

Turning Potential into Progress: The Success Story of Magic Bus – Childhood to Livelihood



Key Highlights

Driven by Purpose, Defined by Impact

5X

Recognised as one of the India's Best NGO's to Work for

5X

Certified as a Great Place to Work

+27%

Increase in Regular School Attendance of Children

+20%

Increase in Children's Confidence in their Capabilities

34%

Adolescents Aspire to Pursue Higher Education

+45%

Increase in Resilience of Kids to Overcome Challenges

Magic Bus

From Moments to Impact

Magic Bus began with a simple rugby game that sparked confidence, learning, and hope in street children. Founder Matthew Spacie left his corporate career to build a movement that empowers youth, uplifts communities, and creates **purpose-driven change**.

Magic Bus empowers youth to **break the cycle of poverty** through life skills, education, and livelihoods. From humble beginnings, it has become one of India's largest NGOs, **transforming millions of lives** with dignity and opportunity.

The organization offers two key programs: the **Adolescent Program**, which offers improved life skills, cognitive, social, and emotional skills; School participation; Increased aspiration and Gender equitable attitudes – achieving an Outreach of 3.5 Million so far. Adolescents, and the **Livelihood Program**, which offers youth training in 21st century life and employability skills that prepare them to enter the formal workforce – achieved 5 Lakh youth placements so far.

Magic Bus creates positive change for children while fostering a supportive, engaging workplace. By strengthening the 4Ps – **People, Program, Process, and Partnerships** – it drives organizational excellence and empowers teams to make a meaningful impact.



Their Vision

"A world where young people break out of poverty to lead fulfilling, rewarding lives & contribute positively to their communities."



Their Mission

"To equip vulnerable young people with life skills that enable them to thrive in the transition of adulthood."

The Principles That Power Every Journey



Passion

Work with entrepreneurial zeal to achieve organizational objectives.



Innovation

Promote viable and implementable innovation at the workplace.



Respect

Respect internal & external stakeholders, diversity of people, ideas & Culture.



Collaboration

Always be a united team at Magic Bus by upholding the core purpose, cooperating with each other and honouring one another's commitments.



Integrity

Be truthful to oneself and Magic Bus.

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The Spirit that Makes Magic Bus a Great Place to Work



Societal Impact

At Magic Bus, contributing to society is a source of pride, as every effort brings meaningful change.



Facilities

The workplace is a safe haven where people feel secure, supported, and free to do their best.



Organizational Pride

There's a deep pride in telling others, "I work at Magic Bus," because it stands for purpose and impact.



Purposeful Work

Work here is not just a job – it carries a special meaning that inspires people every day.



Welcoming Environment

From the very first day, everyone is welcomed with warmth, creating a true sense of belonging.

What Is The Secret Behind Magic Bus's Great Workplace?

Metal Scorecard Framework: A comprehensive Monitoring & Evaluation tool that assesses program performance and quality across centers, promoting transparency and accountability.

Capability Development Program: Designed to upskill mid-level managers with leadership, communication, and project execution skills to drive social impact effectively.

MB Dost: WhatsApp-based chatbot that supports youth in the FutureX program by delivering self-learning life skills modules, tracking progress, and offering real-time assistance and certification.

Alumni Connect: Strategic initiative that re-engages former employees to gather insights, reduce attrition, and boost rehiring—resulting in 5% of monthly hires coming from alumni through the "Ghar Vaapsi" program.



Leaders: Inspiring Vision, Empowering Action.

We are deeply honoured to receive the 'Social Icon Award' from Great Place To Work®. This accolade is a testament to the passion and dedication of every single member of the Magic Bus team. They are the true Social Icons who work tirelessly, often in challenging circumstances, to create meaningful opportunities for children and youth. Building a strong, ethical, and inspiring workplace culture is fundamental to achieving our mission, and this award affirms that we are succeeding on both fronts – impact and people.

I would like to thank the entire Magic Bus family our colleagues, partners, supporters, and, most importantly, the young people whose determination inspires us every day. Together, we are building pathways out of poverty and towards a life of dignity.

This recognition strengthens our resolve to continue our journey of impact, scaling hope and opportunity to millions more.

– Jayant Rastogi, Global CEO



Voice of Employee

The company promotes innovation and values employee input, especially through innovation days that spark fresh ideas and new products. Flexible hours and wellness programs show they care about our wellbeing. Community involvement through volunteering adds a strong sense of purpose.

