

Magic bus

End of Year Report 2007-8

## Magic Bus Sport for Development

It is with a passionate belief, that play and opportunities to learn and express through sport are the fundamental right of every child, that Magic Bus plants the seeds of empowerment and self belief in thousands of children across Mumbai. As sport and physical education are slowly brought to the global development platform, an increased awareness and respect for the power of this medium to bring out potential in young people is emerging, and Magic Bus is at the forefront of this movement in India.

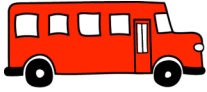
The message of Magic Bus started to travel in 2007-8 with our very first train the trainer programme being delivered in Vietnam and children and staff being invited to Delhi to present in front of Parliament, promoting our work to hundreds of other children and stakeholders at the launch of International Inspiration 2012. An exposure visit to the slums in Mathare, Nairobi brought some interesting learnings back to Magic Bus and we too left impressions on MYSA an organisation that we have started to work very closely with to share best practice.

A truly exciting development has been our peer leader programme and the emergence of inspiring young leaders across our programmes who are learning how to develop their own community-based sport for development initiatives and mentor youngsters from their own communities, whether it be a slum community, NGO or institution. This is just the start of our train the trainer programmes that we are piloting over the next two years in partnership with UNICEF in order to create the very best model for taking Magic Bus to millions of children across the country.

2007-8 has been a really exciting year for Magic Bus with highlights such as partnership launches with FIFA and the Barclays' Premier League. The Magic Bus Centre for Learning & Development has been busy with children's programmes, workshops, programmes that generate revenue for the children's programme and intense training and capacity building of our own team.

Community offices have now sprung up in our two main slum projects and we are extremely proud of our aspiring young girls football teams just established this year. We look forward to your continued support, as we take Magic Bus to the next level.

Alka Shesha  
COO



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## Intervention Projects

NGO Project, Community Project, BMC Schools Project, Government Institutions Project, Train the trainer

## Goals

- Sensitize and advocate the child's right to play
- Promote gender equality
- Develop personal and social skills
- Bring communities together through sporting opportunities by giving exposure to excellence and fairplay
- Become socially sustainable by empowering youth to become peer leaders
- Become financially self-sustainable

## Current areas of work 2006-7

Across Mumbai: Cuff Parade, Colaba, Dongri, Dadar, Raey Road, Haji Bunder, Dharukhana, Haji Ali, Eliphinstone, Matunga, Kamatipura, Bandra, Dharavi, Chembur, Santa Cruz, Andheri, Jogeshwari and tribal communities in rural Maharashtra

## No. of children on programme 2007- 08

	2005-06	2006-07	2007-08
No. of regular children on weekly programme	2500	2040	1800
No. of children in Adventurer Programme	1000	770	974
Outreach through BMC train the trainer	0	0	11,000
Total no. of children	3500	3310	13,774

## Analysis

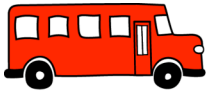
The number of children in the regular weekly programme was affected by the discontinuation of one of the school programmes due to a change in government policy. 3 groups from our NGO intervention were also discontinued this year after the first few months.

## New Strategies

We are now in discussions with the BMC to create a new intervention model which will allow us to scale our curriculum wider within the municipal schools system through a train the trainer model. In March 2008 we piloted a training programme for 30 BMC teachers which was highly successful and our new strategy will emerge for the 2008 year.

As this year we have had a major focus on developing peer leaders and preparing our curriculum ready for our train the trainer programme we have not increased the size of our programme or replaced the cancelled school or NGO groups.

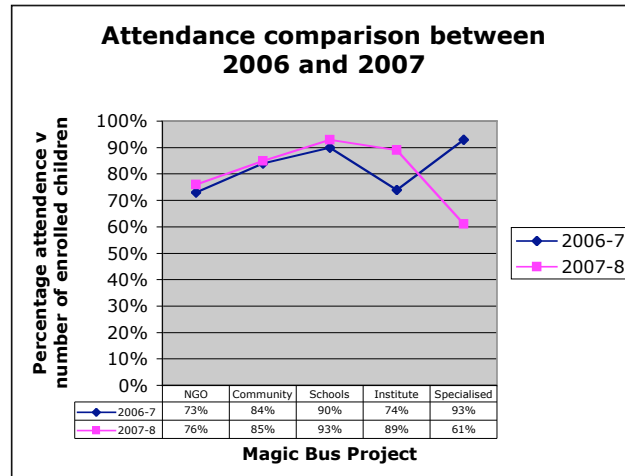
Our outreach in the 2008-9 year should increase to close to 100,000 children through our train the trainer programme with figures for the Bombay programme showing a slight increase.



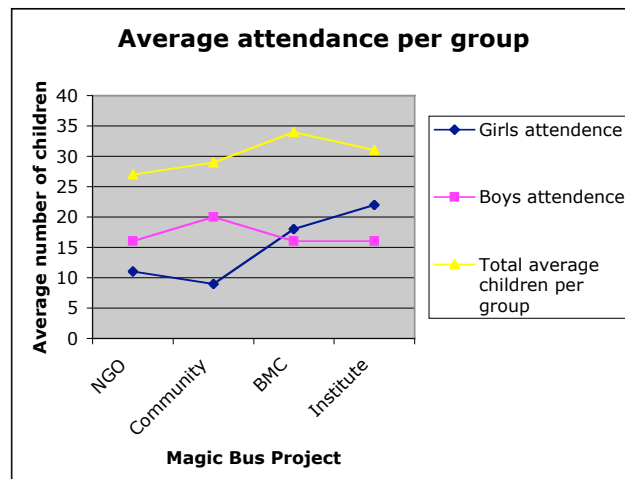
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**Comparative study of the attendance figures over last two years**



**Attendance figures with gender breakdown**

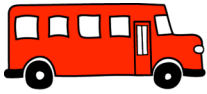


The above data shows a slight increase in attendance across most projects. The increase in the Institute project is particularly positive and show how our strategies of developing peers leaders to lead and motivate the groups has worked.

The figures for the specialised groups is somewhat misleading as in 2006-7 we only had one group who had already been with Magic Bus for a number of years and their attendance was high. In 2007-8 this figure also includes 4 new teams who will take at least 2-3 years to stabilize. The intervention is 3 times a week and for the news teams this is proving difficult to maintain, particularly for the girls teams. We are confident however that attendance will pick up in 2008-9 in this new intervention project.

As an average across the projects we have 50% girls on our programme. In the institute programme we work in a number of all-girl homes hence the figures are higher. The community project is where we have the lowest girl boy ratio, which is sadly the most reflective statistic on how it is to work without any intervention that focuses on girls alone. Particularly in the 14+ age group the girls drop out at a very high rate due to parental pressure to earn, get married or look after siblings. (See breakdown of gender ratio on the following table)

The average has gone down due to one specialised group which was a pilot project this year. Individually seen the other projects have shown an improvement from the last year.



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**Regularity**

Attendance is one of the indicators that we use in measuring our programme but regularity of individual children is our most important indicator as the impact of our programme increases dramatically if children are able to attend 50% of more of the sessions.

	Sessions planned	Sessions held	Percentage of sessions held	Total Number of children during the year	Target for enrolment	Number attending more than 50% of sessions	Percentage of target number attending more than 50%	Number of girls	Number of boys	Percentage of girls
<b>Graduation Programme Analysis</b>										
<b>BMC Programme</b>	360	347	96%	375	320	292	91%	184	191	49%
<b>Institution Programme</b>	190	169	90%	316	240	188	78%	173	129	75%
<b>BPT Community</b>	280	236	84%	336	280	191	68%	103	227	31%
<b>Dharavi</b>	280	239	85%	400	280	193	69%	124	276	31%
<b>Specialised</b>	293	176	59%	90	80	61	76%	45	45	50%
<b>NGO Programme</b>	360	276	80%	517	360	205	61%	156	361	30%
<b>Totals and averages</b>	<b>1933</b>	<b>1621</b>	<b>82%</b>	<b>2093</b>	<b>1640</b>	<b>1234</b>	<b>75%</b>	<b>796</b>	<b>1291</b>	<b>50%</b>

**Narrative Analysis**

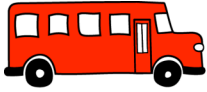
Our school's programme is where we can achieve the highest regularity (ie children attending over 50% of sessions) and the lowest number of cancelled sessions.

Where we have moved from an intervention through NGOs to working directly with community mobilisers we have seen we can achieve 78% regularity as opposed to 61%.

We have the most access to girls in the institution programme where as both communities and NGO programmes face only a 30-31% of enrolled girls.

We had 474 children attend ad hoc programmes, over our target number for enrolment.

We are on target overall with 50% of girls on the programme but this is influenced by the 75% of girls who we work with in Institutions as there we work with a number of all girl rescue homes.



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**Total number of groups of children on weekly sessions (each group has a target of 40 children)**

38

Community Project 14 Groups  
Schools Project 8 groups, 1 school  
Institution Project 6 groups  
NGO Project 10 groups

**No. of staff**

129 (including centre facility staff)

**No. of residential camps**

46

**No. of day trips**

45

**No. of children taking part in the inter-zonal and zonal tournament**

1660

**Provisions for each child**

Over and above the programme children receive:

- Snacks and refreshments
- Transport to and from the programme
- Insurance
- Uniform and equipment

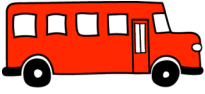
After the rapport, building phase each group is assessed as to what the strategy should be for providing uniform, shoes and boots. Every child has an allocation of 2 t-shirts, a pair of shorts, socks and pumps. Football boots and shin guards and on some occasions the pumps are made into a uniform library and children avail of them at each session but do not take the uniform home.

**Children's activities highlights**

- Magic Bus football team have played 7 MDFA league matches – won 4, drew 2 and lost 1
- PIFA skill test: three boys participated in the skill test one boy was selected in the final ten
- First Voyager Programme for Magic Bus graduates was started
- 20 children participated in the International Inspiration Programme held in Delhi. This was the official launch of the programme that Magic Bus is participating in as technical advisors and training trainers to delivery sport for development in three new locations in India.

**Capacity building highlights**

- Senior Programme Manager attended a 15-day international football coaching course at KNVB in The Netherlands. He was then sponsored to travel to Kenya to visit an organisation called MYSA with whom we have a knowledge sharing partnership
- Sensitising workshop on Child Rights and Child Sexual Abuse for the programme staff
- On going weekly training for programme delivery staff
- ACCT certified Ropes Course refresher training for centre staff



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### **Programme Achievements 2007-08**

- First Community Open football tournament organised in Bombay Port Trust with local parents, community youth, taxi drivers etc. all participating with our children
- Community centre office opened at Dharavi and Bombay Port Trust
- 2 girls specialised team from Dharavi and BPT
- Regular parents meetings have been organised to increase participation
- Partnership with UNICEF in the International Inspiration Sport for Development India programme
- Pilot TOT programme for 30 BMC teachers
- Magic Bus spearheaded IPA India
- 2 youth mentors attended the parliament session on behalf of the youths to voice their thoughts on sport as a developmental process
- Our employability programme for Magic Bus graduates was launched with a year long research programme sponsored by Global Fund for Children.

### **Fundraising Highlights**

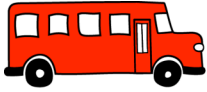
- 9 corporate teams participated in the Mumbai Marathon and raised pledges.
- Funding partnerships were launched with The Premier League and FIFA
- Lehman Brothers staff raised funds for us through a bowling event
- 4 new local corporate partners supported us (Goldman Sachs, Thomas Weisel, KPMG and Barclays)
- Our first fundraising event in Dubai was organized by a passionate volunteer who had volunteers on a camp at the centre as her honeymoon earlier in the year
- 2 new buses donated by CAPARO and Ashok Leyland
- New office furniture donated by Cleartrip
- Barclays Premier league cup was unveiled in Mumbai where 4 teams participated from Magic Bus in an event

### **Communication Highlights**

- Pro bono support from McCann Erickson in devising communication strategies
- Launched new participatory photography project with 4 peer leaders who were taught how to take photographs and started to document their communities
- 2 articles, one on inter zonals and the other on a peer leader photography project published in The Asian Age

### **Magic Bus Centre for Learning & Development**

- MA Rangonwala Resources Centre finished.
- 3-phase electricity finally turned on, new septic tanks fitted, new boundary wall completed, new generator procured and housing completed, new activity areas completed and flooring to the high ropes course
- Football ground completion
- Development of a nursery
- Started vermi-culture and thus providing the vermin compost



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### Monitoring & Evaluation Highlights

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- Our first corporate programmes were held at the centre with Potential Squared raising funds for the programme
- Our first private schools programmes were also held with
- Successful completion of research study on the BMC schools programme
- Launch of peer leader initiative with Comic Relief – a 3-year research programme into wider community impact through the sports programme
- A comparative study on regularity across the last three years is being undertaken
- A baseline survey of all peer leaders was undertaken in preparation for looking at sporting, personal and social outcomes of the project
- Capacity building of the programme team to collect and analyze data has been undertaken

### Challenges

- Restructuring of the municipal schools programme is on going - suspension of programme in one school until new partnership finalized.
- Issues faced with one NGO partner which resulted in the cancellation of 3 groups of children's programme.
- Government Institution project started with a 3-month delay due to the governing bodies' internal restructuring and resulting delay in granting permissions to all NGOs working within the institutions across Mumbai.
- Access to safe grounds for the programme still pose a major problem.
- Uncertainties in children's communities linked to forced relocation of disasters such as fire affect regularity.
- Recruitment at head of department level extremely difficult in current economic climate amidst high rises in salaries.

### Plans for 2008-2010

- Finalise and publish children's curriculum and train the trainer curriculum
- Recruit heads of department across 4 functions (Sustainability, Centre, Finance and HR)
- Launch 2-year UNICEF partnership to develop and scale our train the trainer programme to rural and urban environments in 3 new locations, rural Andhra Pradesh, rural Maharashtra and Delhi.
- Launch a new Football Club pilot project as a social enterprise working on youth's entrepreneurship skills in order to create a club fully managed by the youth.
- Launch year one of the Connect project, developing employability skills in our graduates and networking to facilitate quality referrals for further education and employment
- Launch new KPIs at the Magic Bus Centre for Learning & Development to increase occupancy and revenue along side children's programmes and train the trainer
- Launch new communication strategy with website and online collaterals, online payment gateway for India and resource library
- Focus on local sustainability streams through revenue and local corporate partnerships
- Start to build a corpus fund and working capital reserve