AI for Masses: Magic Bus India Foundation Empowers Underserved Youth with AI, Life, and Employability Skills

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Magic Bus India Foundation, one of India's leading NGOs in education and skilling, is scaling its 'AI for Masses' initiative through a suite of inclusive and high-impact AI skilling programmes designed to prepare youth from underserved communities for an AI-driven economy.

Magic Bus representatives with youth participants at their Employers Summit

As part of this initiative, Magic Bus is convening the Employers Summit Series, its official pre-summit engagement ahead of the India AI Impact Summit 2026. The multi-city series, being held across Chennai, Hyderabad, Bengaluru, Delhi, and Mumbai, is anchored in the theme "AI-Ready Talent: What Employers Really Want Tomorrow." With editions in Chennai and Hyderabad already concluded, the Employers Summit Series now moves to Bengaluru, Delhi, and Mumbai, building on early conversations that set the tone for inclusive, ethical, and scalable AI adoption.

The series aims to strengthen employer–youth linkages and shape demand-driven skilling pathways by bringing together employers, policymakers, CSR leaders, academia, and youth innovators. By aligning industry expectations with grassroot realities, the series supports India's goal of democratising access to AI skills and preparing an AI-ready workforce at scale.

The India AI Impact Summit 2026, organised under the IndiaAI Mission by the Ministry of Electronics and Information Technology (MeitY), is India's flagship platform to accelerate AI adoption and workforce transformation. The Summit will convene global leaders to shape a future where AI benefits every citizen. Magic Bus's pre-summit series plays a vital role by channelling employer insights and workforce readiness strategies into national deliberations.

Arun Nalavadi, Chief of Programmes — Livelihood, Magic Bus India Foundation, said, *"At Magic Bus, our mission is to ensure that youth from underserved communities are not left behind as the world of work evolves. Our AI skilling programmes are built on the belief that access to future-ready skills should not be limited by geography or socio-economic background. Leveraging technology, we combine AI with life and employability skills to deliver impact at scale. By aligning with employers and providing foundational AI literacy, we bridge the gap between aspiration and opportunity, making AI a pathway to sustainable employment."*

As one of the early movers in the development sector, Magic Bus launched the AI for Masses initiative to equip young people with future-ready skills and enable a smooth transition to the world of work. A flagship programme under this initiative, AI—Connect with Work (AI-CWW), is a 7—10-day intervention for college students and graduates from underserved communities. It builds practical AI awareness and workplace-relevant skills, preparing youth for emerging roles in an AI-driven economy. Last year, 35,000 youth were skilled through AI-CWW, and the programme is on track to reach 1.5 lakh participants this year. By equipping youth with the

skills and confidence to make informed career and life choices, the programme empowers them to support their families, break the cycle of poverty, and become role models in their communities.

About Magic Bus India Foundation

Magic Bus India Foundation is one of India's leading NGOs in education and skilling. Over the past 26 years, the organisation has expanded its reach and impact across the country through innovative, inclusive, and gender-responsive programmes.

With a strong focus on school-to-work transition, Magic Bus enables adolescents and youth from underserved communities to build the life and employability skills needed to break cycles of poverty and empower future generations. Magic Bus is also empowering women aged 25 years and above, in peri-urban and rural areas, to enable their economic and financial independence.

Through its Adolescent Programme, Magic Bus equips adolescents aged 12 to 18 years with life skills and Foundational Literacy and Numeracy (FLN), reaching over 38 lakh adolescents. The programme is implemented across 22 states and Union Territories and is strengthened through partnerships with 12 state governments and NITI Aayog, with interventions across nearly 30% of India's aspirational blocks. Girls account for 52% of participants.

The Livelihood Programme empowers youth aged 18 to 25 years by equipping them with life and employability skills. Since 2015,

over 7.15 lakh youth have been skilled, with 80% placed in sustainable jobs. Young women constitute 60% of participants, reflecting a continued focus on gender equity.

The Rural Livelihood Programme empowers women by strengthening life skills, leadership, and entrepreneurial skills. The programme has supported over 1,100 women across six states to establish and sustain enterprises and move towards financial independence.

For more information, visit: www.magicbus.org.