



CASE STUDY :: 05

LOCATION

Mumbai, India

# MAGIC BUS

## OBJECTIVES

- Community safety
- Community development and cohesion

## BACKGROUND INFORMATION

- 7.5 million of Mumbai's 16 million urban residents are slum dwellers or homeless
- 2.6 million children in Mumbai live on the streets or in slums
- Over 400,000 children are involved in prostitution

Magic Bus works with over 40 'primary intervention' charitable organisations in Mumbai in a partnership and with 15 that create consistent access for our team. Each of these organisations recognises the needs of the programme and endorses and supports the work with the children.

Magic Bus focused on creating a product that captures all the fun and escapism that children love, together with a more pedagogic product which imparts the all important life skills needed for children to build a future.

## PURPOSE

To impart life skills (emotional, physical, social and spiritual) that promote resilience and psychological and emotional well being of the children. More specifically to:

- impart knowledge inputs about life, social situations and problems specific to the background and age group
- have fun whilst learning
- expose youth to training or employment opportunities
- enable the creation of a conducive group environment among children and promote the concept of healthy relationships and effective communication
- ensure that many of the mentors employed by Magic Bus are graduates from our programmes

## PARTNERS

**Local Partners:** Magic Bus is extremely active in creating partnerships with local organisations and businesses: J J Nursing Home, Nature Trails, IMAX, Water Kingdom, The Bowling Company, Mastek, Amateur Riders' Club, local swimming baths, sailing clubs, drama and art schools, computer training centres, libraries, cinemas, nature parks and many more local resources. We highly appreciate our partners India Outdoors, the adventure travel company which is more of a bond than business partnership.

**International partners:** Magic Bus has been successful in attracting world-class donor organisations. During the early stages of development these funds have been essential and will be cultivated and integrated into the long-term vision for the organisation

**Corporate partners:** More and more companies in India are giving a public account of their relations with their employees, customers as well as the wider society and community. Magic Bus has been able to position itself as an opportunity to such corporations to become good corporate citizens.

**Volunteer Partnerships:** 240 volunteers from all walks of life, designed to offer accessible volunteering to people who already lead busy lives. Many of our activities are run at the weekends, in the evenings and at locations close to places of work. Magic Bus adopts best practices for its volunteering programme by assigning a dedicated Volunteer Manager who will help assign need specific jobs and help clarify roles based on a volunteer's commitment levels.

*'Volunteering with Magic Bus can change your weekend...your life...and the lives of Magic Bus children too'.*



## COST AND DATE

Set up in 1999

## TARGET

Work with children at risk: slum children, street children, children of sex workers, remand centre children, bonded labourers, children on construction sites, runaways and orphans....

## STEPS

- 1 Matthew Spacie founded Magic Bus in January 1999 in response to his desire to work with children and young adults through the outdoors and sport
- 2 Magic Bus was formalised as a registered non-profit charitable organisation under the umbrella of 'Childlink India Foundation' with an investment to cover the administration cost for three years from Impact Partners, an Ashoka Fellowship and a donation from the Kadoorie Charitable Foundation to build a development centre.
- 3 Spacie used his week-ends to teach groups of children from Akanksha (a project promoting education amongst slum children) and a group of at-risk children residing and working on Mumbai's 'Fashion Street' rugby and explore the local mountains and beaches. Through regular practices, they were taught discipline, self-esteem, hygiene, and the importance of respecting team members, in a healthy competitive environment. For many children burdened by the demands of poverty, the sport sessions provided an outlet to express themselves and release their pent-up energy.
- 4 The camp programme and sports programme have combined to produce the module programme. At first Magic Bus added day programmes to the curriculum and from March 2002 we added weekly sessions for a number of children, who since then have received two hours of sport and games every week with Magic Bus.
- 5 Magic Bus now provides activity-based learning through:
  - Sports Development
  - Outdoor Learning
  - Creative Expression
  - Work Based Learning

## BENEFITS

The organisation is playing an important role in developmental work in children's lives in India and now has:

- 3,500 children per annum on its programme
- an employee base of over 50
- approximately 240 volunteers.

## FURTHER INFORMATION

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