station, while her mother is a homemaker. Mantasha longed to support her family financially. While she had completed her 12th grade, she lacked the basic skills and know-how required to secure formal employment. During a mobilization drive, the Magic Bus team met with her and explained the skills we impart to help youth develop themselves in order to secure stable employment. Excited by the possibilities, Mantasha visited the centre. However, her parents felt that her education qualification was sufficient as they planned to get her married as soon as she turned 18.

Through a counselling session, our team explained to her parents why it was important for her to get skilled and become independent. With her family’s support, Mantasha joined the Magic Bus Livelihood programme. Over the course of 45 days we trained her in Life Skills, Employability Skills, Spoken English, Digital Literacy, Financial Literacy and Interview Preparation.

While she was punctual and attentive, Mantasha lacked confidence. Through the programme, she developed skills like teamwork, relationship building, problem solving and resilience. Empowered by her learnings, she opened up and began to participate actively over time. When Mantasha first joined the programme, she has zero knowledge of computers and had to learn everything from scratch. She diligently practised each day and steadily improved.

Even during the course of the programme, Mantasha faced several obstacles as she lacked the financial means to travel to the centre. Yet, she never gave up and determinedly walked to the centre each day.

After the completing the training, she attended several job interviews and was soon selected in Beyond Enough. “My family is proud as I am the first and only female earning in my family. This job is only possible because of everything I learnt in Magic Bus. I am very happy with my job, and I feel the environment is positive and friendly. I am able to balance my professional and personal life.”

“My family is proud as I am the first and only female earning in my family. This job is only possible because of everything I learnt in Magic Bus. I am very happy with my job, and I feel the environment is positive and friendly. I am able to balance my professional and personal life.”

“Now I can confidently converse with my colleagues”

Mantasha Shaikh, Team Member - Beyond Enough Organization
AWARDS AND MEDIA
In April 2022, Magic Bus received the certification of Great Place to Work® and of India’s Best Employers Among Nation Builders for the second year in a row. Both recognitions were awarded by Great Place to Work® Institute.
The future of a country lies with its children and youth. There's nothing more sustainable than investing in the confidence and capacities of both children and youth. Listen to this podcast to know Jayant's thoughts on how Magic Bus is trying to make a dent in adverse situation and help young people on the journey from childhood to livelihood.

https://music.amazon.in/podcasts/eb137912-0f6e-4858-8906-0d872a95d665/episodes/36a35d2f-5d83-4511-9bfa-b884f1c5a007/the-good-sight-podcast-jayant-rastogi-global-ceo-magic-bus

Dhanashri Brahme, our Chief of Programme spoke about the long "Learning gap" of 20 months created by COVID-19 pandemic among children and young people and solutions to fill in the gap. Listen to the interview:

Magic Bus helped many students during the lockdown to study and be at par with their peers from the school. Watch the testimony of one of our programme participants:
https://www.facebook.com/magicbusindia/posts/3926925250704143
https://www.youtube.com/watch?v=oxeWrsJ-sMY

What makes Magic Bus a Great Place to Work? - Article by Jayant

Global CEO, Jayant Rastogi, Interview by The Outlook

Read the story: Magic Bus - Breaking The Cycle Of Poverty With Skills

Magic Bus’ work to reduce the digital divide - By Faye D’Souza

Magic Bus helped many students during the lockdown to study and be at par with their peers from the school. Watch the testimony of one of our programme participants:
https://www.facebook.com/magicbusindia/posts/3926925250704143
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Give2Asia
Giving For Good Foundation
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HCL Foundation
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Bloomberg
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Lowe's Services India Private Limited
Macquarie
Manchester City / Citizen’s Giving
Marsh McLennan
Mettler-Toledo India Private Limited
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MILLENIIU Synergy Gujrat Pvt Ltd
Mondelez
MPHASIS F1 Foundation
National Skill Development Corporation
Nestlé
Nikon India Private Limited
Nomura Financial Advisory and Securities (India) Private Limited
Nomura Fixed Income
Nomura Services India Private Limited - (NFC)
NTP Transatlantic
Nudge Lifeskills Foundation
Oracle
Oval Foundation
Pipeline Infrastructure Limited
Poddar Housing & Development Ltd
POWERICA Ltd
Price Waterhouse Coopers (PwC) India Foundation
Prince’s Trust International - (PTI)
Prudential
Randal Charitable Foundation
Robert Bosch
S H Kelkar and Company Limited
Samsara Finance Private Limited
Sandhu Charitable Foundation
SanDisk (WDC)
SCHINDLER India Pvt Ltd
Sitel India Private Limited
Societe Generale Global Solution Centre Pvt Ltd
Sotheby S Art Services India Private Ltd
State Street Corporate Services Mumbai Pvt Ltd
Studiosus Foundation
Tata AIG General Insurance Company Limited
Tata Motor Finance
Tata Projects
Tesco
The Global Fund
The TIDES Foundation - (Google)
Think Beyond Services Limited
Tom Shoes
UBS
Umro Resources Private Limited
United Nations Children’s Fund - (UNICEF)
United World College of South East Asia - (UWCSEA) - Singapore College
UTStarcom India Telecom Private Limited
Vestas
Vineet Pvt Ltd
Von Opel Foundation
Wells Fargo International Solutions
Wimbledon Foundation
Windlake Ventures
Wipro Cares
World Bank Group
WPP India CSR Foundation
Arpan Ramesh Sheth
Partner in Bain & Company
Deval Sanghavi
Co-founder and Partner at Dasra
Jaideep Khanna
CEO & Country Head of Barclays India
Rajeev Bidyanand Dubey
President (Group HR, Corp. Services & After-Market) & Member of the Group Executive Board, Mahindra & Mahindra Ltd.
Sandeep Murthy
Partner at Lightbox and Investor in InMobi and InfoEdge
Shaneen Parikh
Partner with the law Firm of Cyril Amarchand Mangaldas
FINANCIALS
BALANCE SHEET

Magic Bus India Foundation

Balance Sheet as on 31 March 2022
(Currency: Indian Rupees In Lakhs)

Note 31 March 2022 31 March 2021

OWN FUNDS AND LIABILITIES

<table>
<thead>
<tr>
<th>Own Funds</th>
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<tr>
<td>Membership Fund</td>
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<tr>
<td>Reserves and Surplus</td>
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<td>1,206.63</td>
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<tr>
<td></td>
<td>2,122.03</td>
<td>1,206.65</td>
</tr>
</tbody>
</table>

Non-current liabilities

| Other long term liabilities | 2.16 | 2.16 |
| Long-term provisions | 355.70 | 373.88 |
|  | 357.86 | 376.04 |

Current liabilities

| Trade payables | 591.87 | 336.25 |
| - Due to micro and small enterprises (refer note 20) |  |  |
| - Due to other than micro and small enterprises |  |  |
| Other current liabilities | 4,612.75 | 4,973.35 |
| Short-term provisions | 95.81 | 78.25 |
|  | 4,702.42 | 5,218.86 |

ASSETS

| Non-current assets |  |  |
| Property, Plant & Equipment | 1,146.26 | 836.94 |
| - Tangible assets | 347.28 | 151.65 |
| - Intangible assets | 59.74 | 44.65 |
| Current assets | 1,563.58 | 1,087.28 |
| Donations and grants receivable | 1,067.69 | 431.39 |
| Cash and bank balances | 4,724.04 | 5,755.09 |
| Short-term loans and advances | 125.02 | 120.33 |
| Other current assets - Ascribed interest | 22.87 | 20.42 |
|  | 4,951.32 | 5,340.51 |
|  | 7,485.32 | 7,413.75 |

Significant Accounting Policies

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

As on report of even date attached

For BSR & Associates LLP
Chartered Accountants
CPA Registration No : 114214W/W-100024
CIN: U82209WB2005PL005544

Sudarshan Mittra
Partner Membership No: 100060

Jaideep Khanna
Managing Partner
Membership No: 100060

Mumbai
20th September 2022

FINANCIALS

INCOME AND EXPENDITURE

Magic Bus India Foundation

Statement of Income and Expenditure for the year ended 31 March 2022
(Currency: Indian Rupees In Lakhs)

Note 31 March 2022 31 March 2021

Income

| Donations and contributions | 11,656.58 | 9,465.99 |
| Other income | 194.12 | 158.85 |
|  | 11,850.70 | 9,624.84 |

Expenditure

| Expenses on activities | 9,666.69 | 7,820.52 |
| Depreciation and amortization expense | 412.37 | 327.89 |
| Administration and other expenses | 1,066.24 | 972.96 |
|  | 10,145.30 | 8,721.37 |

Surplus (deficit)

Significant Accounting Policies

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

As per report of even date attached

For BSR & Associates LLP
Chartered Accountants
CPA Registration No : 114214W/W-100024
CIN: U82209WB2005PL005544

Sudarshan Mittra
Partner Membership No: 100060

Jaideep Khanna
Managing Partner
Membership No: 100060

Mumbai
20th September 2022
MAGIC BUS INDIA FOUNDATION
3rd Floor, Reliable Plaza, Thane Belapur Road, Airoli, Navi Mumbai - 400708
Tel: 022 6243 4848

All donations to Magic Bus are eligible for 50% tax exemption under 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.

www.magicbus.org