



MAGIC BUS UK

BREAKING THE CYCLE OF POVERTY IN INDIA

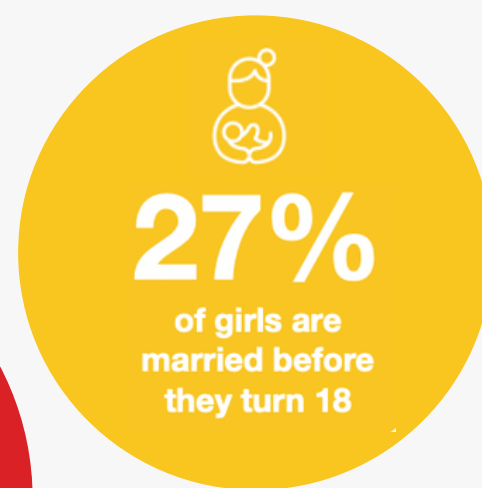
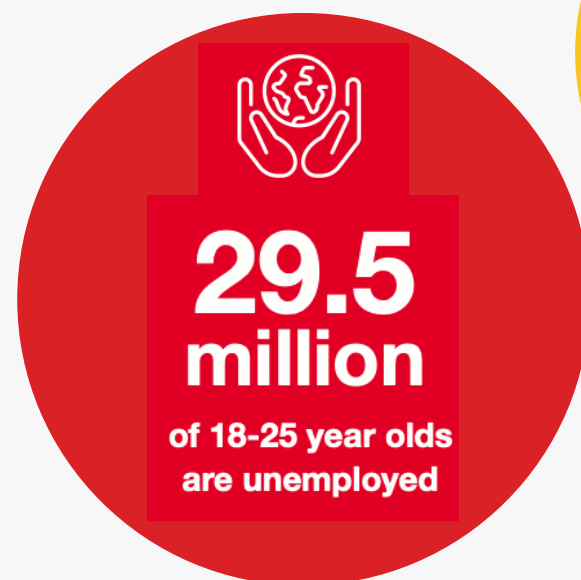
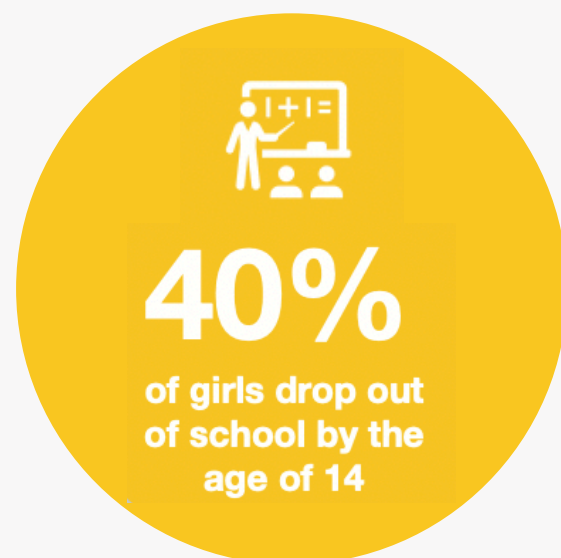




Welcome & Introduction

WHAT WE DO?

In India, 250 million people live on less than £2 a day, and 97 million young people are trapped below the poverty line.



Magic Bus equips young people with the life skills and education they need to break free from poverty!

Thriving from childhood to livelihood, through our

- Adolescent Programme (Ages 12-17)
- Livelihood Programme (Ages 18+)

We empower them to lead fulfilling lives and contribute positively to their communities.



LIVES TRANSFORMED

Adolescent Participants: 3.3 million | Livelihood Participants: 214K

3.5M +

OUR PROGRAMME
PRESENCE ACROSS
INDIA



**Building
Relationships
With Real Social
Impact**

PURPOSE FIRST, THEN PARTNERSHIP

- Partnerships begin with **why**.
- We seek alignment in values — not just funding priorities.
- Our model is never plug-and-play — it's co-created.
- We adapt to partners' focus areas (gender, youth, education, sport), without compromising our mission.



'Our team repeated history': How 8 street kids won the Street Child Cricket World Cup in Lord's

In the prelude to the ICC Cricket World Cup, a team of children from slums in Mumbai and Chennai lifted the maiden trophy.

By: Gaurav Sarkar 30 May, 2019



ALIGNING VALUES AND OUTCOMES

- One size doesn't fit all — we tailor delivery while our core framework stays strong.
 - Nestlé: focusing on sustainability into life skills sessions.
 - Health brands: Focus on handwashing, menstrual health, etc.
 - Wimbledon & Man City: Brought sport into our core model.
- Programmes reflect both brand voice and community needs.



Magic Bus India Foundation And Nestlé India Champion The Fight Against Plastic Pollution On World Environment Day





START SMALL, SCALE BIG – THE WIMBLEDON STORY



- What started in 2015: 5 schools in South Delhi.
- 10 years later: 13,000+ adolescents - 6,000+ life skills & 6,800+ tennis sessions delivered.
- Results: Girls became community coaches, staying in school, delaying early marriage.
- A small start → scalable, sustainable change.



13,000+
Lives Transformed

INNOVATING AT MAGIC BUS

- The interactivity of our programmes fosters confidence, discipline and resilience and keeping up with market trends,
- High school attendance is required in order to join our sessions
- Life skills through structured play:
 - Conflict resolution – football
 - Leadership – kabaddi
 - Confidence – tennis
- This allows us to have a broader scope of partnering
- Impact stats:
 - 97% saw education as critical
 - 82% increase in decision-making confidence



AWS re/Start programme

Preparing individuals for entry-level cloud roles in operations, site reliability, and infrastructure support

📍 City: Hyderabad | Delhi | Mumbai | Pune | Bangalore | Chennai

📅 Programme Length: 12 weeks

🕒 Monday-Friday: 6 to 8 hours per day

👤 Who Can Apply: Youth from underserved communities with a family income below 3 lakhs per annum



LEVERAGING GLOBAL BRAND EQUITY

- Trusted partners: Wimbledon Foundation, Barclays, British Airways, Man City Foundation.
- Peer coaching model: Coaches support our participants, who become leaders, mentors, earners by certifying with them.
- Given the popularity Global brands often support in making introductions, supporting growth and reaching out to new potential partners.
- We turn partnership into long-term purpose.

Manchester City and Etihad Airways launch community football projects in India

Thursday, 27 Mar, 2024 0



Premier League champions Manchester City, with global partner **Etihad Airways**, is introducing a new community football initiative in cities across India.

The joint initiative will see City work in collaboration with Etihad, its charity **City in the Community** and NGO Magic Bus India Foundation.

HOW TO BUILD TRUST THAT LASTS

- Trust is built in WhatsApp updates, honest reports, and site visits.
- We capture :
 - Real-time data
 - Same-day session photos
- Partners are part of the journey – not just donors, but doers.



The royal visit: Prince William, Kate to participate in cricket match in Mumbai

Press Trust Of India • April 8, 2016, 19:42:23 IST



Prince William and Kate Middleton, who will commence their seven-day tour of India and Bhutan on 10 April in Mumbai, will head to Oval Maidan to watch and take part in a cricket match between beneficiaries and representatives of three charities based in Mumbai, namely Magic Bus, Doorstep, and India's Childline.



Pearl Diver Capital
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On April 2nd, **Pearl Diver Capital** founders, **Indranil Basu** and Chandrajit Chakraborty visited the **Magic Bus India Foundation** in Kolkata to inaugurate the Adolescent Program through which the foundation provides after school support and guidance to 2,000+ children annually in Kolkata. This program focuses on empowering adolescents with life skills training and mentorship to help them break the cycle of poverty and achieve their full potential. Pearl Diver Capital is making a multi-year funding commitment into this tailor-made programme focused on school students from government funded schools in some of the most impoverished areas of Garden Reach, in Kolkata, and will work in partnership with the local community and municipalities in the area.



THE MAGIC OF STAYING IN THE WORK

- Real change doesn't happen overnight.
- It happens when we show up, stay in the work, and scale what works.
- This isn't for PR. It's not a pilot.
- If you're looking to build something that lasts — let's talk.





Join our partners, let's co create together to enact the change we want to see!

