



# ANNUAL REPORT 2015-16



Childhood to Livelihood

## WHY 12-YEAR-OLD DIVYA IS A VOCAL ADVOCATE OF EQUAL RIGHTS FOR ALL



12-year-old Divya lives in Shanker Nagar in Jaipur, a hilly area surrounded by the historic forts of Nahargarh and Amber. Home to Koli Mahawars, a Scheduled Caste (SC) group, Shanker Nagar's residents are mostly unskilled workers. Divya's father is a plumber and mother, a homemaker. The family's monthly income is just Rs. 5000. Divya is in the sixth standard of a low-income private school. "I want to be a doctor. People in my community laugh it off saying I can do no better than my father. But I know I will prove them wrong," she says.

Divya joined Magic Bus a year ago.

"Most people living in Shanker Nagar work as unskilled labourers. Alcoholism is common," says Magic Bus' District Programme Manager, Neelima. Divya recalls an incident related to alcoholism: "Once during a Magic Bus session, a man approached a girl in my group and asked her to 'play with him behind the trees'. Our Magic Bus Bhaiya and Didi immediately intervened. I, too, protested and asked the man to back off. I did not feel afraid to stand up to a man twice my age. Such incidents are common, but we have learned to take a stand to protect ourselves."

Given the general situation as well as the low levels of education in the community, Divya's dream of being a doctor is often laughed off as an impractical and impossible dream. "I am repeatedly reminded that I am 'just a plumber's daughter'," she says.

But rather than let such comments get to her, Divya has learnt to fight back. "Ever since I joined Magic Bus, my confidence levels have soared. With my mentors' support, I have stood up to people who look down upon my dream to become a doctor. I have decided to not tolerate discrimination", she says. She sees changes in other children too: "Children who would earlier say demeaning things to each other, or behave rudely, have changed their ways after joining Magic Bus. We also completely shun alcohol and substance abuse."

Divya's mother testifies how her daughter is always excited about what she learns at the Magic Bus sessions. "She says she gets to know so many things there. She has also become a leader. She makes sure none of the children miss a session," shares her mother. Before signing off, Divya has a question: "We learnt at Magic Bus that a girl is no less than a boy. Then why should she not go to school? Why should child marriage be her only option?"



Across the country, as many as 173331 girls are asking questions like Divya. Questions that ultimately link to girls' rights to a safe, well-cared for, and healthy childhood.

# FROM THE FOUNDER'S DESK

**T**he 2016 Human Development Report underscored something that most of us know and experience in our lives: work is intrinsic to human development. Magic Bus youth Nazmeen, 19, learnt this early in life. “Without dignified livelihood options, my father was struggling with alcoholism, while my mother scrambled to find domestic work. With a Rs. 2500 (USD 38) family income, my family of 5 went hungry for days.”

Nazmeen was able to come out of this dire situation when she enrolled in the Magic Bus Livelihood Programme, which gave her the skills, guidance, and finally the lead that landed her a Rs. 10,000-per-month bank job. “My own will and consistent help from my Magic Bus mentors pulled my family out of this dehumanising poverty. But more importantly, work gave me the chance to better my health, knowledge, skills, awareness while giving me and my family economic security.” As an educated, financially independent woman, Nazmeen will now be able to ensure that her children get better life chances, with schooling and proper nutrition.

Our work, today more than ever, is about making the world of work, especially paid or secure work, available to entire generations that have never been able to access the benefits of modern markets that makes India an economic superpower.

**A**s we grow in size and geographical spread, one of our chief concerns is how to deepen impact or focus on what we do best — move children and young people out of poverty.

This focus on the quality of work brought us to the inevitable question — how? In a milestone moment, the entire team — especially the senior management team — decided to identify two impact areas that help someone trying to move from poverty the most — education, and sustainable livelihoods.

We are grateful to Bain and Co. for their help in completing our strategy refocus exercise. We move into the next phase of Magic Bus with the hope that our solutions-based approach towards poverty reduction will help India reap its demographic dividend — and create better market linkages for its 430 million youth.

And we move ahead with the belief that the activity-based curriculum approach we have helped pioneer will continue to bring real results in the lives of the children and youth we work with.



**Matthew Spacie**  
Founder, Magic Bus India Foundation

 [@MatthewSpacie](https://twitter.com/MatthewSpacie)





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# KEY HIGHLIGHTS

## STRATEGIC PROGRAMMATIC STRATEGY

Internationally renowned consulting firm, Bain & Co. came on board on a pro-bono basis to help us take programme strategy to the next level. This engagement is expected to sharpen our focus on impact assessment with deeper engagement in the fields of education and livelihood.

## FINANCIAL

Magic Bus reported an increase of 48% on total incomes. More than 68% of the total income of the year is from CSR grants received from corporate houses and foundations, reflecting an increasing confidence of the corporate sector in Magic Bus' ability to implement programmes that are long-term and across multiple locations.

Despite the growth in incomes, our administrative cost continues to be at 9%, which is among the lowest in the sector.

## STRATEGIC RE-FOCUS: CHILDHOOD TO LIVELIHOOD

Create tangible linkages to poverty alleviation by focusing on education and livelihoods. Create long-term and continuous impact by enabling youth to be socially and economically empowered.

Partnerships will be a key enabler.

Programmatic emphasis will be on completing secondary school education and livelihoods training while preventing child marriage.

## OUTREACH

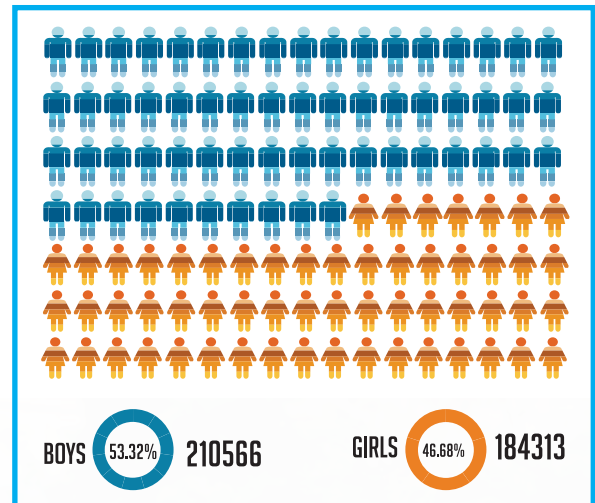
We reached a total number of 3,94,879 children as compared to 2,94,440 in the previous year, an increase of 35%. The total number of youth volunteers (Community Youth Leaders) also increased from 7345 to 9369, an increase of 28%.

## GLOBAL MARKET

Magic Bus set up an international non-governmental organisation in Nepal by entering an agreement with the Social Work Council of the Nepal Government.



# OUTREACH STATISTICS 2015-16



MAGIC BUS WAS REACHING OUT TO

# 3,94,879

CHILDREN (AS ON 31ST MARCH 2016)



MAGIC BUS WAS WORKING WITH

**9369**

COMMUNITY YOUTH LEADERS  
AS ON 31ST MARCH 2016

BOYS



5727

GIRLS



3642

## MAGIC BUS OUTREACH STATISTICS 2015-16

NAME OF THE STATE

CHILDREN

COMMUNITY YOUTH LEADERS

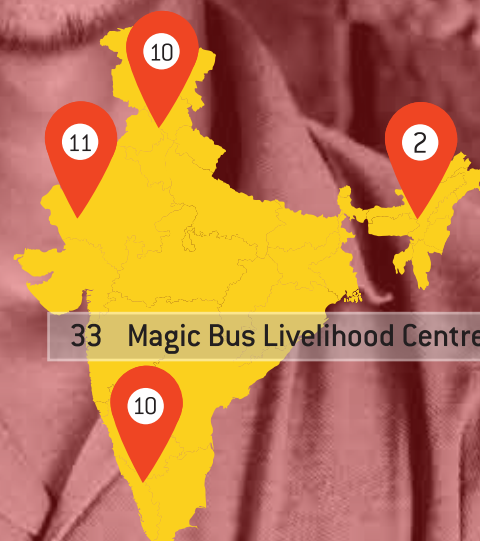
Name of the State	Boys	Girls	Total	Male	Female	Total
Delhi	37179	34768	71947	1098	628	1717
Rajasthan	1906	901	2807	60	15	75
Jharkhand	1376	1220	2596	30	30	60
Bihar	4534	3131	7665	213	124	337
Haryana	3392	2882	6274	26	22	48
Uttar Pradesh	2692	1622	4314	106	71	177
Himachal Pradesh	1440	1197	2637	10	7	17
Mizoram	1947	1665	3610	22	13	35
Andhra Pradesh	16404	19435	35839	527	445	972
Telengana	17635	17674	35309	672	154	826
West Bengal	1423	1430	2843	68	50	118
Chhattisgarh	215	205	420	11	7	18
Odisha	2569	1900	4469	45	29	74
Punjab	1193	212	1405	13	12	25
Maharashtra	72364	56539	128903	1888	1340	3228
Madhya Pradesh	1955	1787	3742	76	28	104
Gujarat	1155	1210	2365	50	30	80
Karnataka	21444	20711	42155	442	334	776
Tamil Nadu	14847	11866	26713	278	215	493
Goa	208	101	309	8	0	8
Kerala	4195	3455	7650	71	78	149
Assam	503	404	907	22	10	32
<b>Grand Total</b>	<b>210566</b>	<b>184313</b>	<b>394879</b>	<b>5727</b>	<b>3642</b>	<b>9369</b>



# LIVELIHOOD PROGRAMME

WE SET UP AS MANY AS 33 LIVELIHOOD CENTERS THIS YEAR WITH 3453 YOUTH. OF THESE, 2482 HAVE SUCCESSFULLY COMPLETED THE PROGRAMME AND 1181 HAVE BEEN PLACED.

- All centres are located centrally to make sure they are accessible to youth in need. 2
- A variety of mobilisation activities were used to publicise the benefits of the programme. Market assessments helped create a local database of service provider and educational institutions. 3
- A comprehensive needs assessments and a personal development plan for each of the 3453 youth helped connect their aspirations and potential to available market opportunities.



## Youth placed in jobs

Region	Male	Female	Total
North	192	119	311
East	252	195	447
West	4	3	7
South	66	55	121
Total	514	372	886

## Youth enrolled in institutes of higher education

Region	Male	Female	Total
North	67	48	115
East	43	49	92
West	0	0	0
South	30	26	56
Total	514	372	886

## Youth who started their own business

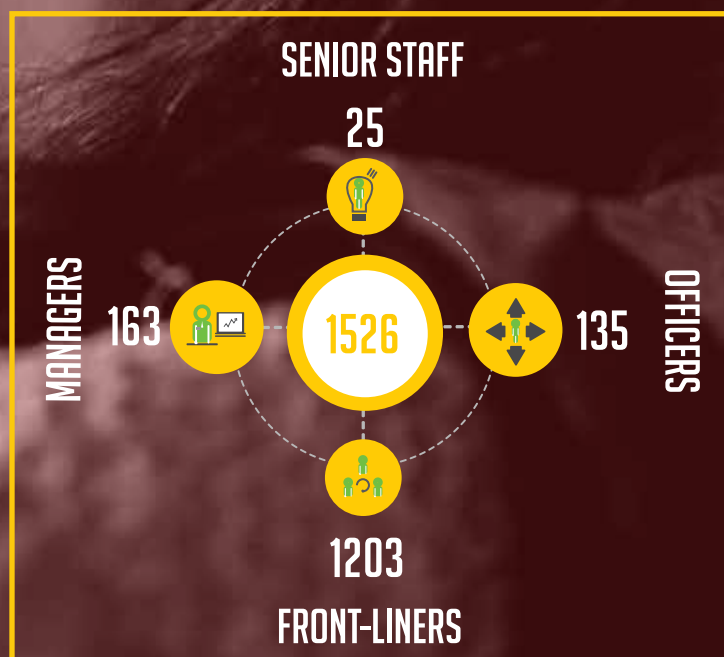
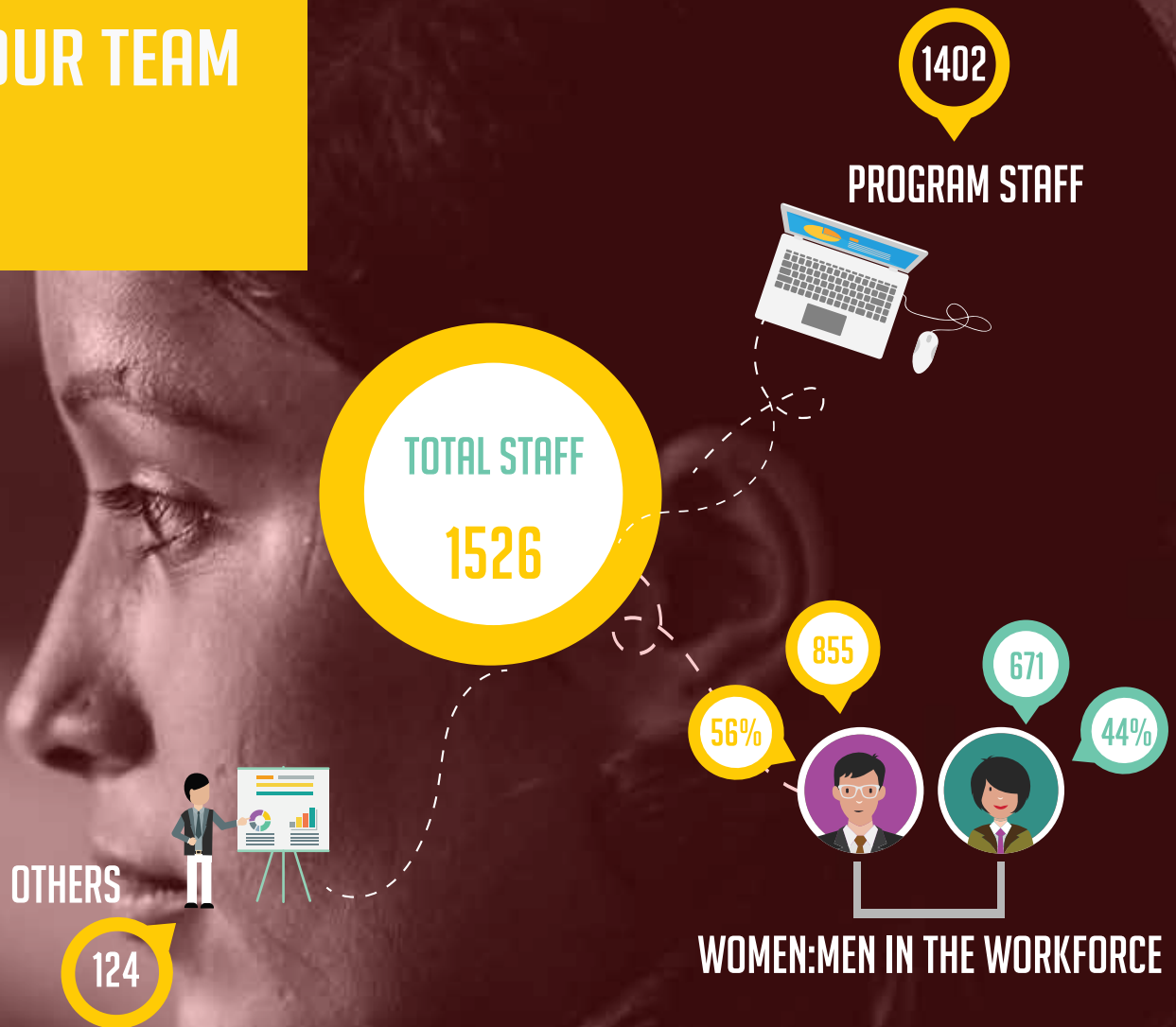
Region	Male	Female	Total
North	18	0	18
East	4	5	9
West	0	0	0
South	4	1	5
Total	26	6	32

## Youth placed in jobs and in higher education

Region	Male	Female	Total
North	5	2	7
East	9	4	13
West	0	0	0
South	2	2	4
Total	16	8	24



# OUR TEAM



# TRAINING AND COMMUNICATION MATERIALS

## THE COMMUNITY CONNECT TOOLKIT

This is a comprehensive guide for Magic Bus' on-ground facilitators to help mobilise community-based stakeholders and to encourage them to contribute proactively to improve access to, and quality of, education.

It gives information and guidance on when how to engage with parents, guardians, School Management Committees and School Management and Development Committees. It also gives pointers on how to work towards making them more aware of their roles and responsibilities, be sensitive to the needs of children and be responsible for creating an enabling environment for education. The toolkit has interactive content, games, activities, picture cards, posters, flip books, films, songs and street plays.

For more information, write to us at [ashiq@magicbusindia.org](mailto:ashiq@magicbusindia.org)

## SOCIAL AND BEHAVIOR CHANGE MATERIALS

Social and Behaviour Change Communication is a very important part of our Childhood to Livelihood Programme. We have created a repository of 55 such materials that enable, encourage and empower adolescent children, parents and School Management Committees to adopt positive behaviour patterns that are appropriate to their realities. This, in turn, provides a supportive environment that helps to initiate, maintain and sustain positive and desirable behaviour outcomes that support the achievement of our programmatic goals. The materials are guided by a comprehensive ecology theory that incorporates change, both at the individual level and at environmental/structural levels. The materials impact the behaviour or action of an individual as well as collective action taken by groups.

### TOPICS

**GENDER EQUITY, GOAL SETTING, GIRLS' EDUCATION, SECONDARY EDUCATION, MENSTRUAL HYGIENE, EQUAL NUTRITION FOR GIRLS AND BOYS, HANDWASHING, CHILD RIGHTS, WASTE DISPOSAL, ROLES AND RESPONSIBILITIES OF PARENTS AND SCHOOL MANAGEMENT COMMITTEES, CHILD MARRIAGE, RESILIENCE, PEER PRESSURE AND PROBLEM SOLVING.**

These materials are innovative, engaging and interactive and include flip books, snakes and ladders games, posters, pocket charts, 'magic' cards, building blocks and jigsaws.

The repository comes in 2 languages: English and in Hindi. For a sample flipbook on secondary education, see the next page.



# SOCIAL AND BEHAVIOR CHANGE MATERIALS



Mini and her classmates were very excited. They were looking forward to meet their new teacher, Ms. Nagma. "Good morning Teacher!" everyone cried out once the headmistress introduced her to the class. "Good morning children, I am very happy to see you all!" she replied back cheerfully.

As everyone settled down, Ms. Nagma thought of involving her students better. "Children why don't you introduce yourselves to me one by one? I also want to know what you wish to be when you all grow up and how you plan to achieve your dream. Okay? Let us start from this row," she said.

Mini was the first to speak among the girls. She began: "Hello ma'am. My name is Mini. I want to become a lawyer just like my elder sister. And I know I can because I have full support from my parents even though Papa had to work very hard for my sister's law degree. But I am sure I will manage with their support."

"Very good Mini. I am so happy to hear that your parents are so supportive. Who do we have next?" she said cheerfully.

It was Mini's friend Raksha's turn to stand up. She got up and shyly said "Hello ma'am. I am Raksha. I am not sure what I want to be when I grow up. Papa says Ravi, my brother needs to study hard and become an engineer. But he never tells me anything. Maybe it's because once I get married all my needs will anyway be taken care of."



As the introduction went on, there were many similar responses. One girl said "I want to work in a beauty parlor in the city like my cousin sister does". "I want to work in an office on a computer. But I will have to go out of town for higher studies which I cannot as my father remains ill."

"I think I will continue with farming to support my family" said a boy. Another girl shared "The senior school is so far away from my house, almost outside the village. I won't be allowed to go so far. So I will stay at home and learn housework. Mother says that will be more useful to me after marriage."

Though Ms. Nagma could understand the situation of these children, Misunderstood a little upset on hearing these responses. After the class got over, Mini went up to Ms. Nagma with an idea. Her teacher was so delighted with Mini's proposal that she at once sought an approval from the



The school's annual day soon arrived for which the children had been practicing for months. The students performed folk dances, sang songs and staged plays. It was the last performance of the day. Just then Ms. Nagma took the stage and announced that the children of Magic Bus, some of them being students from the school had prepared a special play. Everyone including the school faculty sat up and welcomed them with a huge round of applause.



All the school staff and the children gave the performers a standing ovation. Ramesh Bhैया, Magic Bus CFI, joined the children on stage and said "Thank you, you are so glad that you all liked our play. So children, what did you all learn from Rukhsana?"

One of the girls from the crowd spoke up

"Bhैया, Rukhsana taught us that our family can be our biggest support if we are determined to study and become an educated. Everyone will realize education as our right if we practice and spread the message ourselves."

Another boy got up and said "Bhैया you know even I taught my mother how to add and subtract. Then she carefully cross-checks the totaling done by the village wallis. When I share what I learn in school at home everybody feels very proud of me. I will also work in a bank one day, just like Rukhsana"



Ramesh Bhैया and all the Magic Bus children smiled proudly as they listened to all the positive responses. Ms. Nagma thanked Ramesh and added,

"Children you know this is a real story. Rukhsana is Mini's sister's best friend. We are fortunate to have Rukhsana's parents today with us. It was Mini's idea to share her role model's story with all of you to explain the importance of continuing and completing your education." Mini bowed down to show her gratitude. "I hope that all of you will study hard and change your destiny and that of your family forever."



The story was about Rukhsana, a young girl from a very poor family. Since her childhood she and her younger sisters were taught to focus on household chores as that would help them in future. Her parents did allow her to attend school but she knew that the moment she completes class 8<sup>th</sup>, her studies would be discontinued.

For her family, spending on education would never be a priority. All the hard earned money was barely enough for their sustenance. At a very young age, Rukhsana understood the importance of being educated. She realized that her parents not being literate prevented them from seeing the future prospects of education.



That is exactly what she worked on. She taught her father who was a vegetable vendor, the metric system so that the wholesalers could not cheat him when he went to the subzi mandi (vegetable market) to buy vegetables.

She taught her mother to read and write in Hindi. Till the time Rukhsana reached class 7<sup>th</sup>, her mother had become so proficient that she started working as an Anganwadi worker. Rukhsana's playful and enthusiastic nature made her a favorite among all the community children as she would regularly help them with their studies and teach them good manners.



Finally the day she had been dreading arrived. Her class 8<sup>th</sup> was over and it was time to enroll in the next class. It was the last day tomorrow and there was no talk in the household about it. The next day was the last day for enrollment when she woke up, her father and mother were getting ready for work. She grew sad. Just as her father was taking her to bicycle, her mother saw Rukhsana awake.

She smiled broadly and said "Oh Rukhsana, we thought you are sleeping as we were going ourselves. Are you forget, it's the last day for your enrollment. Do you want to come along? We can wait."



Rukhsana could not contain her joy. She could not believe that she had succeeded in making her parents share her dream of being educated. She hugged her parents tightly and got dressed in 10 mins. Her parents supported her education throughout. After school the district magistrate awarded her a scholarship in college where she completed her degree in finance.

Soon she got a well paying job at a bank in the city, moved her family to the city and admitted her siblings into a public school. The play concluded by showing Rukhsana being promoted to the post of branch manager.





# MAGIC BUS IN THE MEDIA

LIKE

LIKE

BLOG



## A day in the sun for underprivileged kids

MINI WORLD CUP Event lights up gloomy lives of children



Kids from 100 countries are playing after winning the tournament.

more and these days are very special," said Pratik Kumar, the CEO of Magic Bus Foundation, one of the NGOs from which the six competing teams were drawn. The high commissioners of both countries were present on occasion.

"We have worked with these 100-odd boys and thought it would be a nice initiative to organize this with these kids," said Australian High Commissioner Patrick Buckley, when asked what prompted them to plan such a tournament.

The New Zealand contingent Graham Mearns said that these are other events planned for the bi-national champions, such as a breakfast with the Australian delegation before they leave off.

But the day belonged to the

WHAT STOOD OUT WAS THE UNBROKEN JOY THAT THE DAY PROVIDED THESE KIDS BEFORE THEY RETURNED TO THE DREAMLESSNESS OF THEIR LIVES.

kids, 15-year-old Priya, who hails from Warangal and is the daughter of a lower government official, was a crack over and over again. She had to be held back by her team.

Even amidst the jargon of the day, the kids were the focus. They were the ones who were the most excited. They were the ones who were the most excited.

## IITIAN 'PADDLING' A WORTHY CAUSE



Mumbai's Karamveer Kishore is India's youngest kayaking exponent to take part in the 100th Magic Bus. He will navigate the waters of the Arabian Sea for 20 days as he charts a 500-km course from the city to Goa shores.

He is 15 years old and is a student of IIT Bombay. He is the youngest person to take part in the 100th Magic Bus. He will navigate the waters of the Arabian Sea for 20 days as he charts a 500-km course from the city to Goa shores.

## Royal couple charms crowds, meets children in Mumbai



## IITian 'paddling' a worthy cause



## Dance to Hardwell and educate 18,200 kids



## From farm to football field



## Kutch to Kanyakumari: kayaking champion on a mission





# MAGIC BUS ON THE WEB



48 RE TWEETS  
9,023 IMPRESSIONS



20 RE TWEETS  
5,519 IMPRESSIONS



53 LIKES



57 SHARE  
923 LIKES



40 SHARE  
375 LIKES



FOLLOWERS  
31ST MARCH 2016

34,108



↑ 34% INCREASE OVER LAST YEAR!



FOLLOWERS  
31ST MARCH 2016

7930



↑ 47% INCREASE OVER LAST YEAR!



FOLLOWERS  
31ST MARCH 2016

306

WE DEBUTED ON INSTAGRAM.  
306 FOLLOWERS IN THE FIRST YEAR!

# STRATEGIC PARTNERS



We understand your world



Michael & Susan Dell  
FOUNDATION

PRUDENTIAL 

**TATA CAPITAL**

We only do what's right for you

**Mondelēz**  
International

HSBC 

**QUALCOMM**

**TATA** Motorfinance  
*driven by trust*

 **HGS**  
HINDUJA GLOBAL SOLUTIONS

 **BARCLAYS**

**ORACLE**

**Bloomberg**

**ETIHAD**  
AIRWAYS

**BLUE DART**

 **NSE**

**Studiosus**





TATA TRUSTS



RioTinto



# FINANCIAL STATEMENT

## Statement of Income and Expenditure for the year ended 31 March 2016

(Currency: Indian Rupees)

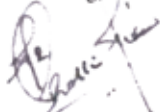
	Note	31 March 2016	31 March 2015
<b>Income</b>			
Donations and contributions	16	533,234,775	362,318,467
Other income	17	6,232,508	3,229,064
		<u>539,467,283</u>	<u>365,547,531</u>
<b>Expenditure</b>			
Expenses on activities	18	534,083,258	321,568,195
Depreciation and amortization expense	10	13,172,203	8,929,657
Administration and other expenses	19	54,097,692	33,992,263
		<u>601,353,153</u>	<u>364,490,115</u>
<b>(Deficit) / surplus</b>		<u>(61,885,870)</u>	<u>1,057,416</u>

Significant Accounting Policies 2

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

As per our report of even date attached

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



**Shabbir Readymadewala**  
Partner  
Membership No: 100060

Mumbai  
14th December, 2016

For and on behalf of Board of Directors of  
Magic Bus India Foundation  
CIN: U91110MH2001NPL130853



**Deval Sanghavi**  
Director  
DIN: 02142594



**Shantén Parikh**  
Director  
DIN: 01532175



**Neeraj Gupta**  
Chief Financial Officer

Mumbai  
14th December, 2016





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