



Magic bus

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10 Jul 2006

To,
Shri M. K. Srivastava,
Additional Municipal Commissioner(Projects),
BMC Annexe Building 3rd floor,
Mahapalika Marg,
Mumbai 400001.

Dear Shri Srivastava,

It is through Karmayog that we are given to understand the proposed plans to open 85 English-medium schools and the extensive makeover planned for the existing ones. We are extremely happy with this decision and are extremely motivated to join in the efforts for the same.

Magic Bus is an organization which believes in children's rights to play and is currently delivering a sports programme in 2 BMC schools (Sai Baba Path Municipal School & Pratiksha Nagar Municipal School). Apart from this we work with 3000 children in various parts of Mumbai and almost 90% of these children go to the BMC schools. We partner with different Ngo's and also work extensively in the communities of Dharavi & Bombay port Trust.

We would hence request you to consider us for a part in the advisory board. We would like to request for the G North ward as it covers Dharavi where we have been extensively working for the past 4 years.

Enclosed please find a brief on Magic Bus, its belief, its work. We hope that you give Magic Bus this opportunity to join hands with the BMC in this wonderful endeavor.

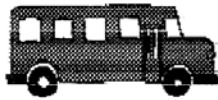
Thanks

Sheetal Satam
Sr Manager Operations

✓ CC – Mr Vinay Somani, Convenor, NGO Council

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shitaladevi temple road, mahim, mumbai - 400 016.
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Magic Bus is a non-profit organisation registered in India as Childlink India Foundation under section 25 of the Companies Act 1956



Magic bus

Mission Statement:
**Empowering Children and Youth with Positive Experiences to
Discover and Develop through Sport**

Magic Bus is an organisation in India that believes in the child's right to play. Magic Bus uses sport as a medium to work on overall child development, delivering programmes that use fun to help children find direction and realise their potential. It delivers programmes that use fun to help children in India living in high-risk and marginalised circumstances find direction and realise their potential.

Magic Bus was formed in 1999 with the goal of giving children a break away from slum and street dwelling life, through the provision of recreation and learning opportunities, which enabled participants to learn more about themselves and their environment. The reputation and scope of the work rapidly grew, and Magic Bus was formally registered as a not-for-profit organisation in India in February 2001 and has since become a respected NGO working in the local community, having obtained grants for its work through the **World Bank Development Fund** and many highly regarded trusts and foundations.

Magic Bus is creating a sports development programme that enables marginalised children in India to access their rights and integrate into mainstream society. It will achieve this through the delivery of a curriculum, working in communities around Mumbai and in partnership with NGO's, other child-focused organizations and government schools, to develop protective life skills through a programme of sports and the outdoors.

Sport for Development

There is a growing body of knowledge on the benefits of physical education, outdoor adventure and sport in the educational process. All children have an innate need to move, to develop physically and to grow. Children love physical activity and need to experience childhood as a distinctive stage of their life, before taking on social responsibilities and becoming adults. All learn best through physical activity – they need to learn to move, but also to move to learn. And all children learn best in positive and enjoyable environments. (*Physical Education, Sport And Development, by Prof. Gudrun Doll-Tepper & Christophe Mailliet, International Council of Sport Science and Physical Education (ICSSPE)*)

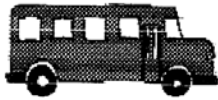
"[Sport and games] prepare young people to meet challenges they will face and to take leadership roles within their communities." (*UNICEF, 2004*). Even in the united nations meeting in 2003 they recognized 'Sport is a human right and an ideal working ground for life's essential skills' (*UN meeting on sports and development in Switzerland. Community Action, March 17, 2003*)

Outdoor adventurous experiences as part of wider curriculum helps to identify and develop those personal qualities essential to the education of the whole person, and also provide an important spiritual dimension. They strengthen self-confidence, improve relationships and encourage good judgment. As a result, young people are better able to develop skills and understanding that will help them towards responsible adulthood. In

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the Social Context outdoor adventurous experiences can help in motivating young people, and developing their social skills and reconnecting them to learning and their community. Such experiences encourage a responsible attitude to excitement and risk. .

The award-winning programme is all-inclusive and currently works with over 3,500 children from slums, the streets, construction sites, government institutions, the red light district, children living with various challenges and does not discriminate on the basis of gender, religion, caste or ability. This outreach is achieved by our four intervention programmes:

- **NGO project:** In the NGO project we will partner with different NGOs to deliver our programme (model). In the future we will train the NGO representatives / staff to deliver our model. Through the NGO project will be able to reach out to all the children whose basic needs of education, food, clothing and shelter are fulfilled by the NGO. Some of our current Ngo partner are, Sunbeam, Hamara Club, Bal Jeevan, Salam Balak Trust, Women's Welfare Society, etc.
- **Communities' project:** The community project is a direct intervention project where we work directly in the slum communities. Presently we work in the Dharavi and Bombay Port Trust communities reaching to about 600 children.
- **Institutions project:** In the institutions project we partner with various government and private residential homes, orphanages and remand homes. Our present partners are DSIS, Bal Kalyan Nagari, Chembur Children Home, St. Catherines Home.
- **BMC schools project:** In this project we partner with various municipal schools. Currently we reach out to around 500 children from Pratiksha Nagar Municipal School, Jogeshwari (w) and Sai Baba Path Municipal School, Parel.

Alka Shesha

Director: Programme and Training

Alka graduated in Arts from Mumbai University, completed the Teachers Training Course in Yoga at the Yoga Institute, Santa Cruz, Mumbai and also received a diploma in Counselling at Xavier's College, Mumbai. For over 7 years, Ms. Shesha has conducted summer camps and self-development workshops at the Yoga Institute and for several South Mumbai schools and colleges like SNTD and Nirmala Niketan. At the Yoga Institute she was the Programme Coordinator for over 5 years and introduced new innovative need-based programmes. Alka has travelled extensively and carried out comparative studies of experiential learning and sports programmes in USA, UK, Zambia, Kenya and South Africa and addressed a number of conferences speaking on sport for development.

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