

Bharti Foundation signs MoU with Magic Bus to rewrite the future of 1700 underprivileged children Mumbai and Delhi

Bharti Foundation will operate as the monitoring agency for the 3-year project

Bharti Airtel to provide financial assistance to this initiative

Mumbai, June 11: Bharti Foundation, the philanthropic arm of Bharti Enterprises, has signed a Memorandum of Understanding (MoU) with Magic Bus, India's leading childhood to livelihood NGO, to help shape the future of 1700 children (8-14 year olds) from some of the poorest areas of Mumbai and Delhi. The three-year program was launched in Mumbai today.

The program will work towards facilitating holistic development of the children, ensuring that they attend school, learn well, and attain basic life skills. The aim of the joint initiative is to empower them to secure a livelihood of their choice and succeed in it, giving them a fair chance of moving out of poverty by the time they turn 18 years of age. Bharti Airtel, India's largest telecom operator will provide financial assistance to this initiative.

Speaking about the partnership, Vijay Chadda, CEO, Bharti Foundation said, "The Foundation has maintained a steady focus on ensuring holistic development of students through its various education programs in both owned schools as well as through initiatives with Government schools across rural India. This partnership not only showcases our commitment towards holistic development but also marks an important milestone in the on-going celebrations of 10 successful years of our flagship initiative – the Satya Bharti School Program."

As part of the MoU, Bharti Foundation will monitor the program and support 1700 poor children from Rafiq Nagar and Bhalaswa slums in Mumbai and Delhi respectively. The key driver of this initiative are the 68 young volunteers, who are also from the same area as the children. The on-site volunteering approach helps build deeper community connect and enable the program to be run more efficiently.

Speaking on the occasion, **Sameer Batra, COO (Mumbai, Maharashtra and Goa) Bharti Airtel**, said, "We are excited to partner with Magic Bus and Bharti Foundation. Airtel remains committed to creating long-term and sustainable value for its stakeholders across all sections of the society; quality education and social inclusion are key integrals to our CSR plan."

About the project locations: Rafiq Nagar near Govandi (Mumbai) is a slum community of 80,000 people who live in close proximity to India's largest dumping grounds, with the lowest denominators of socio-economic condition. Bhalaswa in North Delhi is a typical Delhi JJ Colony where poor water and sanitation facilities adversely affect both the health and education of the children in the area.

Describing the partnership, **Matthew Spacie, Magic Bus' Founder**, said, "Supporters like Bharti Foundation are instrumental in enabling our work with young people to move them out of poverty and into sustainable livelihoods. 17 years of working with children living in poverty has taught us that we need a sustainable solution to India's education and employability challenge and we are immensely grateful to Bharti Foundation for partnering us in working on this solution."

About Bharti Foundation:

Bharti Foundation was set up in 2000 as the philanthropic arm of the Bharti Enterprises. It implements programs in the field of primary, elementary, senior secondary and higher education through the Satya Bharti School Program as well as Government School interventions under its Satya Bharti Quality Support and Satya Bharti Learning Centres Program. This year, the Foundation is celebrating 10 successful years of the Satya Bharti School Program. In addition to education programs, the Foundation has initiated 'Satya Bharti Abhiyan', to improve sanitation facilities in rural Ludhiana District and 'Nyaya Bharti' to provide legal and financial aid to deserving underprivileged under-trials languishing in jails across the country for minor offences.

Bharti Foundation has till date impacted the lives of nearly 1,40,000 students from underprivileged background and has touched over a million lives through its Education initiatives. Satya Bharti Abhiyan has delivered over 11,000 household toilets, directly benefitting more than 54,000 beneficiaries in 469 villages. The program aims to benefit nearly 1,25,000 individuals, covering over 900 villages.

Bharti Foundation's initiatives include:

➤ **The Satya Bharti School Program:**

The Satya Bharti School Program is the flagship program of Bharti Foundation and is currently celebrating 10 successful years of implementation. This rural education initiative provides free quality education to underprivileged children, with a special focus on the girl child. The program envisions transforming students into educated, confident, responsible and self-reliant employable citizens of India with a deep sense of commitment to their society. The program's reach is multi-pronged, encouraging active involvement of the rural community, parents of students and like-minded organizations working in the field of education in India. Making a lasting and sustainable impact on the community where schools are present and finding innovative solutions, through its primary and senior secondary schools, to create replicable and scalable components in the program ensures delivery of quality education. The Satya Bharti School program is being implemented with the intent to arrive at replicable and scalable components of quality education which may be adapted by the Government and other like-minded organizations. Reaching out to thousands of underprivileged children, the program, through its focus on holistic development, aims to bring forth a new generation of citizens eager to usher in positive change. Currently 249 primary/elementary Schools and five senior secondary schools are operational across Punjab, Rajasthan, Haryana, Uttar Pradesh, Tamil Nadu and West Bengal reaching out to 42,419 children and employing 1,657 teachers. Focusing on the girl child [49% girl students] and the weaker sections of society [75% of children from SC/ST/OBC Communities], the program is one of the largest end-to-end education initiatives by a corporate group in the country.

➤ **Satya Bharti Learning Centres:**

Bharti Foundation has introduced the remedial/bridge courses program in close partnership with 'Educate A Child' - a global initiative. The program aims at bridging the education gap of out of school children

and mainstream them into regular schools. The first phase of the program has been deployed in partnership with the Government of Rajasthan. Currently, 325 Education Volunteers are engaged in teaching 4,889 out of school children, of which 50% are girls, enrolled at 379** Satya Bharti Learning Centres. Till now, 10,350 children have been mainstreamed, with the total impact reaching up to 22,732 children.

*** 508 centres have been closed as most of the OOSC's in these villages have been mainstreamed (number included in overall impact); in some villages the count of OOSC's have dropped to such a low figure that it has gone below the minimum numbers required to run a centre, as per Government norms.*

50 Centres had to be closed because of unavailability of qualified education volunteers.

3 Centres were closed due to mass migration (in Madhya Pradesh).

2 Centres had to be closed due to some other reason

➤ **Satya Bharti Quality Support Program:**

This initiative envisages working with the government system and improving the quality of schools through need-based interventions. Bharti Foundation has taken the learning and best practices from the Satya Bharti Schools to the Government schools for improving the overall quality of schooling experience. The program aims to partner the Government schools and work along with its leadership and teachers to support them in their journey towards excellence. Currently, 89 government schools are under active implementation supported through this model, across Punjab, Haryana and Rajasthan, reaching out to 30,950 students and 1,590 teachers.

➤ **Satya Bharti Abhiyan:**

Bharti Foundation has undertaken a major initiative – ‘Satya Bharti Abhiyan’ - to improve rural household sanitation facilities in Punjab. Inspired by the Hon’ble Prime Minister’s call to the corporate sector in his 2014 Independence Day speech to strengthen Government’s initiative on this score, the Foundation has decided to adopt Ludhiana district – home district of the Founders - as its focus area for improvement of rural sanitation. As part of this program, the Foundation has committed an investment of INR 100 Crores over the next three years for constructing toilets in rural households lacking such facilities in over 900 villages across the district. In addition to rural household sanitation, ‘Satya Bharti Abhiyan’ will also invest in improving sanitation facilities in Government schools in rural Ludhiana by building new toilets for girls, where no such facilities exist.

Till now, the Abhiyan has directly benefitted over 67,000 users, providing 13,729 Individual toilets across 614 villages of Ludhiana district.

➤ **Nyaya Bharti**

Nyaya Bharti was launched in November 2015 to help deserving and underprivileged undertrials languishing in jails across the country for minor offences by assisting them with legal and financial assistance and also promoting awareness about every individual’s constitutional right to legal defense. It is a first of its kind national level corporate initiative in the country in line with the Hon’ble Prime Minister’s Vision of ‘Sabka Nyaya’ – Access to Justice for all. Its Board will consist of eminent persons led by Justice A.S. Anand (Retired Chief Justice of India) to provide oversight and guidance to the initiative and a panel of young public spirited lawyers shall provide pro-bono service towards the initiative.

**All data as of 30th April, 2016*

About Magic Bus:

Magic Bus is a 17 years old organisation working on educating young people and helping them get sustainable jobs when they grow up. Our work in 22 states of India equips some of India's poorest and most vulnerable children and young people with the skills and knowledge they need to grow up and be successful.



Magic Bus children complete their higher secondary education, and go on to complete college or vocational education. Our youth-centered Livelihoods Program connects the aspirations and potential of young people to existing or new market opportunities, and is based on the premise that livelihoods must be sustainable. Our plan for a young person takes into account the resources she has, as well as her interests, to map her job potential based on strengths, and mobility.

www.magicbus.org

Objective of the Magic Bus program is to holistically develop the children from the underprivileged community by motivating and mentoring them to evolve a positive attitude and behaviour in five life values (Education, Health, Gender Equity, Life skills, Right to Play) and to develop socio emotional skills. This is to help the child to evolve into a confident and competent youth and thus empowering them to get a Livelihood of their choice and succeeding in it thereby giving them a fair chance of moving out of poverty.