

# DNOTE Xpress

**GREAT  
TEAMS CAN  
ACCOMPLISH  
GREAT WORK**

## INSIGHT

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- Magic Bus: Sport for Development
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# Fiinnovation @ London Convention

Mr. Soumitro Chakraborty, CEO, Innovative Financial Advisors Pvt. Ltd. at the conference in London spoke of 'equilibrium and sustainability'. His session related the topic to nature, which with its own fundamental system ensures a state of stability. He explained how equilibrium if measured quantitatively becomes balance. He also said that corporate governance which if 'not aligned with ethics, value, human development proposition does not land up contributing to the balance of overall human development.' Mr. Chakraborty urged the corporate representatives to add a human value to their practices, because sooner or later 'everyone would require a healthy environment to work in'. He advocated for the need of adding value to the proposition, which is why one needs to understand how does corporate governance place subjects like sustainability, ethics, values in the processes. His session highlighted the relevance of a top down approach mechanism with regard to sustainability in corporations. The role of the leadership in ensuring sustainable practices was reiterated.

## Food for thought...

- Nearly 40% of all fresh food produced in India perishes before it can get to customers.
- The wastage of fruits, vegetables and grains worth Rs 44,000 crore annually was the primary cause of food inflation in India.
- Hudhud is the third strongest cyclone to hit India. As a matter of fact, it was almost the size of the Indian landmass when it struck the coastline of Andhra Pradesh.
- The 26 poorest African countries do not have enough poor people as there are in 8 Indian states of Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha, Uttar Pradesh and West Bengal.
- India has the world's largest number of murders and ironically it has the world's smallest prison population.



## Hear the influencers' speak...

"I was asked what I thought about the recession. I thought about it and decided I did not want to take part."

-Sam Walton,  
Wall Mart

"The world has also learned that economic growth, by itself, cannot close the gap between rich and poor."

-Dalai Lama XIV,

"Saving our planet, lifting people out of poverty, advancing economic growth... these are one and the same fight. We must connect the dots between climate change, water scarcity, energy shortages, global health, food security and women's empowerment. Solutions to one problem must be solutions for all."

-Ban Ki-moon,  
United Nations

"The word feminism has become synonymous with man-hating when in fact it has more to do with women than men."

-Aysha Taryam,  
The Gulf Today

"If not now, then when? If not you, then who? If we are able to answer these fundamental questions, then perhaps we can wipe away the blot of human slavery."

-Kailash Satyarthi,  
Nobel Laureate

## Forthcoming Events

- 9<sup>th</sup> National Food Safety and Quality Summit 2014 (Dec 02, 2014 To Dec 03, 2014 New Delhi, India)
- Project Management in Social Projects (Dec 05, 2014 India)
- Study Mission on "Sharing Best Practices on Safety, Health and Environment (SHE)" (Dec 04, 2014 To Dec 05, 2014 Chennai, India)
- Waste Management Summit 2014 (Dec 16, 2014 To Dec 17, 2014 Mumbai, India)
- 11<sup>th</sup> India Health Summit (Dec 17, 2014 To Dec 18, 2014 New Delhi, India)

# THE RISE OF A SPORTING NATION

A nation with a population of 1.25 billion of which 65% are below the age of 35, sports continues to be an area where the Indian dominance is yet to be seen. Indian passion for sports is undoubted, infact one of the sport is almost considered to be a religion. Some of the communities like the Punjabis in Hockey, Bengalis in Football are so passionate they are often related to these sports and it's something which is well known. For example, in the recent Indian movie 'Gunday', 2014 there is a dialogue which states that "Jo Bangali Football nehi khelta uspe kabhi bharosa hi nahi karna chahiye," (the Bengali who doesn't play football cannot be trusted). So, the question that looms heavy is, if there is so much passion for sports in India, then why India is not considered as a sporty nation?

India wants to be a superpower, but superpower is not only linked to economics but overall development, and even sport is a crucial aspect of it. When you compare the Olympic medals tally of US and China with India, the numbers are something which Indians cannot be proud of. Why is it in India that Olympic Medalist Sushil Kumar has to share his mattress with a fellow wrestler and a dormitory with 20 others? Why was Sarita Devi ill treated by the IOA officials? Why is our sports federation entangled in corruption? Why do the officials have a casual attitude? Why do our parents think sports are a waste of time and children should consider being a doctor or an engineer instead? Why aren't there adequate sporting facilities at the grass roots? Why is development through sports restricted to cities only?

These are some harsh questions that every keen sports aspirant should ask to the government and the people. Countries such as China, UK and South Africa have set the benchmark of hosting global sports events high which countries such as India and Brazil should look up to.

We have a list of exemplary sportsman, and expectations are high from Indians to put their heads together and perform like giants. There have been role models like Abhinav Bindra, Dhyan Chand, Dipika Pallikal, Mary Kom, Milkha Singh, P T Usha, Sachin Tendulkar, Sania Mirza, Saina Nehwal, Sushil Kumar among others in this country. The youth have always been motivated by these icons to ensure the Indian flag keeps flying high. Over the last decade we have seen a major boost to sports by associating glamour and money with it. Leagues such as IPL, Indian Super League, Kabaddi League and Hockey League have come up in the country. One such development was introduction of Formula 1 through the Buddh International Circuit.

Looking at this we can say, yes we are on the rise, but there is long way to go. Sportsmen need to play a proactive role in policy drafting and provide the essential knowledge similar to Milkha Singh who was associated with the Sports ministry for a long time which is essential for development of sports in the country. Sachin Tendulkar who is also a Rajya Sabha member has spoken and submitted a Sports Development Plan to the Prime Minister Modi showing keen interest in working with schools and colleges. Prime Minister Modi has also allocated additional Rs 450 crore to the sports ministry for encouragement and development of sports in the country. This came after India's good performance at the Incheon Asian Games, 2014.

In hindsight, India needs to understand and utilize sport as an important instrument for development and peace. Development through sports should reach the grassroots. Skilling and training along with adequate facilities can help India unlock their true potential. Special attention needs to be taken for the tribal belts where sports can do wonders. One such initiative which I believe should have been taken 50 years back is declaration of North-East as Special Sports Zone. India deserves a sporting movement and a cleanup of the whole system. It's time for a nation to rise... And trust me India's roar would be loud.

- Rahul Choudhury

## MAGIC BUS Sport for Development

Magic Bus, which has received funding from Laureus since its inauguration and which has been a strategic partner of the Laureus Sport for Good Foundation for five years, is the product of Matthew Spacie's fascination for India which began when, as a 17-year-old taking a break from academic studies, he worked in the Howrah leprosy centre near Kolkata.

Later, while playing rugby for Bombay Gymkhana Club, Spacie sought to use the offer of involvement in the game to improve the prospects of young boys living on the streets and in slums.

Their philosophy revolves around the concept of mentoring. They foster young adults who become role models to the children with whom they work. These community leaders serve as agents of change. They train these mentors to deliver the researched, activity-based curricula we have pioneered to bring about behavior change. A large part of their work is to promote gender equality, access to education and health services, as well as developing a child's social and emotional skills.

"I always get very careful talking about this because we often get referred to as 'the football charity', you know, 'that organization that plays football with kids in the slums', which we don't", says Matthew Spacie, CEO, Magic Bus.

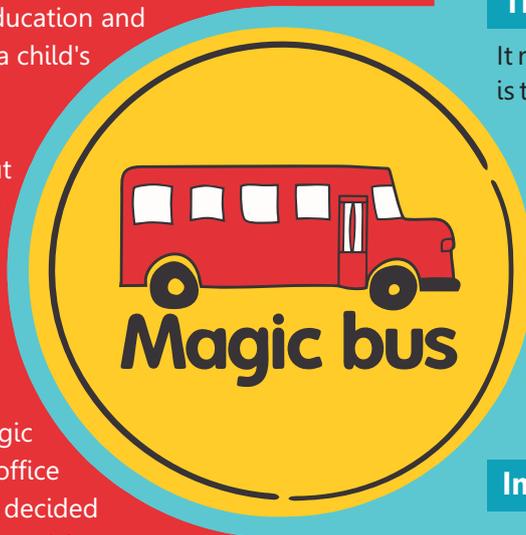
Spacie said: "Fifteen years ago the Magic Bus was started because outside my office there were 15 street boys who one day decided that they wanted to change their journey in life.

It is now an organisation which has 300,000 children every single week attending our programme on this amazing journey from childhood all the way to livelihood and out of poverty.

Today, the course model lasts for 10 years, from the ages of eight to 18, or as the staff say, "childhood to livelihood".

**Magic Bus is one of the fastest growing indigenous NGOs in India and one of the largest sport for development organisations in the world:**

- In 2011-12, Magic Bus enrolled 200,000 children at just Rs. 1200 (\$ 25) per child per year
- Magic Bus currently runs programmes in 7 Indian states, with plans to increase to 10 by 2015. The states they work in are Andhra Pradesh, Delhi, Haryana, Karnataka, Maharashtra, Odisha, Tamil Nadu
- The Magic Bus programme content is being integrated into the Indian Government curriculum
- Programmes aim to be 50% financially self sustaining within 5 years of each new operation
- Their partners include: Premier League; Laureus; BMW; Nike; Barclays Spaces for Sports; the Governments of India, UK, Australia; HSBC and UNICEF



### The Man

#### Matthew Spacie

Founder Magic Bus



### The Background

A Former COO at Cox & Kings who quit a busy professional career to set up the NGO

### The Mission

Give a better life, skill and better opportunities to the underprivileged children

### The Strategy

Use sports to instil values and influence behavioural and social change in kids

### The Reach

It reaches out to 300,000 children in 12 states & is targeting 1 mn by 2015

### Impact

Different impact assessment studies commissioned by Magic Bus reveal that children associated with them have better attendance, lesser gender discrimination, lower dropout rates and improved behavioral skills.

- Created change for 200,000 children and 7000 youth
- Health: 7 in 10 Magic Bus children improve their health, fitness and nutrition levels
- Gender: 4 in 10 Magic Bus children are girls and 40% of volunteer mentors are women
- Education: 7 in 10 Magic Bus children, who have dropped out, reenroll and stay in school
- Livelihood: 85% of Magic Bus youth enroll in employability programmes, connect. 90% of these youth are in further education.

# Fiinnovation Salutes...

*The odd bunch of 12 shy boys, including some who first wore shoes a few years ago, led by a gawky 14-year-old—Bikash Chandra Murmu—captain of the India under-14 team that lifted the International School Rugby Tournament in London*

*World's youngest marathon runner - Budhia Singh, who ran a record-breaking 65 km from Puri to Bhubaneswar in the sizzling heat of May 2006 in just seven hours and two minutes*

*Franz Gastler's team of 18 tribal girls from Jharkhand's hinterland who made every Indian proud by showcasing the soccer skills in Spain and US*





TWEETS OF THE MONTH

HT Sports @HTSportsNews

#WorldCup2015 95 days to go: 20,000 Indians to travel to Adelaide for Indo-Pak WC clash

Indian Super League@IndSuperLeague

"I see football becoming really big in India" - @sachin\_rt

Harsha Bhogle @bhogleharsha

And outsourcing continues! This from the Sydney Morning Herald "Indian company to conduct review of Australia's thrashing against Pakistan"

Amitabh Bachchan @SrBachchan

T 1671 -India beat world champions Australia in hockey series tie .. India beat Sri Lanka in Cricket series .. you bring glory to country !

NDTV Sports @Sports\_NDTV

PM was motivating, it's great he loves sports, motivates us: Sania on Narendra Modi's wishes

# Fiinobservation of International Days

**World Toilet Day**  
19<sup>th</sup> November

**International Day for the Elimination of Violence Against Women**  
25<sup>th</sup> November

Developmental aid has reached far corners of the globe, yet approximately 2.5 billion people live without adequate sanitation facilities. Basic sanitation is recognized as a fundamental human right, the deprivation of which is known to affect the social, physical and economic well-being of societies worldwide. Ever since 1990, almost 1.9 billion more people now have access to improved sanitation. However, Fiinovation believes this is not enough. A review of the current trends of Millennium Development Goals reveals, 2.4 billion people will still lack access to improved sanitation facilities in 2015 and the target will be missed by half a billion people. Looking at the present scenario we might not reach the desired MDG targets by 2015, but we should surely invest our work in contributing to the post-2015 development agenda of providing Sanitation to All.

25th November is the International Day for the Elimination of Violence against Women as designated by UNGA. The day intends on inviting governments, international organizations and NGOs to organize activities designed to raise public awareness of the problem. Women's activists have marked this day against violence since 1981. This date came from the brutal assassination in 1960, of the three Mirabal sisters, political activists in the Dominican Republic, on orders of Dominican ruler Rafael Trujillo (1930-1961). On 20 December 1993 the General Assembly passed a resolution adopting the Declaration on the Elimination of Violence against Women.

This year Ban Ki-moon, the Secretary General of United Nations has started a UNiTE Campaign which will continue for 16 days till Human Rights Day on 10th December, 2014. Apart from this he has also urged everyone to observe 25th of every month as Orange day inviting to wear something orange to highlight its calls for the eradication of violence against women without reservation, equivocation or delay.

#EndOpenDefecationNow

- Half of homes have phones but no toilet.
- Only 45.9% of the 246.6 million household have lavatories in India.
- 49.9% defecate in the open in India.
- Only 3.2% use public toilet in India.
- The economic impact of inadequate sanitation is about 2.4 trillion Rs.
- 15% of the World Population defecate in open.
- 1000 young lives are lost every day due to Diarrhoea.
- About 22 million girls do not have access to separate toilet facilities in school.

"About 77% of homes in the eastern State of Jharkhand have no Toilet facilities"

#SanitationForAll

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**WORLD DIABETES DAY-14 NOV**

WHO Projections  
2010 40 Million, 2013 62 Million, 2025 74 Million

61.3 Million People Diagnosed 20-79 years

77.2 Million People Prediabetes

1 Million People Died-2012

\$38 Billion Annual Cost on Diabetes -2011

1.25 Billion People

WHO ↑  
• India Soon to be Diabetes Capital of the World!  
• Rising Younger Diabetics

Diabetes Increased 10X  
1971-2000 1.2% to 12.1%

EVERY 10 SECONDS  
• ONE PERSON DIES OF DIABETES  
• TWO PEOPLE DEVELOP DIABETES

382 Million Cases Worldwide

WHO on Diabetes  
1991- 1st World Diabetes Day  
Why Nov 14? : Birth day of Fredrick Banting (One of the insulin discoverers)  
2008- Resolution passed at UN General Assembly  
2014-16- Focus on Healthy living & diabetes

Types of Diabetes  
TYPE 1 DIABETES- Body does not produce insulin (10% cases)  
TYPE 2 DIABETES- Body does not produce enough insulin (90% cases)  
GESTATIONAL DIABETES- Affects females during pregnancy

5% People have One Chronic Disease  
10% have more than One Chronic Disease  
65% Indian Population

Risk of Coronary Artery Disease  
2-4X Higher Chance of Diabetics

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## Who We Are

Fiinovation, a research based organization, is an integrated solution enabler in the CSR and sustainability domain. It is focused towards enhancing quality across organizational value chain through meaningful innovation thereby ensuring sustainability. It is Asia's first proposal research laboratory wherein research is focused primarily on four sectors, which include health, education, livelihood and environment. The practices: CSR-CSO Partnership, CSR Policy Design & Development, Programme Management, Impact Assessment and Sustainability Reporting help provide simple solutions to their partners.

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