



Childhood to Livelihood

ANNUAL REPORT 2016-17



TOWARDS A POVERTY- FREE WORLD

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

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

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

Thank you.

JK Rastogi



Jayant Rastogi
CEO



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OUR VISION

A world where children break out of poverty and lead fulfilling, rewarding lives, contributing positively to their community and to the world around them.



OUR MISSION

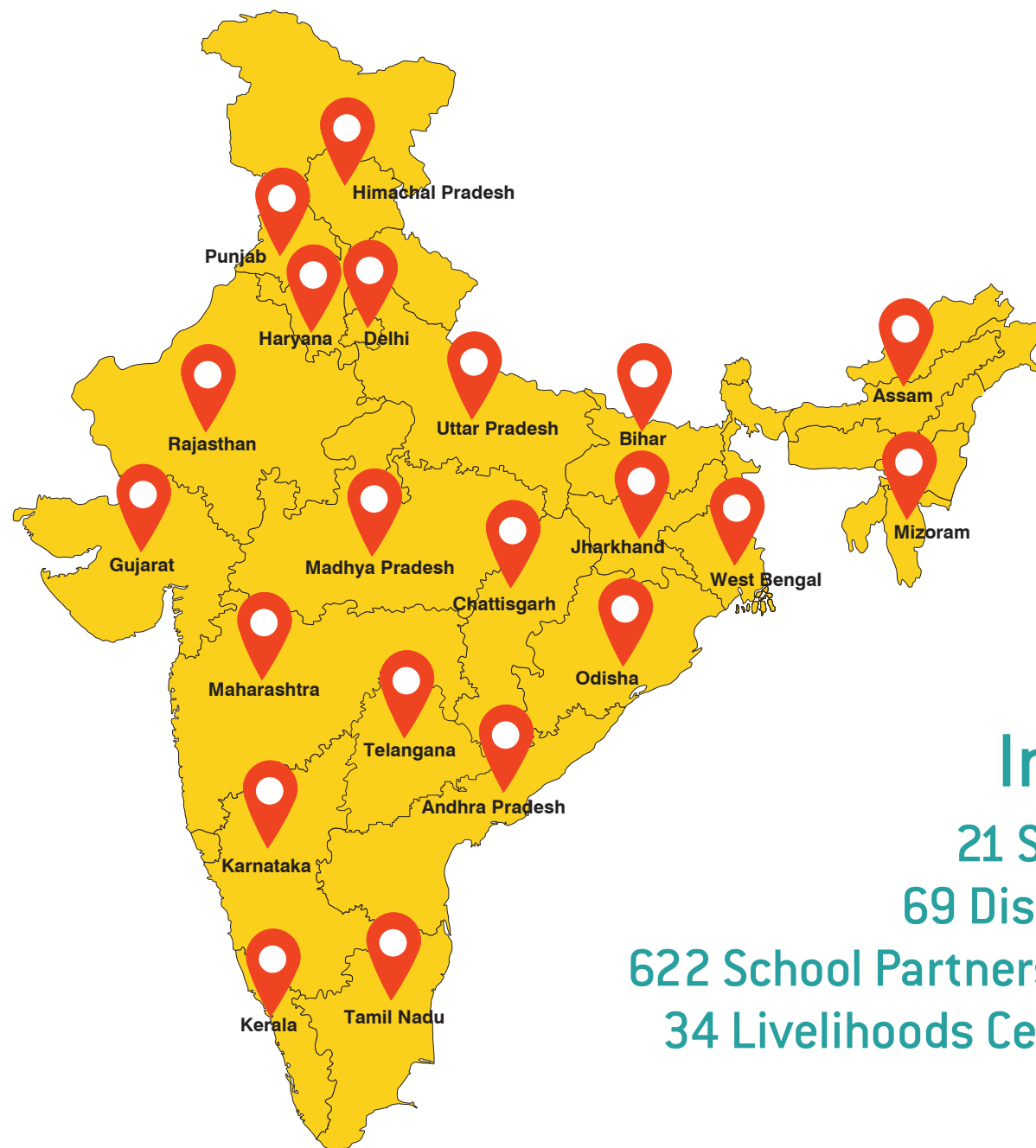
Magic Bus will take children and youth on a journey from a childhood of abject poverty and challenges such as child marriage and child labour, to a fulfilling life with a respectable livelihood.

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

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



GEOGRAPHICAL PRESENCE



India

21 States

69 Districts

622 School Partnerships

34 Livelihoods Centres

CHILDREN

3,97,742*



49%



51%

COMMUNITY YOUTH LEADERS

10,360*



40%



60%

* as of 31 March 2017

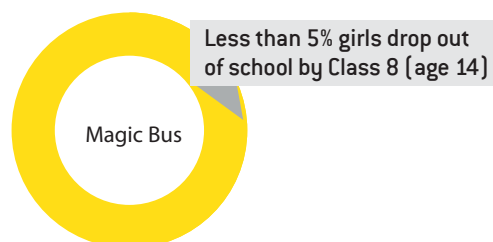
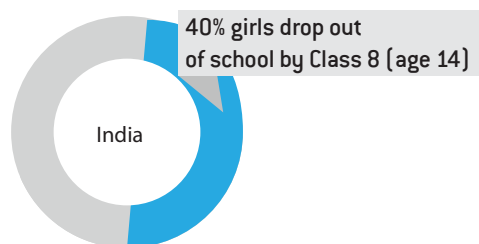
Magic Bus has been working with children and young people from marginalised communities for the last 18 years, facilitating their development into young adults with greater control and choice. The Organisation has used a Sport for Development model to achieve a range of social and personal outcomes and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

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

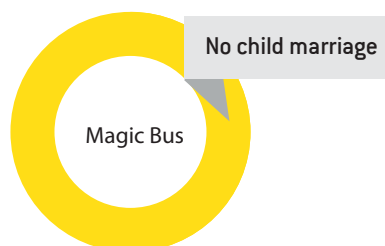
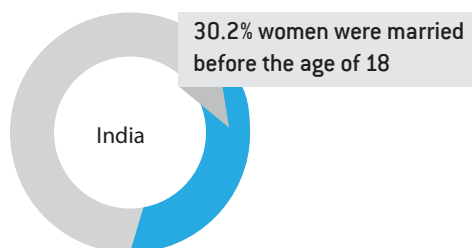
We believe that facilitating this journey from Childhood to Livelihood enables young people to break the poverty cycle.

A glance at the impact of the Childhood to Livelihood Programme

SCHOOL PARTICIPATION



CHILD MARRIAGE



LIVELIHOODS

4847 young people were placed in salaried work with an average income of Rs 8900.

62% youth on the Magic Bus Livelihoods Programme are in salaried jobs as compared to 18.7% nationally.



Men



Women

Total
4847

CHILDHOOD TO LIVELIHOOD PROGRAMME

The way to the classroom: Phoolwanti's story

"Bihar has nearly 2.2 million Musahars, according to the state Mahadalit Commission's interim report. Community activists, however, claim that the population of Musahars cannot be fewer than three million in Bihar. About 96.3 percent of them are landless and 92.5 percent work as farm labour. Literacy rates in this community, which upper caste Hindus still consider untouchable, is only 9.8 percent; the lowest among Dalits in the country."

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

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

Phoolwanti and her mother earned Rs. 300 a day.

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

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

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

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

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

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

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

She has small dreams of her own. Among them, the most important ones are taking her younger sister to school and becoming a teacher one day.



KEY HIGHLIGHTS



Harvard Business School documents Magic Bus journey

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



Martin Garrix Event | 10th November 2016

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

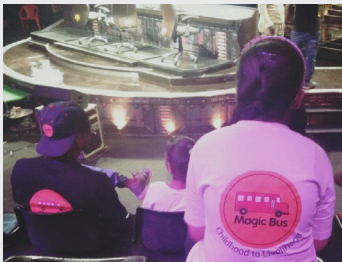


Photo Credit – Ashima Narain

Sony Super Dancer | 12th November 2016

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



Global Citizen India Festival | 19th November 2016

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



creative by artist Sushant Rane

Charity Partner of LION | 22nd Feb 2017

Magic Bus was the Charity Partner of the internationally acclaimed movie, LION.

Magic Bus launches Operations Automation System (OASYS) to spearhead automation innovations in the non-profit world

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

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

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

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

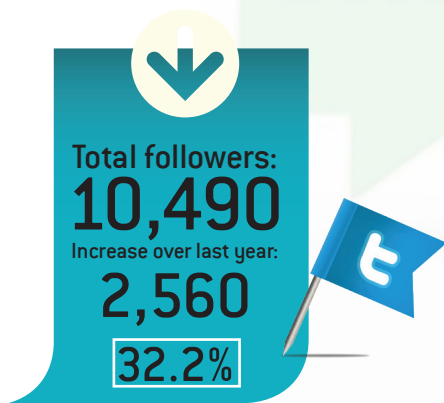
IT Solution	User Department	Purpose
ERP	Finance Procurement	The ERP will simplify and automate budgeting, financial accounting expense reporting donor reporting and procurement transactions
Digitisation of Operations	Operations	OASYS digitises operations of the children's programme, and captures transactional data
HRMS	HR	The HRMS is used to manage recruitment, payroll processing, leave management, employee self-service, reimbursements etc.
Digital Data Collection for Assessments	Monitoring and Evaluation impact	SurveyCTO is used for digital data collection for assessments and surveys



CITYZENS Giving



STRATEGIC
PARTNERS



2 13 123

@MAGIC BUS

Former chief operating officer of the leisure and travel tours operator Cox & Kings Ltd and co-founder of the travel portal cleartrip.com, UK-born **Matthew Spacie** founded Magic Bus, an NGO working on poverty alleviation in India, in 1999. Currently, Magic Bus has over 1,500 full-time employees in over 30 offices in five countries and an additional 10,000 volunteer mentors providing supplementary education to 400,000 underprivileged children in India through a widely-acclaimed activity-based curriculum. *Jeswant M* interviewed Spacie over email:

I volunteered to work with Mother Teresa's Missionaries of Charity in Kolkata after completing my graduation in humanities at Nottingham Trent University, UK, in 1989. Eight years later, I was appointed Cox and Kings COO in India and subsequently co-founded Cleartrip in 2006, one of India's largest online travel companies.

It was also a member of the Indian rugby team which practised on Mumbai's Azad Maidan. At that time, I became friends with several street children from Fashion Street and one day, I invited them to join our game. From that first interaction, was born the idea of Magic Bus.



The prime motivation of Magic Bus is to help children and youth break out of the vicious circle of poverty and low literacy, and acquire livelihood skills. To this end, we make sure children get educated and acquire the skill sets they need to be able to fully access the job options available to them in this fast-changing world.

Magic Bus is one of the largest programmes in India, working on 100 per cent, preventing children from dropping out, enhancing learning outcomes. We do this based curriculum delivered through a 2,500 poor neighbourhoods. When out of school, our youth-centred Live helps build their employability skills. are first-generation salary-earners. our programme often go on to have work towards ensuring that girls are as programmes and don't get drawn child marriage, finish school and have grow up.

erty alleviation programmes in India, working on 100 per cent school enrolment, preventing children from dropping out of school and enhancing learning outcomes. We do this using an activities-based curriculum delivered through a cadre of volunteers in 2,500 poor neighbourhoods. When these children pass out of school, our youth-centred Livelihoods Programme helps build their employability skills. Most of our youth are first-generation salary-earners. Women and girls on our programme often go on to have their own careers. We work towards ensuring that girls are also in the Magic Bus programmes and don't get drawn into child labour or child marriage, finish school and have a secure job when they grow up.

We want to ensure as many children as possible in India have access to this model of personal development.

Magic Bus founder Matthew Spacie is excited about their next chapter. The Indian NGO that works with over 4,00,000 children across India, has now partnered with Google, Microsoft and Vodafone to amp up things. Microsoft has given 4,000 devices to Magic Bus. "We want to push the classroom curricula digitally. It will help us access data from remote places in no time," Spacie said. The NGO is also developing apps which will include learning apps for the children.



Magic kids

PM backs right of parents to give cash tax free

[illegible]

dna correspondent
correspondent@dnaindia.net

According to a UNICEF report, 15 million minor girls are married off each year across the world. India, the report adds, has the second highest number of child marriages. The detrimental effects of this practice have an emotional and physical bearing on the victims. But there are certain organisations, such as Magic Bus, which empower girls with employable skills and education, helping them escape the trauma that child marriages often entail.

Take Roshni for instance, who came home one day to find that the marriage of her 17-year-old sister Mamata (names changed) was being arranged. "Her would-be hus-



Magic Bus follows an activity-based curriculum that it has pioneered to empower minor girls with employable skills. In order to contribute to the organisation in any manner, write in to info@magicbusindia.org.

PORTED BY
na
Roshni adds.

Matthew Spacie, the founder of Magic Bus, explains: "Very few child brides stay in school and gain skills. This increases their exposure to physical, sexual and emotional violence and restricts their

ability to be employed in the formal sector".

Soon, the girl rose up the ranks and became one of Magic Bus' volunteers, wherein she was trained to deliver a programme to 120 children. As their mentor, she worked on developing their social and emotional skills and promote their access to education. And for the staff, she went on to do a job and then joined college becoming, in the process, the first woman in her family to achieve either.

STAFF REPORTER

MUMBAI: Bharti Foundation, the philanthropic wing of Bharti Enterprises, has signed a Memorandum of Understanding (MoU) with Magic Bus to shape the future of 1,700 underprivileged children of Mumbai and New Delhi. Bharti Airtel is providing financial assistance to this 'Childhood to Livelihood' initiative.

the children a livelihood of their choice and a chance of moving out of poverty by the time they turn 18. It will work towards facilitating holistic development of the children, ensuring they attend school and acquire basic life skills.

Children in the age group of 8 to 14 years will be selected from the Rafiq Nagar and Bhalaswa slums of Mumbai and New Delhi. Nearly 68 volunteers from these localities will build community

connects and enable the programme to be more efficient.

"Quality education and social inclusion are integral to our CSR plan," said Ashok Ganapathy, CEO (Mumbai, Maharashtra and Goa), Bharti Airtel. Matthew Spacie, Magic Bus' founder, said, "Supporters like Bharti Foundation are instrumental in enabling our work with young people to move them out of poverty and into sustainable livelihoods."

ABRESHMINA S QUADRI

I was a dream come true for the boys of the organization. Major, a former Australian Army officer, and Ricky Ponting interacted with them one on one, not only as a cricketer but as a person. They were able to see the real man, not just the image of the star. This was a rare opportunity for the boys of the state Tasmania, Australia and the world of sports.

The Australian High Commissioner, Sir John Gorton, arranged a cricket workshop for the boys and girls of Major's War in a bid to promote tourism for Tasmania and to strengthen ties between Australia and India. I spoke about the beautiful landscapes of Tasmania and its culture. An interesting fact that was mentioned was that the Tasmanian is the cleanest air in the world. In a time when the people of India is fighting to clean its dangerous air, the Tasmanian clean air is definitely a wonderful good.

The former Australian captain was keen to encourage the children's parents to encourage their children to play cricket to be cricketers by saying that "By the end of the day, we might not find another Sachin Tendulkar or Mahendra Singh Dhoni."

While talking about this experience of the field against that the Indian اسپرٹس Harbhajan Singh Poonia said, "The fact that the Australian captain, Ricky Ponting, went on to say that life is actually about dreams and every day is



the cricket*
 A smiling Pooning said that coming to India on a business-like venture was a completely different experience for him and he hoped that by the end of his tour, he would have about his status in Tasmania.

Photo credit: Ravesh Sharma

पन्नाजी, दि. १४ (पत्रक)

[illegible]

It was a dream come true for the kids of the organisation Magic For the World when the great Australian cricketer Ricky Ponting visited them in their school, not only as a cricketer but in the capacity of the brand ambassador of the Australian Cricket Board and the world of sports.

The Australian High Commission in Colombo and Cricket Australia organised a cricket workshop for the boys and girls of Magic For the World to promote cricket and sports in the region, and to build links between India and Tasmania. They spoke about the beautiful landscapes of Tasmania, its cultural heritage and the fact that it was the only state in Tasmania where it has the cleanest air in the world. In a town when the capital is so polluted, you, Tasmanians, clean air is definitely needed too.

Cricket is a family sport and we want to encourage the children's passion of wanting to be cricketers by saying that if you are a cricketer, you might not find another Sachin Tendulkar or Mahat Gandhi.

It was the first time that the Indian players Harbhajan Singh, Ponting and the rest got to see the children. They still get you giggles; they are still on the same level as you. It is not actually about dreams and every

[illegible]

the cricket*
 A winking Pooting said that coming to India on a business-like venture was a completely different experience for him and he hoped that by the end of his tour, he would know about his status in Tasmania.

Picture: Ravish Sharma

A new video featuring children of Magic Bus motivates people on how they can serve society

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

In the new video, team "Be-ing Indian" visits community leaders and interacts with children of varying age groups from the underprivileged sections of society. The video celebrates the spirit of volunteers from Magic Bus who impart training as mentors and implement its programme in the community. At present, Magic Bus has thousands of volunteer mentors who are delivering its programme to children in 22 States and 58 districts of the country.

FINANCIALS

(Currency: Indian Rupees)

	Note	31 March 2017	31 March 2016
OWN FUNDS AND LIABILITIES			
Own Funds			
Membership Fund	3	2,000	2,000
Reserves and Surplus	4	2,78,90,074	2,51,43,483
		<u>2,78,92,074</u>	<u>2,51,45,483</u>
Non-current liabilities			
Other long term liabilities	5	4,95,82,430	3,43,65,555
Long-term provisions	6	1,13,33,117	72,71,926
		<u>6,09,15,547</u>	<u>4,16,37,481</u>
Current liabilities			
Trade payables	7		-
- Due to micro and small enterprises		4,70,93,450	2,22,23,661
- Due to other than micro and small enterprises		24,08,42,958	21,89,04,381
Other current liabilities	8	12,15,603	42,96,468
Short-term provisions	9	28,91,52,010	24,54,24,510
		<u>37,79,59,631</u>	<u>31,22,07,474</u>
ASSETS			
Non-current assets			
Fixed assets	10		
- Tangible assets		6,24,28,784	5,75,32,161
- Intangible assets		5,61,45,241	3,56,17,741
- Capital work-in-progress	11	41,46,689	-
Long-term loans and advances	12	1,33,53,666	1,94,90,322
		<u>13,60,74,380</u>	<u>11,26,40,224</u>
Current assets			
Donations and grants receivable	13	3,07,80,913	2,76,20,910
Cash and bank balances	14	19,99,56,227	16,42,05,347
Short-term loans and advances	15	1,05,50,837	73,34,834
Other current assets - Accrued interest		5,97,276	4,06,160
		<u>24,18,85,252</u>	<u>19,95,67,251</u>
		<u>37,79,59,631</u>	<u>31,22,07,475</u>
Significant Accounting Policies			
	2	0	

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

As per our report of even date attached

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

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

Shabbir Readymadewala
Partner
Membership No: 100060

Mumbai
23rd August, 2017

Deval Sanghavi
Director
DIN: 02142594

Shaneen Parikh
Director
DIN: 01532175

Neeraj Gupta
Chief Financial Officer
Mumbai
23rd August, 2017

Statement of Income and Expenditure

for 12 months ended 31 March 2017

(Currency: Indian Rupees)

	<i>Note</i>	31 March 2017	31 March 2016
Income			
Donations and contributions	16	81,93,16,465	53,32,34,775
Other income	17	78,44,954	62,32,508
		<u>82,71,61,419</u>	<u>53,94,67,283</u>
Expenditure			
Expenses on activities	18	75,16,20,533	53,40,83,258
Depreciation and amortization expense	10	2,12,44,593	1,31,72,203
Administration and other expenses	19	5,15,49,703	5,40,97,692
		<u>82,44,14,829</u>	<u>60,13,53,153</u>
(Deficit) / surplus		<u>27,46,591</u>	<u>(6,18,85,870)</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 **B S R & Associates LLP**

Chartered Accountants

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

For and on behalf of Board of Directors of

Magic Bus India Foundation

CIN: U91110MH2001NPL130853

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