



# BUILDING RESILIENCE

ANNUAL REPORT 2020-21



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## CEO's Desk

Dear Friends,

"Doing the right thing when it's easy is easy –

It's doing the right thing when it's tough, that's tough!"

I begin this note by thanking each of you who stood by Magic Bus and our communities through this difficult time. As the pandemic unfolded and funding avenues dwindled, most of us at Magic Bus were wary of how to pull through. It looked impossible – as the number of infected rapidly grew, so did the number of people who lost their livelihoods and had nothing to survive on. If we were able to do our bit - reaching out to our adolescents and communities in this hour of need - it is because of the steadfast support of all our funders.



To all my staff and COVID-19 warriors, I am proud of how we stood shoulder to shoulder, unwavering and resolute in our goal to keep our communities and adolescents safe and resilient.

Through awareness campaigns on COVID-19 prevention methods, enabling social distancing in communities grappling with lack of space, and distributing ration kits, cooked meals, and hygiene kits to those that needed it the most. Our teams have worked tirelessly, often at great personal risks, to ensure 100,000 families receive 30 million meals. I salute their courage.

We were responding to the crisis and not just reacting to it. Our COVID-19 Impact Survey showed us the extent of income loss in our communities and its impact on adolescents' ability to continue with their education. We rolled out the COVID-19 Recovery programme to help families get back on their feet. As the pandemic progressed, a large number of people lost their jobs, and leading job creators went on a hiring freeze. Our teams swung into action. We enrolled 80,000 young people in our livelihood programme and ensured 78% placements.

Our COVID-19 Impact Survey revealed how adolescents were seriously impacted by the closure of schools. We doubled up our efforts to keep in touch with 400,000 adolescents through tele-calling and WhatsApp. Our curriculum and programme teams pulled out all stops to design and implement sessions that would ensure participation and learning engagement. After the lockdown was lifted, I heard adolescents sharing that had it not been for these life skills sessions they would have struggled to cope with the pandemic. Their parents told me that Magic Bus kept their adolescents engaged when there was widespread uncertainty about schools opening up.

We kept families together – not only that of our community but also of our staff. We ensured no job loss within Magic Bus. In a tough year, our employee net promoter score rose to +56 – a sign that our employees felt engaged, motivated and secure. This was validated when Magic Bus became a certified Great Place to Work by the globally renowned Great Place to Work Institute.

Surviving the pandemic has been the biggest life lesson. I am proud to be a part of an agile and resilient team, who took it upon themselves to respond to the crisis in a way that keeps our adolescents and young people engaged and safe. As the crisis unfolded and deepened, we worked tirelessly in mission mode to go virtual; we adapted and adopted the curriculum to suit the virtual model, and found ways to keep our contact with adolescents and young people.

Here's hoping we grow with each challenge that we face. Here's hoping we support each other through this crisis and never lose sight of our goals.

Stay safe.

Regards,  
**JAYANT RASTOGI**  
 Global CEO, 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. We work with adolescents and young people, living in poverty, taking them from a childhood full of challenges to a life with meaningful livelihoods. By doing so, it connects young people to employment opportunities, helping them become first-generation salary earners in their families.

Magic Bus' youth-centred Livelihoods Programme enhances employability by connecting the aspirations and potential of young people to available job market opportunities in organisations like Flipkart, Amazon, Axis Bank, HDFC, SBI, Big Bazaar, H&M, Pantaloons, Marks and Spencer, KidZania, Hamleys, Eureka Forbes, Chroma, Oyo, and Starbucks among many others.

## WHAT DO WE DO?

Magic Bus' Childhood to Livelihood programme impacts adolescents & young people 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. Magic Bus works with a child's ecosystem. Before a young girl comes to our programme, her parents become a part of it through home visits and meetings. While she learns about the importance of education, the leaders of the community she lives in and her teachers also learn to value her education and well-being.

Magic Bus works with all the important stakeholders in the young person's life to ensure she continues her education and never drops out. We were the first organisation to roll out a virtual livelihood programme in India. With the help of our frontline volunteers and funders, we helped 100,000 families receive 30 million meals which was one of the top 5 relief efforts by NGOs during the pandemic.



### 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.

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.



## 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 and culture.

### - COLLABORATION

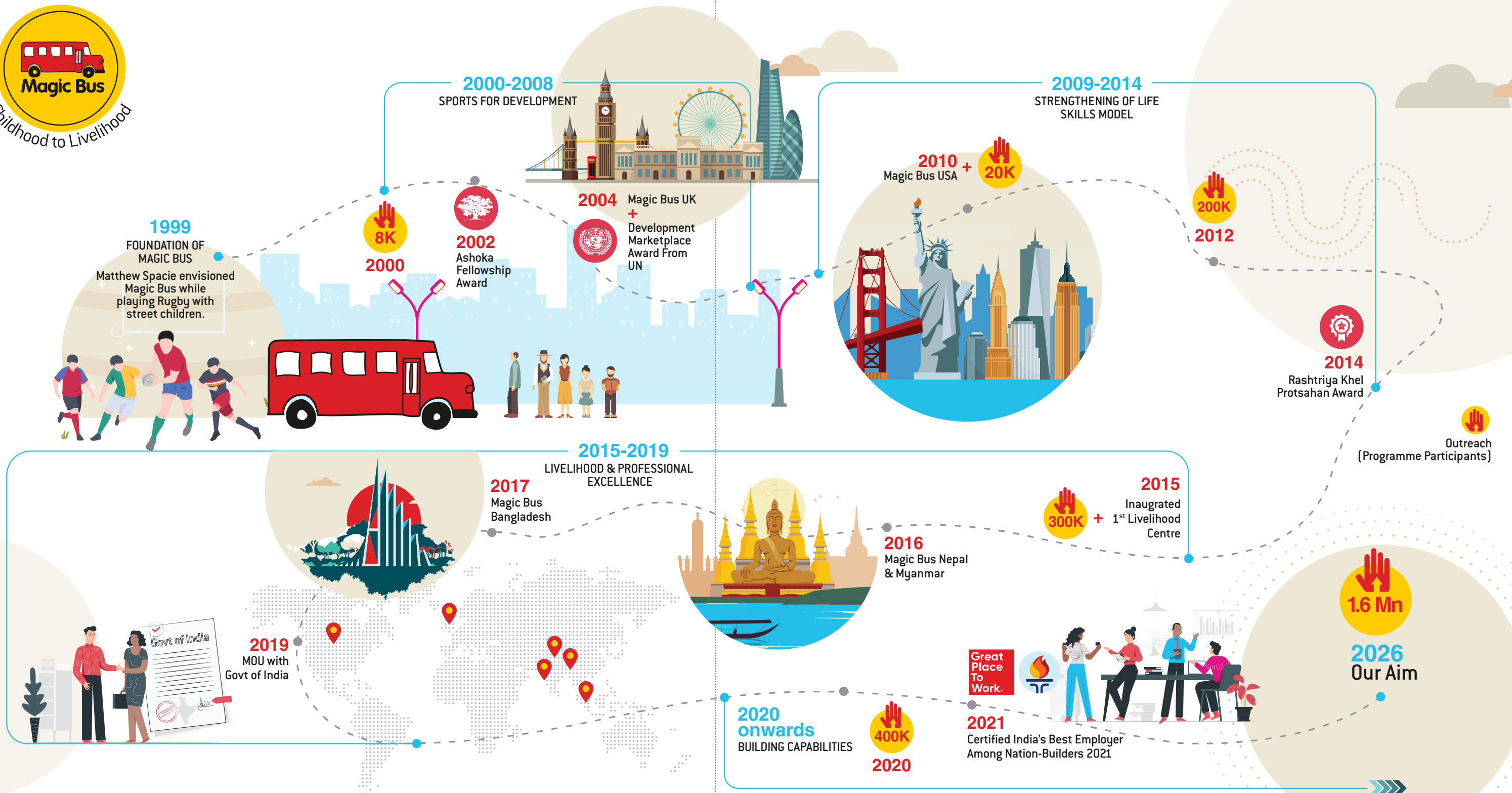
We will always be a united team at Magic Bus by upholding our core purpose, cooperating with each other & honouring one another's commitments.

### - INNOVATION

We will promote viable and implementable innovation at our workplace.



# OUR JOURNEY





# GENDER DIVERSITY



## - TOP MANAGEMENT

At the senior executive level, **50%** are female leaders.

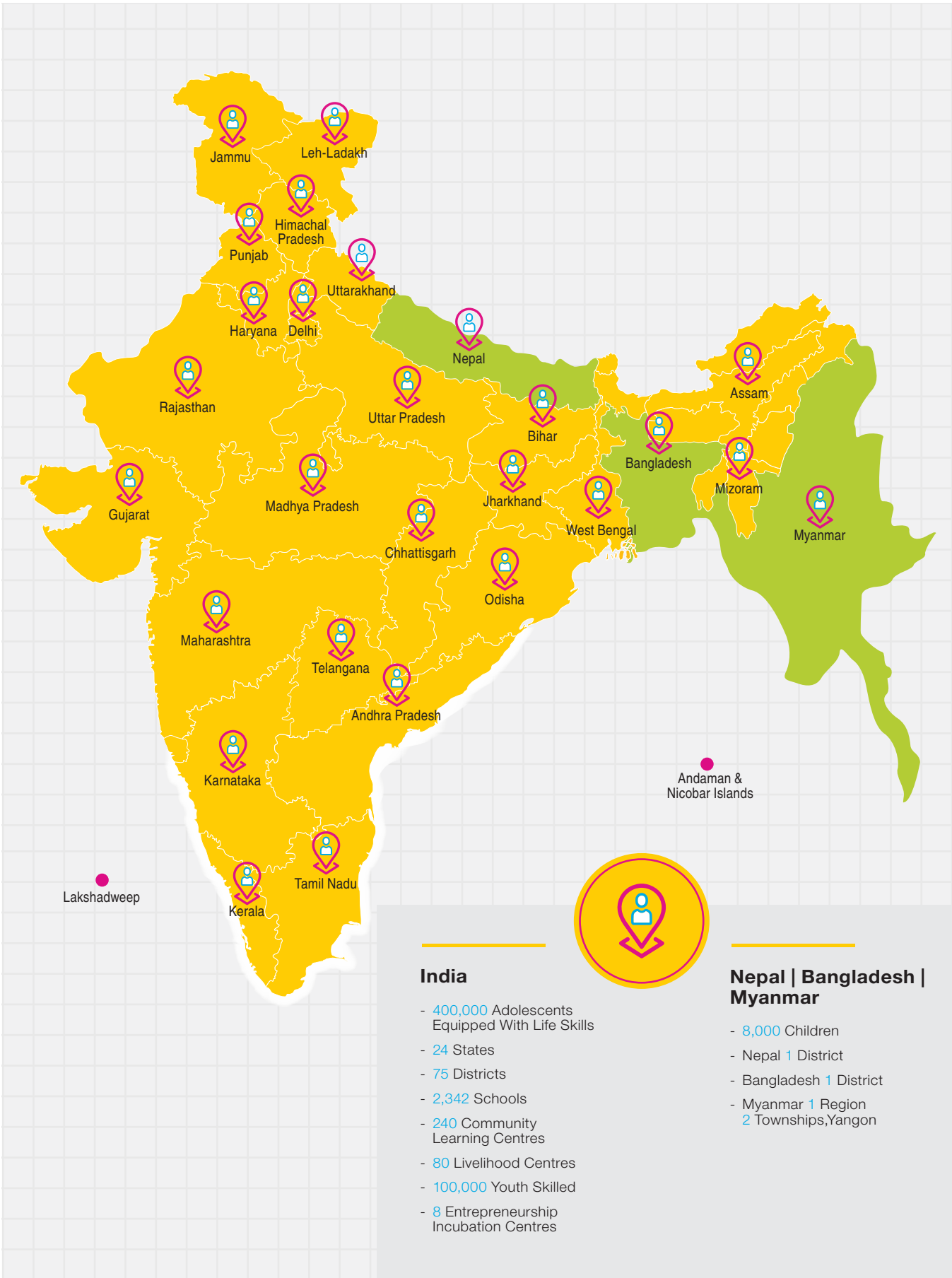


## - STAFF

- › **44%** of our staff are women; **47%** of the total hires this year are women which is approximately **+6%** points over last year.
- › We take special efforts to onboard women employees and have achieved this in one of our biggest regions where the diversity ratio stands at **50%**.



# OUTREACH AT A GLANCE



### India

- 400,000 Adolescents Equipped With Life Skills
- 24 States
- 75 Districts
- 2,342 Schools
- 240 Community Learning Centres
- 80 Livelihood Centres
- 100,000 Youth Skilled
- 8 Entrepreneurship Incubation Centres

### Nepal | Bangladesh | Myanmar

- 8,000 Children
- Nepal 1 District
- Bangladesh 1 District
- Myanmar 1 Region
- 2 Townships, Yangon



# CHILDHOOD PROGRAMME

Our Childhood Programme includes the teaching of life skills like teamwork, problem-solving, managing self, learning to learn and communications for adolescents and young people to become more resilient and show higher self-efficacy in the face of destabilisers like child marriage. We offer education enhancement to improve basic literacy and numeracy among adolescents and 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. Our objective is to minimise the school drop-out which results in delaying the early marriage of a girl child.

With the beginning of FY 2021, India was experiencing the 1st wave of COVID-19 with a countrywide lockdown that started in March 2020. The lockdown brought a complete halt to all activities and movement on the ground. To understand the impact on adolescents, we performed a COVID-19 survey in April 2020 wherein we surveyed close to 4,000 adolescents and 4,000 parents from our various Magic Bus programs. The survey highlighted that most families suffered from a sudden dip in family income to no income, most struggled to provide one square meal to their family, adolescents had no access to online learning resources while most adolescents didn't even have a smart device in the house, most girls and women were burdened with an increase in household chores, and the mental wellbeing of adolescents was negatively impacted due to the uncertainty of the situation.



To address the needs identified on the ground, we created an adapted curriculum. Key objectives of the adapted curriculum were to ensure constant engagement with adolescents through various virtual (non-contact) and physical (contact) modes while adhering to social distancing, addressing the gender divide during COVID-19, addressing the mental wellbeing issue, and providing COVID-19 awareness to all adolescents, parents and teachers to avoid the spread of misinformation and reduce fear. The training modules were also tweaked to ensure staff is trained based on the adapted curriculum while addressing the need for staff to show more compassion during these testing times.



We provided COVID-19 relief for our adolescents wherein we distributed dry ration kits sufficient for 2 months worth of meals. After the lockdown was lifted and movement was allowed in June, we focused on engaging with adolescents in the community and launched the program in 11 blocks with 90,000 adolescents across 3 districts - Aizawl, Bhandara and Chandrapur. Our staff started connecting with the district government to obtain the school teachers and adolescents list. Teachers from these lists were connected to orient on program objectives through physical meetings or calls. In Aizawl, we succeeded in training 402 school teachers and orient 238 Headmasters spread across 3 blocks on Magic Bus' lifeskills curriculum through the Zoom platform. The virtual training news was captured in many daily newspapers of Mizoram and proved to be a boost in our liaison with the Mizoram Education Department and their Sarva Shiksha Abhiyan programme. In Bhandara, about 132 teachers were trained. In Chandrapur, the government did not provide permission to conduct any training due to the fragility of the COVID-19 situation.

To ensure adolescent enrolment in school and avoid

dropout, our staff built a constant dialogue with teachers, headmasters and block education officers to ensure enrolment of all adolescents once schools reopened. Teachers connected with adolescents telephonically for enrolment. However, due to the lack of a phone facility, our staff bridged the communication gap by connecting with all adolescents in-person to ensure their enrolment was completed in the school register. Some of the adolescents were not traceable due to reverse migration during the lockdown. Our staff constantly checked on the migrated adolescents and ensured they were re-enrolled once these adolescents returned to their village. During enrolment, a special focus was put on adolescents vulnerable to child labour due to a drop in family income and girls vulnerable to early marriage.

Our staff held multiple meetings with members of Panchayati Raj at the village level, Block education officers, District Education Officers and District collectors to update them on the program progress and status of our adolescents during the COVID-19 pandemic. Monthly meetings and program progress updates are submitted by our staff to SSA or District Education Officers. Magic Bus' staff made sure to constantly connect with the government at every level and provide need-based support to the government. During this period, staff from the Aizawl district supported the Mizoram State government in distributing mid-day meals to our program adolescents. While staff in all 3 districts provided full support to school teachers and headmasters during enrolment drives and helped spread COVID-19 awareness.





# HIGHLIGHTS

## - ADOLESCENTS BECOME CHANGE-MAKERS

Child labour is the most disturbing reality of our times. On World Day Against Child Labour, adolescents from our programme in Maharashtra designed and put up posters in their community to raise awareness about child labour. They got their parents to participate in a session that was facilitated on why child labour should be discouraged. On World Environment Day, adolescents learnt how they could save the environment by taking small steps to live sustainably. They participated in a Safai Bank initiative to clean and segregate waste. Few adolescents from our programme were a part of a virtual session on preserving the environment along with their parents.

## - ADVOCATING FOR ADOLESCENTS

Magic Bus hosted a virtual session with Village Heads (also known as Sarpanch) from 137 villages across 6 states of India. The leaders came forth with suggestions on how they can make their communities child-friendly, encourage learning through investment in libraries, and involve adolescents in civic roles.

## - FINANCIAL LITERACY PROGRAMME

To encourage adolescents to adopt good financial habits, Magic Bus conducted a financial literacy session with the adolescents on the Childhood to Livelihood programme in Maharashtra. Adolescents learnt about savings and online transactions.

# IMPACT

A. Adolescents on the Magic Bus programme show **26%** improvement in perceived self-efficacy and **17.5%** improvement in resilience.

B. **76%** of adolescents on the Magic Bus programme completed secondary education until grade 10 and have transitioned to higher secondary, as compared to the **69%** national average, thereby reducing the risk of child marriage.

C. Our programme participants are **6 times** more likely to attend at least **5 days** of school every week.

D. Our Life Skills Education programme helps to improve egalitarian gender attitudes, especially among girls by **22%.**

# LIVELIHOOD PROGRAMME

Our livelihood programme offers employability education to young people to improve financial literacy, digital literacy, spoken English and career awareness, which helps them get a job of their choice in high growth sectors. It involves sector-specific training in Retail, IT, BFSI, e-commerce and so on. We provide placement and post-placement support to help young people land a job and continue with it. We have three programmes under our livelihood programme.

The Youth Skilling programme mobilises, trains and places young men and women from underserved and marginalised communities in sustainable jobs. The programme is focused on transferrable skills such as Life Skills and 21st-century skills and is currently run through about 50+ strategically located Skilling Centers across India. During the pandemic Covid-19, Magic Bus was the first organization to completely transition the livelihood programme to virtual mode.

Connect With Work is a digital employment exchange programme urgently ensuring sustainable jobs to (i) first-time job-seeking youth and (ii) youth and adults who lost jobs due to the pandemic lockdown. In the process, the programme is also able to cater to the urgent and high volume talent requirements of industries for employment. It is currently active in Delhi/NCR, Gujarat, Maharashtra, Karnataka, Telangana and Tamil Nadu.

In the year 2019-20, Magic Bus had successfully



enrolled 14,846 youth into the livelihood programme. During the Covid-19 pandemic, Magic Bus responded very rapidly to the crisis situation. Through the Youth Skilling and Connect to Work programme, Magic Bus was able to enroll 24,866 youth for livelihood opportunities. In addition, Magic Bus was successful in securing funding for enrolment and placement of 85,000 young people in sustainable formal sector jobs through 18-24 months of the Covid-19 pandemic. This has made us one of the largest holistic livelihood programmes being implemented by any NGO in the country.

The Entrepreneurship Development Programme mobilises, trains and helps aspiring entrepreneurs from underserved and marginalised communities to set up their dream nano/micro-enterprises, leveraging and strengthening their local ecosystem. This also involves financial and market linkage support - including seed money support - along with post-setup mentoring and handholding support. The programme is currently running through eight Incubation Centers in Delhi, Jaipur, Ambadi, Nallasopara, Kalyan, Shahapur, Bhandara and Mysore. The programme has trained around 150 aspiring entrepreneurs, of which 60 have already started their businesses and the remaining are in the process of setting up their businesses.

# IMPACT

A. **95%** of young people graduate from Magic Bus' Livelihood programme.

B. **70%** of young people are placed in sustainable jobs with an average salary ranging between **₹10,000 & ₹12,000.**

C. **85%** of young people continue with employment even after 6 months from the date of joining.

D. **55%** of young people on Magic Bus' Livelihood programme are women.

E. **100,000** young people impacted by the Magic Bus Livelihood programme.

F. Our Life Skills Education programme participants showed a **22.6%** improvement in perceived self-efficacy.

G. Our Life Skills Education programme revealed **90%** of adolescent programme participants valued life skills like problem-solving, communication and confidence.



# HIGHLIGHTS

## » THE FIRST BATCH OF MAGIC BUS GRADUATES



Magic Bus' Entrepreneurship Development Programme organised its first virtual graduation ceremony that marked the beginning of the entrepreneurial journey of 60 young people. It was a humbling moment to have some of our entrepreneurs share their learnings through the programme – ranging from conducting market surveys to identifying, understanding and applying business solutions to various problems in their neighbourhood. The Skill Development and Entrepreneurship Minister of Maharashtra, who was the Chief Guest at the event congratulated Magic Bus for their work on skill development and generating job opportunities in Maharashtra. He underlined the benefits of having a young workforce in the country and said, "The only answer to unemployment is skilling our workforce. The government is with Magic Bus to achieve its goal of incubating entrepreneurs."

We are thankful to our funders and partners who helped us enable young people to own and run their businesses and create jobs for others.

## » CREATING LASTING IMPACT

Credit Suisse-Magic Bus 'Get Into' Youth Skilling Programme has been helping many youths on our Livelihood programme launch a successful career. Jyoti, one of our programme participants overcame adversities like lack of funds, opportunities, confidence and right direction, and is currently working a stable job. She has been often lauded by her employer as an ideal team member. We are thankful for our partners who help us place our programme beneficiaries in secured jobs.



## » VIRTUAL GUIDANCE



During the lockdown, we had several corporate partners volunteer with us to mentor and guide young people on the Magic Bus livelihood programme. Volunteers from various esteemed organisations took sessions on goal setting, communication skills, building an effective resume, preparing for an interview, financial literacy, understanding the payslip, life skills, customer service, retail math, and many such topics which equipped our programme participants to be at par with other candidates.

# ACTIVITIES DURING COVID-19 DISTRIBUTION

## » COVID-19 RELIEF DISTRIBUTION

The COVID -19 crisis pushed 75 million more people into poverty in India. Underserved communities suffered due to nationwide lockdown, rising unemployment, new COVID-19 protocols and lack of resources to meet their daily needs. Magic Bus' young leaders and employees worked in crisis zones in rural and urban locations across India to ensure adolescents and their families were well taken care of in the wake of the pandemic. We helped 100,000 families to receive 30 million meals.

We are proud of our frontline COVID-19 warriors who ensured the distribution of support in this hour of need. We are thankful to all our supporters – corporates, individuals, institutions who stood by us and our communities devastated by the pandemic.





## » COVID-19 RELIEF DISTRIBUTION

01.

Barclays' £100m COVID-19 Community Aid Package enabled us to provide 8,570 households with one month's worth of food, 18,000 households received two months' worth of food and 10.8 million meals were distributed across 14 states of India to help the marginalised communities.

02.

Azim Premji Philanthropic Initiatives supported us to distribute 21,994 dry ration kits in Bhandara, Chandrapur, Aizawl, Keonjhar, and South 24 Parganas in West Bengal among families reeling under the crisis.

03.

Milkar for Mumbai was an initiative by the Government of Maharashtra and Brihanmumbai Municipal Corporation to eradicate hunger issues in marginalised communities during the pandemic. It was led by corporate partners like Godrej and Boyce, RPG Foundation and ATE Chandra Foundation. Initiated by Hon. CM Uddhav Thackeray, this initiative asked people to donate on their website. All individual donations received on Milkar's website were boosted five times by the corporate partners. The 5x multiplier has never been done before and is a first of its kind in India. Magic Bus Foundation was a part of the fundraising and on-ground implementation team.

04.

Mphasis extended support to help provide 5,770 people with 346,200 meals in Doddanagar, Adugodi and Viveknagar areas of Bengaluru, Karnataka.

05.

Magic Bus is grateful to Mondelēz International India for lending a helping hand to provide 8,686 dry ration kits in Himachal Pradesh, Andhra Pradesh, Maharashtra and Madhya Pradesh as a measure of our COVID-19 response efforts.

06.

With support from Nestlé India, our Kochi team stitched more than 1,500 reusable masks for healthcare workers and police officials to curb the spread of the deadly COVID-19 virus.

07.

Magic Bus and Dewas Bhopal Corridor Pvt. Ltd. collaborated to help 800 families with six weeks of ration in nine villages to ease the distress caused due to the pandemic.

08.

Lightbox helped us reach out to 385 families with 770 dry ration kits that helped provide 115,500 cooked meals in nine villages of Shahapur, Thane.

09.

With the support of Novateur Electrical and Digital Systems Pvt. Ltd., we provided dry ration kits to 375 families in Chennai, Tamil Nadu, and 287 families from Bhiwandi, Maharashtra.

10.

With the support from Emerson Electric Co., Magic Bus provided food and other necessities to 528 families in Maval, Pune to empower them during the lockdown.

11.

Magic Bus and Air Liquide Foundation came together to provide essential items to 477 families in Noida during the crisis.

12.

With Vestas' support, Magic Bus ensured marginalised adolescents in Chennai continued their formal education during the COVID-19 crisis. We distributed dry ration kits to help them cope with the unprecedented loss of wages, jobs and uncertainty of livelihoods caused by the pandemic. Vestas helped us provide dry ration kits to 470 families.

13.

Magic Bus is thankful to ESPN and Love Fútbol for helping 323 marginalised families with ration kits in Bandepalya Bengaluru, as a part of our COVID-19 relief initiative.

14.

Our youth mentors from the Ajmer team distributed 60 masks and refreshments at the railway station in Durai location as a relief measure for COVID-19.

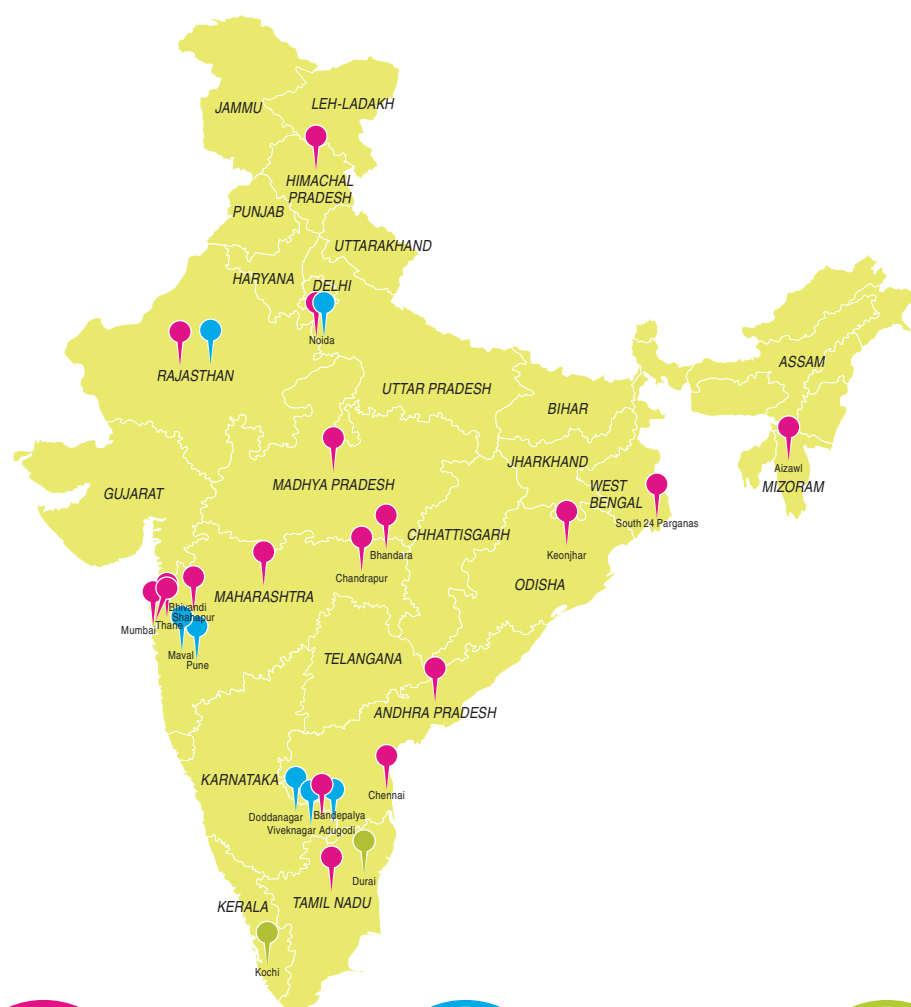
15.

UBS came forward to support the villages and communities of Ajmer, Rajasthan and reached out to 577 destitute families that were facing daily wages/income challenges and struggling to sustain their livelihood.

16.

T. A. Associates provided funding for Magic Bus' COVID-19 relief work for 600 households from 11 villages in vulnerable communities of Shahapur, Thane district, Maharashtra.

## » GRAPHICAL REPRESENTATION OF THE ABOVE DATA



DRY RATION KITS



MEALS



MASKS

# COVID-19 RECOVERY

## » MAGIC BUS CRISIS RESPONSE

During the COVID-19 crisis, over one million people were infected globally, the numbers were rising in India and we had a high risk of community spread. The support was required for those who were on the move and had little to no resources.

The situation on the ground was harrowing. Communities were dealing with an unknown situation, there was a lack of information to ensure safety and prevent infection. Moreover, misinformation was leading to stigma and discrimination towards the sick, migrants, and health workers. People were unfamiliar with expected behaviours and practices like staying home, physical distancing, the criticality of handwashing, hygiene, wearing a mask and so on. The rise of COVID-19 birthed increasing uncertainties like shortage of food, loss of wages and return of migrants. Certain groups of the society like adolescents, elderly, women, widows, differently-abled, poor and people belonging to marginalised communities were more vulnerable than others. Local administration and health workers had already stretched to their limit and were in a dire need of urgent help in managing people and information.

It was the need of the hour to prevent the spread, break the chain, flatten the curve and reduce collateral damage to the poor and needy.

Based on the findings of the COVID-19 Impact Report, Magic Bus launched the Crisis Recovery programme aimed at restoring livelihoods to save children from succumbing to child labour, trafficking and early marriage. We have a presence in 24 states and 75 districts. We have 10,000+ motivated and trained staff and volunteers on the ground that were committed to helping. The teams were already working closely with government functionaries, panchayats and local stakeholders and our frontline workers were the residents of the affected areas which aided in building a high level of trust.

For a faster recovery, we created awareness campaigns. We reached out to people via phone calls, posters and audio and video messages. We helped the local community maintain social distancing around local shops, ration shops and market areas.

## » MAGIC BUS INDIA'S COVID-19 RECOVERY STRATEGY

### ADDRESSING INCOME INSECURITY

- Access to government schemes
- Programme and entitlement
- Linkages for livelihood options
- Community institution strengthening

### PRESERVING CHILDHOOD

- Preventing school dropout
- Ensuring continuity in resilience
- Reducing the risk of child marriage





# CASE STUDIES

A.

## Fighting the pandemic with job opportunities

The COVID-19 pandemic has pushed families deeper into poverty and resulted in large scale job losses. Rising to the situation, Magic Bus and the United Nations Development Programme (UNDP) have entered into a partnership to restore the livelihoods of 6,000 people (3,600 women and 2,400 men), who had lost their jobs during the lockdown. We attempted to place adolescents in apprenticeship and paid internships in select locations of Aurangabad and Pune in Maharashtra, Bangalore and Mysore in Karnataka, Hyderabad in Telangana and Delhi NCR.

B.

## Livelihood programme graduation ceremony with Wimbledon Foundation

Wimbledon Foundation has been supporting Magic Bus adolescent and livelihood programmes in Delhi since 2016. On 17th Dec 2020, Magic Bus held a virtual graduation ceremony to felicitate young people who completed the programme successfully. Though the livelihood programme was moved to the virtual mode due to the nationwide lockdown, the team was successful in enrolling nearly 90% of the young people in jobs in the organised sector. Most of the youth are first-generation salary earners in their families.

C.

## A successful fundraiser: MISAAL

Misaal Concert, an initiative curated by 17-year-old Ananya Dalmia from Mumbai, raised funds worth \$13 million to power our COVID-19 relief efforts. The talent hunt received 1,000 plus entries from young people in the age group of 6 and 18 years, across India, making it a one-of-its-kind fundraising initiative. The entries were screened by a panel of experts and judged by popular Indian singer Usha Uthup.

D.

## Digital Dreams with KKR and Meer Foundation

Magic Bus received incredible support from Meer Foundation and Kolkata Knight Riders to facilitate the provision of digital devices for 1,600 underprivileged youth so that they can continue their learning at home during the pandemic.

E.

## Collaboration with Anupam Kher and CharityBuzz

Bollywood veteran Anupam Kher powered our cause with Charitybuzz, who gave us the platform where every bid helped us inch closer to our goal of restoring 300,000 family incomes to keep 3,00,000 adolescents in school through our COVID-19 Crisis Recovery programme.

F.

## Live concert series

We launched Music for Magic – a virtual live concert series by Bollywood music composer and singer, Amaal Mallik, Padma Shri Usha Uthup, and Zarir Warden to raise funds for our COVID-19 relief efforts.

G.

## Masterclass for Magic

We launched Masterclass for Magic – a virtual series to raise funds for our COVID-19 relief efforts. The first episode was led by Adhuna Bhabani, Founder and Creative Director of BBLUNT India, along with famous actress Sayani Gupta, who hosted a session for aspiring stylists and netizens on lockdown hair care, all-weather pro tips, style tricks and what goes on behind creating some of Bollywood's most iconic looks.

Award-winning author and chef Rachel Goenka Khetarpal offered a session to bake her signature treats, and Bollywood actor Tara Sharma Saluja hosted an online yoga session – all in support of Magic Bus's COVID-19 relief efforts.

H.

## Charity Golf Match

The first sporting event after the lockdown was lifted in India saw cricketing legends and champion golfers tee-off at the Delhi Golf club in support of Magic Bus' COVID-19 efforts. Champions for a Cause: Charity Golf Match brought the legendary Kapil Dev and nine-time Asian tour winner and Arjuna awardee, Gaganjeet Bhullar against former Indian cricketer, Murali Karthik and 2018 Asian Tour Order of Merit winner, Shubhankar Sharma. Together, they aimed to raise 10 million to support the most marginalised communities in India.

Inspired by their favourite sportspersons at the Champions for Charity golf match, three young change-makers, Dev Aswani, Suryansh Gulati and Rishika Muralidhar from Mumbai and Bengaluru raised over 0.4 million rupees to help feed 45,000 meals to 300 families in need. We salute their charitable spirit and kindness.

I.

## Masterminds for Magic

We launched Masterminds for Magic with creator and anchor, Janice Sequeria interviewing celebrated Bollywood filmmaker, Anurag Kashyap on the art of filmmaking.

# HIGHLIGHTS OF THE YEAR

## - GOVERNMENT OF MAHARASHTRA - MILKAR FOR MUMBAI

Magic Bus is a part of the Milkari for Mumbai initiative by the Government of Maharashtra. Milkari aims at preventing hunger issues in Mumbai. Inaugurated by Hon. CM Uddhav Thackeray, this programme was led by the Government of Maharashtra, Brihanmumbai Municipal Corporation, and corporate houses Godrej and Boyce, RPG Foundation and ATE Chandra Foundation.

The initiative enabled concerned Mumbaiers to support food relief efforts to families belonging to marginalised communities. All individual donations received on Milkari's website were boosted five times by the corporate partners. The 5x multiplier has never been done before and is a first of its kind in India.

Magic Bus was one of the NGOs responsible for implementing and fundraising to support the relief work on the platform.

## - AZIM PREMJI PHILANTHROPIC INITIATIVES (APPI)

Adolescents from marginalised communities, most of the time, have to put education and schooling on the back foot due to circumstances. While Magic Bus strives to bring these kids into mainstream education, creating interest in studies and minimising school drop-outs is not an easy task.

The Azim Premji Philanthropic Initiatives (APPI) funded Magic Bus SCALE programme in partnership with the Samagra Shiksha Abhiyan where we trained 238 headmasters and 550 school teachers from 278 schools in Mizoram on life skills, ensuring the mental well-being of adolescents, rekindling their lost interest in studies and identifying adolescents with vulnerabilities.

Magic Bus believes in working with the entire ecosystem of adolescents to ensure they get the best opportunities and are equipped with skills to move forward in life.

## - MANCHESTER CITY AND TECNO MOBILE

With the spread of COVID-19, came the responsibility of creating awareness about safety and hygiene practices.

Our partners, Manchester City and Tecno Mobile, created a phone awareness programme where they helped 10,000 adolescents and families in Kolkata to spread awareness about health and safety practices that needed to be followed for keeping themselves safe during the pandemic.

## - TIDES FOUNDATION (GOOGLE) PROGRAMME

Magic Bus is being supported by Google to accelerate our efforts to –

- Implement an Employment Education programme for young people from marginalised communities.
- Reinstate incomes of households in rural and urban areas of India who have lost their livelihoods due to COVID- 19 lockdown.

The Employability Education Programme is implemented in Thane and Aurangabad districts of Maharashtra, and Mysuru district of Karnataka. It covers more than 4,500 adolescents from marginal communities and has received support from key stakeholders including Block Education officers, Deputy Director of Public Instruction, College Principals and teachers. The Rural Recovery programme is being implemented in Aurangabad with 1,200 households, whereas the Urban Recovery programme reaches out to 3,000 households in Ulhasnagar, Thane district.

## - RURAL RECOVERY PROGRAMME SUPPORTED BY VON OPEL FOUNDATION

Georg and Emily Von Opel-Foundation, a charitable trust based in London, UK, began supporting Magic Bus' Rural Recovery Programme in Ajmer, Rajasthan.

The programme works with 500 households who have been rendered vulnerable due to the COVID-19 induced lockdown as they lost their source of income. The programme aims to restore household incomes to pre-COVID levels by working with adults to build their capacity and establish linkages with Government schemes and entitlements. The adolescents from these households are being equipped with essential life skills that enable them to complete secondary school education.

## - LOWE'S INDIA

LOWE'S INDIA began supporting Magic Bus 'Get Into' youth skilling programme. The programme will run over the next three years, helping 1,100 young people to acquire employability skills and successfully get placed in a job.

## - FOUNDER MATTHEW SPACIE SPEAKS AT #CHARCHA2020

Magic Bus Founder, Matthew Spacie, was among four prominent development sector panellists at the Nudge Foundation organised #Charcha2020 - a platform to bring together thinkers, researchers, practitioners, enablers, policymakers, communicators, philanthropists and community leaders to address the toughest challenges in a post-COVID world.

Matthew spoke at a plenary session called Kal, Aaj Aur Kal, underscoring the changing roles of NGOs in the context of COVID-19, the question of scalability and availability of funding for NGOs, and how Magic Bus has been adapting and developing initiatives to tackle emerging crises among adolescents, young people and their families.

## - FEATURED ON SATTVA'S AGILITY IN ADVERSITY SERIES

Sattva's Agility in Adversity series highlights innovative NGOs who are pushing the needle in the right direction at this time of uncertainty. Magic Bus was featured in this series for its relief outreach that provided food and ration kits to more than 500,000 people across India and its awareness-building initiatives that prevented the spread of COVID-19 in many communities. The feature also recognised the Livelihood programme's critical work in ensuring young people continue to be trained and placed in jobs.

## - WATER HEROES

Water Heroes Academy is a global network of youth-led projects aimed at tackling water challenges in local communities using the power of football. Magic Bus programme was one of the winning projects selected by City Football 2021. Two young leaders Ashutosh and Varsha have been chosen to visit Manchester, UK in 2022 for training as local community leaders.



# TESTIMONIALS

## » ADOLESCENTS



“Since a very young age, everyone kept telling me that I could be a doctor. I was very good at sketching and even I started believing that I want to be a doctor but at the e-Summer Camp during the lockdown, I came to discover my real calling. I can be an artist, a painter.”  
 - Sanchita, Gujarat



“Earlier, I used to be irregular in school. I would miss 4-5 classes in a row but ever since I joined the Magic Bus programme, I have become more regular. We never used to play with girls but Magic Bus bhaiya taught us to play together. They taught us there is no difference between boys and girls.”  
 - Ashish Jaiswal, Himachal Pradesh

## » LIVELIHOOD



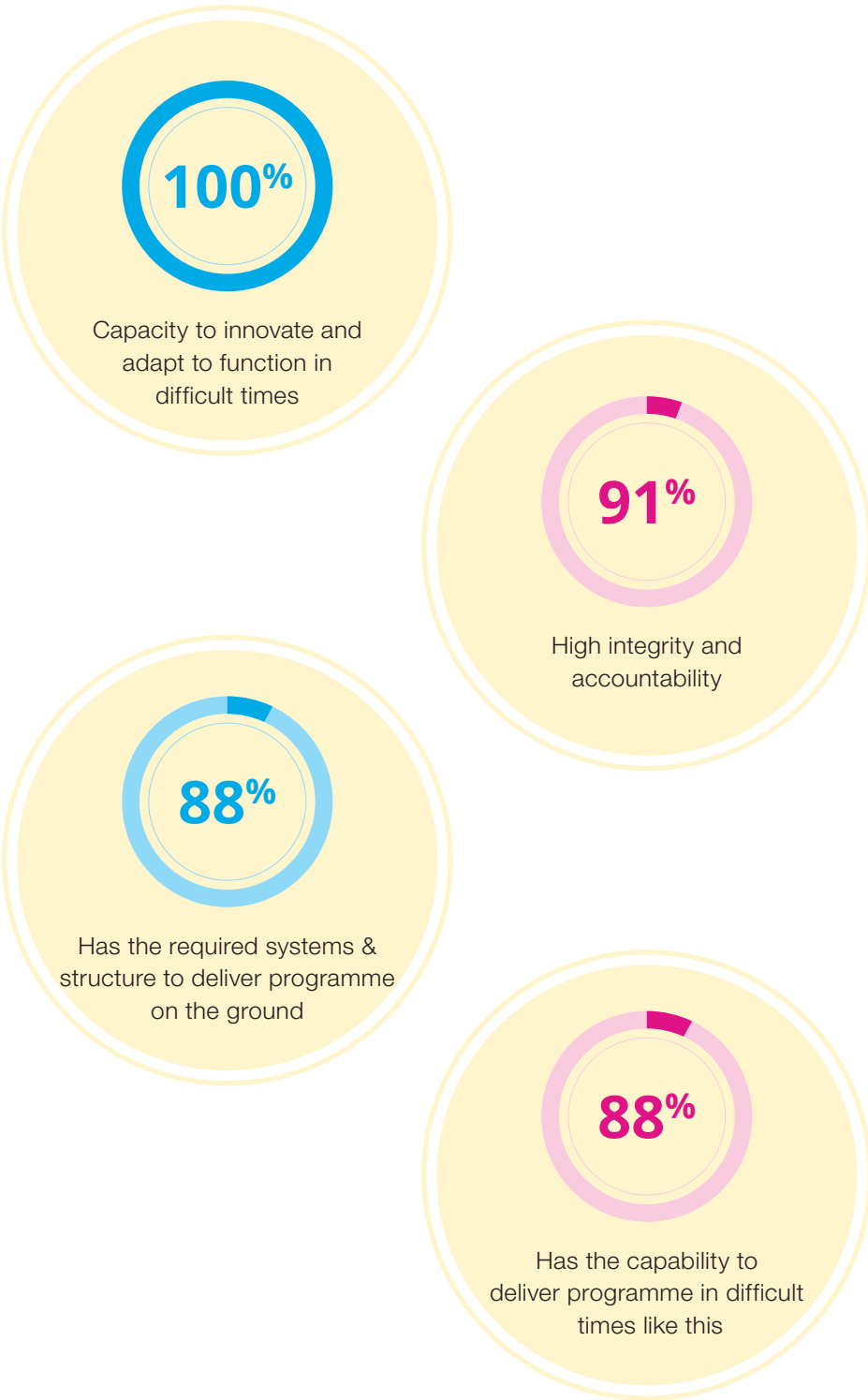
“I was not scared for a single minute! I had the self-confidence that if they selected me, I will work there. If not, then I will go for another job interview.”  
 - Maria Priscilla, Chennai, Lead Manager



“I joined the Magic Bus programme to learn English and computer skills. But the sessions taught me much more. They prepared me for a stable career. It has been a life-changing experience.”  
 - Aarti Yadav, New Delhi, Sales Advisor

# HIGHLIGHTS OF THE CSR SURVEY

At Magic Bus, we always strive to become better with each initiative. We are open to feedback to help us map our progress or limitations. One of the ways that provide us with transparent results is a donor feedback survey. We did a post-COVID CSR Feedback Survey with 32 of our donors.  
 Here are the highlights on the donor satisfaction rating:



# MEDIA

1. The Good Sight, a bi-monthly e-magazine focused on India's development sector, covered Magic Bus' work, approach, and impact in its Special Series.
2. The Times of India talks about BMW's long-standing partnership with Magic Bus.
3. Michael Dell of Dell Foundations appreciated Magic Bus for the relief work done during the pandemic.
4. CSR Mandate carried extensive coverage of the Magic Bus Survey on the Impact of COVID-19.
5. Richa Anirudh, a renowned journalist, interviewed Magic Bus's Dhanashri Brahme on Magic Bus COVID relief efforts and how to associate with it.
6. The Times of India covered the findings from the Magic Bus Survey on the Impact of COVID-19 on adolescents and families in India.
7. We received coverage on regional media – Dainik Vishwamitra, Dainik Statesman, Aajkal, Kolkata – for Tata Motor Finance supporting scholarships to young girls from Jaynagar in South 24 Parganas.
8. Magic Bus Impact Survey on COVID-19 had brought to the fore the cascading effects of the pandemic on the economic well-being of families living in poverty and on the adolescents' education. CSR box looks at some of the findings in detail in this piece.
9. A priceless gift from a father who does odd jobs to keep his family afloat to a daughter on Magic Bus programme, has received coverage on ANI and for the real message it gives out.
10. Times of India covered Magic Bus' role in the Government of Maharashtra's Milkar initiative.
11. Misaal, a virtual talent hunt to raise funds for our work, received coverage on Mid-Day.
12. Our Entrepreneurship Development programme's virtual Graduation ceremony was covered by United News of India.

# AWARDS



## CSR Times Award

Magic Bus' efforts in ensuring employability through life skills got the CSR Times Award in the Gold category. This award reinforces our belief that our programme achieves impact at scale even during a pandemic year with widespread job losses and economic distress.



## ISO 9001:2015 CERTIFIED

Magic Bus' training function is ISO 9001:2015 certified. We received the first certification in 2017 and achieved all our quality goals during subsequent audits.



## INDIA SPORTS AWARD 2020

We were recognised as the Best NGO promoting Sports by the Federation of Indian Chambers of Commerce and Industry's (FICCI) India Sports Award 2020



## MAHATMA AWARD FOR SOCIAL GOOD 2020

We were honoured by the Mahatma Award for Social Good 2020. Receiving such a prestigious award & getting recognised as a social impact leader has inspired us to work harder for our adolescents, young people and their communities.



## SKOCH AWARD

We were recipients of the Skoch Award for our Childhood to Livelihood Programme. Skoch Award salutes people, projects and institutions that go the extra mile to make India a better nation.



FINANCIALS

Magic Bus India Foundation

Statement of Income and Expenditure

for the year ended 31 March 2021

(Currency: Indian Rupees)

	Note	31 March 2021	31 March 2020
<b>Income</b>			
Donations and contributions	15	94,65,98,983	95,73,54,397
Other income	16	1,50,84,832	92,00,608
		96,16,83,815	96,65,55,005
<b>Expenditure</b>			
Expenses on activities	17	72,50,52,081	81,30,04,933
Depreciation and amortization expense	10	3,27,18,892	4,42,34,611
Administration and other expenses	18	9,72,95,557	9,88,62,817
		85,50,66,530	95,61,02,361
		10,66,17,285	1,04,52,644
<b>Surplus / (deficit)</b>			
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

Shabbir Readymadewala  
Partner  
Membership No: 100060

Sandeep Murthy  
Director  
DIN: 00591165

Jayant Rastogi  
Chief Executive Officer

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

Deval Santhavi  
Director  
DIN: 0002142594

Monica Gandhi  
Chief Financial Officer

Mumbai  
30th November 2021

Mumbai  
30th November 2021

Magic Bus India Foundation

Balance Sheet

as at 31 March 2021

(Currency: Indian Rupees)

	Note	31 March 2021	31 March 2020
<b>OWN FUNDS AND LIABILITIES</b>			
<b>Own Funds</b>			
Membership Fund	3	2,000	2,000
Reserves and Surplus	4	17,06,63,208	6,40,45,923
		17,06,65,208	6,40,47,923
<b>Non-current liabilities</b>			
Other long term liabilities	5	-	1,09,44,791
Long-term provisions	6	3,73,08,416	2,36,15,935
		3,73,08,416	3,45,60,726
<b>Current liabilities</b>			
Trade payables	7		
- Due to micro and small enterprises (refer note 20)			
- Due to other than micro and small enterprises		3,36,36,035	2,21,67,821
Other current liabilities	8	49,73,34,050	54,84,87,185
Short-term provisions	9	28,35,265	25,59,813
		53,38,05,350	57,32,14,819
		74,17,78,974	67,18,23,468

ASSETS

<b>Non-current assets</b>			
Property, Plant & Equipment	10		
- Tangible assets		8,30,94,189	7,45,60,959
- Intangible assets		1,51,69,015	1,98,62,926
Long-term loans and advances	11	94,64,514	87,57,010
		10,77,27,718	10,31,80,895
<b>Current assets</b>			
Donations and grants receivable	12	4,35,98,924	4,90,79,427
Cash and bank balances	13	57,55,88,967	50,47,70,594
Short-term loans and advances	14	1,28,21,629	1,38,48,609
Other current assets - Accrued interest		20,41,736	9,43,943
		63,40,51,256	56,86,42,573
		74,17,78,974	67,18,23,468

Significant Accounting Policies

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

Shabbir Readymadewala  
Partner  
Membership No: 100060

Sandeep Murthy  
Director  
DIN: 00591165

Jayant Rastogi  
Chief Executive Officer

Mumbai  
30th November 2021

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

Deval Santhavi  
Director  
DIN: 0002142594

Monica Gandhi  
Chief Financial Officer

Mumbai  
30th November 2021

# OUR PARTNERS



Aadhar Housing Finance Ltd.  
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Mark Scanlon  
 Michael & Susan Dell Foundation  
 Millenium Synergy Gujarat Pvt. Ltd.  
 Millennium Alliance  
 Mondelez International Foundation US  
 Monsoon Trust  
 Mphasis F1 Foundation  
 Nestle India Pvt. Ltd.  
 Nikon India Pvt. Ltd.  
 Nomura Financial Advisory and  
 Securities (India) Pvt. Ltd.  
 Novateur Electrical & Digital Systems  
 Pvt. Ltd. - ( Legrand )  
 Nudge Lifeskills Foundation  
 Oracle India Pvt. Ltd.  
 Oval Foundation  
 Pipeline Infrastructure Ltd.  
 Pirojsha Godrej Foundation  
 Plastic Omnium Auto Inergy  
 Manufacturing India Pvt. Ltd.  
 Powerica Ltd.

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 Ram Sriram (Dhaman Foundation)  
 Randal Charitable Foundation  
 RBL Bank Ltd.  
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 Business Solutions Ltd.  
 Rockefeller Philanthropy Advisors  
 RPG Foundation  
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 Programme (UNDP)  
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 Virasat Foundation  
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 Wimbledon Foundation  
 Wipro Cares  
 WPP INDIA CSR FOUNDATION

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Maharashtra



Government of  
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MINISTRY OF  
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### FURTHER INFORMATION

List of Donor Partners: [www.magicbus.org/our-partners](http://www.magicbus.org/our-partners)

Audited accounts: [www.magicbus.org/transparency](http://www.magicbus.org/transparency)





[www.magicbus.org](http://www.magicbus.org)

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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.



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**magicBusIndia**



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**magicbusin**



**magic-bus**

### MAGIC BUS USA

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[www.magicbususa.org](http://www.magicbususa.org)

**Email:** [info@magicbususa.org](mailto:info@magicbususa.org)  
Magic Bus is a 501(c)(3)  
organisation

**EIN:** 27-3053614

Contributions are tax deductible in  
accordance with IRS rules and regulations.



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**Tel:** +44-7395-586181

If you are a UK taxpayer, We Can Claim Gift Aid on your donation  
and receive 25% of the donation back from the government.



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**MagicBusUK**



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Support our Childhood to Livelihood Programme  
to change a child's future!

**Donate Now:** <https://donation.magicbus.org/>

### SCAN & PAY

