

# TRANSFORMING LIVES, SCULPTING FUTURES

CRY ANNUAL REPORT 2014-2015



[www.cry.org](http://www.cry.org)

Ensuring lasting change  
for children





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# LETTER FROM THE CEO

Dear Friends of CRY,

It's a sobering fact: India's children account for more than one-third of its population, and yet their rights are violated every single day. Our single-minded efforts over the last 3 decades have been to restore to India's children their rights.

In the last two years especially, our focus has been on underlining and putting into action long-term goals that focus on the child while also ensuring sustainability of our efforts. We've worked to ensure that these are measurable goals for ensuring child rights across CRY-supported projects. And we've also attempted to figure out the impact of goal setting and of the progress we've made.

Much work has been done, but in the current Indian context, where children's rights have low priority and violations are significant, it is clear that our actions need to be more focused and must bring about lasting change for children.

As an organisation that spearheads the movement for child rights, we realise the need to be more strategic in our choice of issues, approaches and utilisation of resources to maximise our impact on children.

Accordingly this year, our focus has been to move to the next stage of making an actionable difference to children. So that we can well and truly transform lives positively and mold the future of children across India.

Thank you for being a part of our journey. We hope we can continue to make a difference together.

With faith and gratitude,

Puja Marwaha  
Chief Executive  
CRY – Child Rights and You

P.S: Do write to me at [puja.marwaha@crymail.org](mailto:puja.marwaha@crymail.org) with your thoughts and feedback.



# TRUSTEE REPORT

Some of the highlights of the year include:

- 8,79,011 children were positively impacted across 3,396 villages/ slums
- 29,229 malnourished children were identified and registered
- 4,61,874 children between the age of 6 and 18 years went to government schools
- 82,105 children were ensured access to life saving vaccines that made sure that they would celebrate their first birthdays
- Close to 3,336 children's groups now have more than 86,006 members
- 1,267 villages reported no incidence of child trafficking
- Almost 1,396 villages reported no incidence of child marriages
- With a view to collaborate on the shaping of child rights friendly policies, CRY was part of relevant government discussions and shared recommendations on Child



Labour (Prohibition and Regulation) Bill, Juvenile Justice (Care and Protection) Bill 2014, National Health Policy 2015 and the implementation of Mid Day Meal (MDM) scheme

- CRY completed 45 research studies in 16 states in 2014-15 across different child rights' themes
- The National Child Rights Research Fellowship (NCRRF) programme entered its eighth year and saw successful completion of five research studies that explored relatively new subjects
- CRY worked with over 3000 volunteers spread across 20 cities and had 270 Internship placements within CRY. With volunteers, CRY collaborated with 146 schools and anganwadi kendras for supporting quality service delivery and reached out to more than 2500 children through camps

We thank you for your support so far and urge you to continue with us on our path that we have set out for ourselves and keeping the best interest of the child at the core of our work.

On behalf of the Board of Trustees,  
Praveen Kadle  
Honorary Treasurer

# DEVELOPMENT SUPPORT

REACHING FURTHER, GOING DEEPER

With the child as the nucleus of our work, our most critical goal is to ensure that our work penetrates deeper to address the grassroots and critical issues affecting children, and respond with approaches that work in the respective geographical areas while being prepared for any emergencies.

Development Support goals are driven by the following principles:

- We will reach and impact the maximum number of children whose rights are being violated
- We will leverage our current strengths of extensive experience at the grassroots and advocacy level
- We will aim to reach out to include the most marginalised communities
- We will address the most critical issues affecting children – particularly those of physical danger and other acute life-threatening issues

In keeping with the programme strategy, a national and comprehensive base line study was done to understand the changing situation at the grassroots, which could assist in developing a Result Based Management Systems (RBMS) framework for planning, monitoring and evaluation. The study covered 5,402 households in 46 districts under 33 CRY-supported areas in 16 states. The data collection tools included household interviews, community profiles, observation



check lists and focused group discussions with children and adults in the community. Some key findings are from the study area are:

- About 61% children have birth certification
- There were only 66 child deaths (up to 18 years) and 50 infant deaths in last two years
- While 89.9% children reported at least one vaccination, vaccination for Measles was reported 73%
- While 98% children reported were enrolled, the current enrollment is at 95.8% and drop out is at 9.5%
- Child migration was reported to be 4.8% in last one year and child labour for economic gains was reported to be 3.8%
- 66.4% households reported to be practicing open defecation

In the context of the deepened focus and basis the baseline assessment, CRY is in the process of conceptualising a comprehensive programme called MEAL - Monitoring, Evaluation and Learning framework. Any shift in strategy, needs a strong team to execute the process. Investments have been made in building the capacity of the Development Support teams at the regional and national levels.

#### **Emergency efforts:**

In the aftermath of the floods in September 2014, CRY and our partners on ground in Jammu and Kashmir (Koshish, Jammu Kashmir Association of Social Workers, Humanity Welfare organisation Helpline and

CRY Fellow Deepika) worked in coordination with the local government and agencies to provide support and relief to more than 13,800 children and their families in 5 districts towards ensuring that children in flood-affected areas had access to their right to health and education within a safe, conducive and protected environment.

When the Hudhud cyclone hit coastal Andhra Pradesh in October 2014, CRY and on-ground partners in Andhra Pradesh based in some of the worst affected areas such as Vizianagaram and Srikakulam worked relentlessly to provide relief and support to ensure that the lives of 27,000 children in 24 villages return back to normalcy by providing health and hygiene kits to children, enabling children to continue schooling by providing them with books, stationery and school bags and activating activity centres where children were taken care of, that included trauma counselling as well.

Although the operations in the area started with immediate relief and safety, CRY and its partners continue to implement a long-term rehabilitation plan to ensure that children are safe, healthy and back at school.





# RESOURCE GENERATION

BUILDING RELATIONSHIPS,  
ENCOURAGING PARTICIPATION

To bring about real and permanent change, every member of our society needs to take responsibility and participate. One of the most effective ways is through contributing resources.

This year, our focus has been on building stronger relations with our donors. The three areas we've looked at have been:

- Training and sensitising our team to build donor relationships, thereby minimising the transactional nature of donations
- We've set up CRY's own call centre to engage with donors in a non-commercial manner
- We've looked at building a larger base of committed givers through standing instructions

Another focus area has been forging greater partnerships with two segments:

**High Net Worth Individuals.** Our work has focused on encouraging them to do more than donate, but to become champions for children in society.

**Corporations.** We've worked closely with Indian companies to take up cudgels for child rights.

A few examples of corporations that have joined hands with us in our fight for child rights are:



### Jammu & Kashmir Bank and PNB

**MetLife:** For many years, terrorism had disrupted the education and protection system in the State of Jammu and Kashmir (J&K), leaving children vulnerable to exploitation. CRY has been working in J&K since 2006, but in 2013 we embarked on an ambitious State level partnership with Jammu & Kashmir Bank and PNB MetLife to make a lasting change for vulnerable children there. We reached out to 8771 children from 7 districts (Srinagar, Bandipore, Baramullah, Ganderbal, Badgam and Jammu).

Specifically, the partnership focused on:

- Reducing child mortality due to malnutrition
- Registering all the births in the State
- Ensuring timely vaccination of the children under 5 years
- Ensuring proper functioning of the government facilities such as Integrated Child Development Scheme (ICDS) centres, health centres and schools
- Ensuring quality education in all the schools
- Providing a platform for the children to voice their opinions

As a result, 2,682 children from J&K benefitted from our education intervention in the last year. 400 children were immunised against the life-threatening diseases. 212 severe malnourished children were monitored and referred for better care facilities.

When floods affected the valley in September 2014, PNB Metlife immediately joined hands with CRY for addressing immediate needs such as baby food, chlorine tablets, medicines, woolens and so on. The second phase of rehabilitation included activation of Children Activity Centres including trauma counselling, health camps and working with authorities to ensure reconstruction and reactivation schools, ICDS centres, health centres, etc.

This year with the support of these two corporates, CRY is expanding its reach to the children in the Pulwama and Ramban districts of J&K. In total, the project will benefit around 12,000 children across the states. Apart from the regular development activities, this year CRY will undertake a Gap analysis report on education in schools and ICDS centres and will share the same with the government and other concerned departments for ensuring better quality of education.



- \* **Stellar:** Mr. Manoj Dhingra, a longtime supporter, decided that he wanted to expand his association with CRY and take up a bigger role in our work. So we partnered with his company, Stellar Data Recovery, to support a project in Kolkata. This partnership is ongoing and we plan to reach out to more and more children in the intervention area.
- \* **UT Star** supported our fundraising initiative, Let her fly to ensure the rights of girl children across CRY-supported projects.
- \* **Expedia** extended its support to CRY-supported project Nai Duniya in Haryana.
- \* **Rossell India** partnered CRY to make a positive difference in the lives of underprivileged children across the project areas of Bal Sakha Assam. Children's participation is being initiated in this project through the Child Protection Centre (CPC) that works on motivating children to go to school, encouraging children who have dropped out to re-enroll, know about their health and nutrition by regularly sharing, discussing issues, getting trained in innovative ways like games, focus group discussions and by sharing case stories.

Through this initiative, children in the age groups of 6-12 and 12-14 are encouraged to join the CPC and actively participate in its activities. The newly

formed CPC in Romai and Putahulla villages have been provided with some play materials like football, skipping ropes and indoor game materials, education materials like chart papers, colours and pencils for the children. While the focus is on the CPC and on issues like education and health, this initiative also takes into account the role the community plays in ensuring positive changes in the lives of children. Hence, a lot of work also goes into sensitising the community and building their awareness.

- **VITAL** has been supporting CRY-supported project Coalition for Child Rights to Protection (CCRP) - an initiative prime moved by Prajak, a resource organisation and a long-time CRY partner. One of the major focus areas of CCRP's work has been to reunify lost, abandoned, runaway and otherwise separated children with their families putting them in homes. At the same time, it recognises that children often escape due to abuse and exploitation in their families and communities to be on their own on the streets and railway platforms in urban areas. Returning to the family may not be a safe or desirable option for the child.

CCRP therefore works within government homes to ensure quality care and support for children unable to go back to their families on one hand. On the other, it works closely with the community to explore alternatives to institutionalisation like foster care. CCRP also works to develop innovative responses at the community level to reduce the vulnerability of children and adolescents by involving urban and rural local bodies and the administration in general.

- For the last 8 years, **Microsoft**, along with its employees, has been one of CRY's

significant supporters in Hyderabad. CRY has been a part of the Microsoft Employee Giving, and NGO DAY has always been an opportunity to voice various problems faced by the underprivileged children in India. Employees have shown immense interest in learning about the campaigns and the difference their support could bring to the children. It is also equally motivating that Microsoft matches the contributions made by its employees towards the cause.

- **IDBI Bank**, as part of its CSR activities, supported CRY-supported project SANLAAP to prevent trafficking of children and ensure rescue, restoration and rehabilitation of affected children in West Bengal. As a part of this initiative, 23 children were repatriated to Bangladesh and Nepal, 62 cases of child marriages were prevented. Moreover, 26 children and 11 adults who were trafficked were rescued during the year 2014 while educational support was provided to 101 children through crisis centres in three vulnerable areas of Kolkata. Besides, 454 children were brought under the Life Skills Programme where subjects like self-awareness, self identity, self esteem, assertion and expression are taken up. The project also included strengthening and supporting community based support groups for community policing as well as conducting

awareness programmes and life skills training programmes in 16 schools.

- **NYK Line (India) Pvt. Ltd.** supported two Doorstep Child Care Centres in Mumbai which tackled urban malnourishment in Mumbai, specifically in areas of Mankhurd and Govandi. These centres helped monitor, prevent and cure cases of malnourishment through an intensive community model. This unique intervention helped reach out to approximately 1,200 households.
- In 2014, **NYK Auto** began partnering an initiative in Salem, Tamil Nadu which has been addressing issues relating to malnourishment, child labour and female infanticide. With NYK Auto's support the intervention has been able to successfully prevent cases of female infanticide and mainstream children into schools during the year.
- **Balkrishna Industries Limited**, in its vision to promote education, health and rural development has partnered with CRY by supporting 16 projects that spans the length and breadth of the country. These projects strive to restore child rights by empowering communities and through direct work with children.
- **Tata Capital** continued its support to a project, which operates in 8 tea gardens in Jalpaiguri, West Bengal this year. The intervention impacts approximately 5,650 children and works towards issues related to child labour, access to education and healthcare. Apart from this, Tata Capital has been a key sponsor in the annual CRY Corporate Responsibility Summit, which has played an instrumental role in reinterpreting CSR for corporations.



# VOLUNTEER ACTION

EMPOWERING INDIVIDUALS,  
ENABLING ACTION

The purpose of Volunteer Action is to motivate and enable citizens to take individual and collective action by pledging their particular strengths to bring about lasting change in the lives of children and thereby creating a culture of action for child rights.

The role of Volunteer Action includes reaching out to the public, recruiting volunteers and facilitating volunteering initiatives by offering innovative and diverse volunteer engagement options. This year, CRY worked with over 3,000 volunteers spread across 20 cities and had 270 internship placements within CRY.

Together with our volunteers, this year we collaborated with 146 schools and anganwadi kendras for supporting quality service delivery and reached out to more than 2,500 children through camps to make learning joyful.

## **Significant highlights:**

- 1] Enrollment of children in schools across regions**



In Delhi, volunteers did enrollment drives to identify and bring back children to school. In Vaishali and Indrapuram areas of the city, they ensured that 20 children who were out of school got enrolled in the Makhanpur government school. They are also taking up issues related to quality education in schools and pupil teacher ratios to make sure these children are retained and do not drop out again.

In Bengaluru, volunteers in the 4 Geo-Public Action Groups (PAG) in Madiwala, Jeevan Bhima Nagar, Yeshwanthpur, Koramangala covered over 2,000 households and enrolled around 40 children back to schools. As a regular activity, the volunteers conduct monthly surveys, to keep a tab on varied child rights issues including school dropouts and address many with rigorous follow ups.

Volunteers in Mumbai organised a summer camp with a difference. To address issues related to education, regularity in schools and

rights of children, they planned and executed a camp spread over 4 weekends where volunteers along with 80+ children had many interesting and inspiring sessions to make it an overall fun and educational experience for the kids. The event received a good response from the children and their parents with the school authorities inviting the volunteers to do it every year.

In Kolkata, the volunteers in Howrah have been closely working with the community children and their parents for over a year. They conducted children's sessions to build rapport and understand the critical issues affecting children

Many children, who came for the sessions, were either school dropouts or those who never went to school. Most were engaged in paid work at factories. Repeated home visits, personally talking to the parents, follow ups with school authorities bore fruit when 10 children were re-enrolled in schools in January 2015.



## **2] Public outreach with a difference**

In partnership with Raffles Millennium International, the Bengaluru team developed some very informative and thought provoking infographics to celebrate Girl Child Day in October. These were extensively used on social media and helped in spreading the message to uphold the rights of the girl child. There was a wall painting event on the day (October 12th) where some of these designs were painted on the walls at Hosur Road, one of the busy thoroughfares of Bengaluru. This campaign was 'youth driven' in a major way and received very good media coverage.

Volunteers observed a children's week by creating awareness on the issue of child labour across Chennai. They went on air at Suryan FM speaking on it and also performed street theatre in malls and colleges encouraging public to advocate change.

Click Rights (the annual photo journalism campaign) was on the theme of child labour titled "Open your Eyes". With an objective to catch attention and build public opinion about child labour, along with online engagement. The campaign included consultations with experts and practitioners, Knowledge Attitude Practice (KAP) studies with child labour employers across five cities, bus wraps,

projections, wall graffiti, banners in petrol pumps, hotlines and audio clips to gather public opinion and expression. A Photobook - where children in labour captured their life and realities through a camera lens put the issue in the larger perspective and highlighted how people can make a difference.

The precursor to this campaign was #Ride4childrights event where CRY volunteer Ujjawal Chauhan undertook a month long cycle journey across 4 states and 2500 kms in the scorching summer heat, to capture child labour realities through his camera. In addition to sensitising people and raising funds through this inspiring journey, Click Rights managed to reach out to 86,280 people online and 1,42,875 on ground with close to 200 media articles.

## **3] Varied Partnerships that enhanced our impact**

Collaborations and partnerships were forged across regions, which enhanced the quality of volunteer programmes and made a visible impact. In the south, some very successful medical camps were organised for the children in slums in collaboration with medical doctors and the local Public Healthcare Centres.

A tie up was struck with a bookstore to promote anti-child labour ideas and action through indoor performances and discussions.

Corporates supported events with children by covering expenses and also involving their employees for this cause by active volunteering during the day in Bengaluru, Delhi and Chennai. The corporate volunteers in Chennai helped in cleaning up an anganwadi and also assisted in conducting a preliminary malnutrition check for 50 children in the anganwadi.

A few colleges across the regions offered free space for CRY to organise volunteer programmes and events. International Volunteer Day celebration



where CRY volunteers were felicitated got huge participation. In Mumbai, a college covered essential expenses which gave the necessary fillip and helped to make intensive work possible.

We also received enthusiastic support from performing groups, skill based groups, and a few malls in many cities, who volunteered to offer their skills, art, space to promote the cause of child rights pro-bono.

In Kolkata, the Municipal Corporation and the State Surface Transport gave the necessary permissions and worked closely to help volunteers create wall graffiti which stood out in strategic places and also bus wraps as part of the Click Rights Campaign.





# POLICY, RESEARCH, ADVOCACY AND DEVELOPMENT (PRAD)

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ADVOCATING CHANGE,  
SUPPORTING DEVELOPMENT

The year has been noteworthy for PRAD as we have been invited to key forums to share views showcasing our expertise in child rights. This has helped us make significant gains in the child rights discourse.

Our priority areas for **Policy** are the inclusion of 0-6 and 15-18 age groups in the Right to Education discussion, as well as to advocate a uniform definition of children (up to 18 years). We also embarked to make child protection a national priority. To achieve this, we have been present at the following forums to create the right platform for shaping child rights friendly policies.

## **1. Child Labour (Prohibition and Regulation) Bill**

CRY gave feedback to the Ministry of Labour and Employment on Child Labour (Prohibition and Regulation) Bill 2012 at various levels. CRY started this process at the start of 2013 by giving a written submission with feedback and point of view on the various aspects of the proposed amendments in the Act. CRY was then called by Ministry of Labour and Employment to make an oral presentation on the same in 2013. In June 2014, CRY called for a national consultation on child labour



highlighting some of the organisational concerns in context of the bill. The inputs from the consultation assisted CRY in framing its response when the Ministry of Labour requested for public comments on its own view in context of the recommendations that were given by the Parliamentary Standing Committee on Labour in July 2014.

## **2. Juvenile Justice (Care and Protection) Bill 2014**

CRY responded to the amendments put forward by Ministry of Women and Child Development in the Juvenile Justice Act 2000 in July 2014. It also lent support to National Human Rights Commission (NHRC) on its consolidation and response to the Government on the Juvenile Justice (care and protection of children), 2014 Bill especially with respect to children in need of care and protection. CRY further submitted another response to further amendments proposed in the bill by Ministry of Women and Child Development, which was submitted to the Parliamentary Standing Committee on Human Resource Development. The concerns related to adoption were also shared with Central Adoption Resource Agency (CARA), which took these on board in its own presentation

before the standing committee. CRY also played an active role in one to one Ministers of Parliament advocacy that was done under the umbrella of ProChild Network.

## **3. National Health Policy 2015**

CRY offered a Submission to the Ministry of Health & Family Welfare on the Draft of the National Health Policy 2015 (March 2015). CRY also carried out an online submission of the same responding to various themes.

## **4. Budget Analysis**

In March 2015, CRY carried out an analysis of the Union Budget 2015-16 from a child rights lens. This exercise is aimed at analytically looking at the budgetary allocation for the year for programmes, schemes and services related to children. On the basis of this analysis, the organisation responded to the cuts in child budget in the Union Budget 2015 -16 through media quotes and articles.

## **5. Mid Day Meal Submission**

The Parliamentary Standing Committee on Human Resource Development (HRD) in 2014 took up implementation of Mid-Day Meal (MDM) scheme as one of the selected subjects for detailed study. CRY submitted a

detailed response with information on the ground as well as accessing secondary data and reports. Along with official submission, the organisation also submitted an assessment report of MDM that was carried out by volunteers in Kolkata. The Standing Committee is yet to come out with its report on the issue.

The year 2014-15 was quite an exciting one for the **Research** team at CRY. As part of internal and external capacity building strategy, the Research team completed exhaustive literature review on Early Childhood Care and Development (ECCD) on its existing approaches and good practices during the year. CRY also undertook building a knowledge bank on nutrition through extensive literature review and intervention mapping focused on children in the country which dovetailed with understanding on early childhood care and development. This enhanced the organisation's understanding of the issues, enabling better intervention design and knowledge sharing with partners and associates of CRY.

CRY completed 45 research studies in 2014-15 across 16 states across different child rights' themes as shown in the graph. These studies covered a range of designs from needs assessment, situation analysis, KAP studies, rapid assessment and evaluation of functioning & success of different interventions or schemes.

The National Child Rights Research Fellowship (NCRRF) programme entered its eighth year and 2014-15 saw successful

completion of five research studies that explored relatively new subjects such as children and community radios, child protection in healthcare in India, identity construction and social exclusion of tribal children, needs assessment of differently-abled children in naxal-affected areas and child participation at different levels. Four new fellowships were also awarded this year.

With notable strides made in creating a platform for the Child Right's discourse, the **Media Advocacy** team created the 'right noise' capturing attention and setting the agenda for this debate in the media.

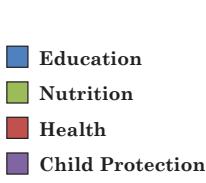
CRY's Manifesto Analysis press release titled 'Child Rights issues missing from party Manifestos' issued on 23rd April 2014 and achieved coverage through 3 wire agencies and all major print and television publications.

Pieces of coverage on television

- One hour debate on Juvenile Justice on NDTV India
- Two half hour shows on education and malnutrition on Press TV
- Sanitation issues in the capital on BBC
- Story on missing children on China TV
- Two chat shows on sexula abuse and corporal punishment on News X

We have achieved quality coverage in prestigious and valuable publications like Economic Times, Financial Express, Free Press Journal, Deccan Herald etc. We reached out to magazines like Careers360. The CRY CEO's profile was featured in Economic Times ('My first year at work'). CRY was also profiled in the CSR Vision magazine. The Right to Education report created space for CRY in series done by MINT on sanitation. We received more queries on different issues from Mint after this. E.g. story on Donations and on philanthropy.

**Research Studies by Theme (2014-15)**



The **Documentation** Unit serves as a Knowledge and Resource centre for CRY employees across 5 states. Physically the unit is located in Mumbai and through its services it reaches out to all employees sharing on a monthly basis the new arrivals of books, reports and videos purchased and those received on a complimentary basis. Approximately 60 books, 40 reports and 15 videos were added to the centre's collection of material on child rights, fundraising and social development. Once a month employees receive 'In-betweens' newsletter, a detailed list of articles from periodicals related to CRY's thematic focus areas the CRY goals that keeps them updated on latest developments in the sector. 388 articles were indexed and shared. A new service called Selective Dissemination of Information (SDI) has been initiated this year so that employees can access information based on their subject of interest. An annotated bibliography on the issue of 'Child Malnutrition' showcasing the collection of material from a variety of sources has been compiled on this significant aspect of child rights. The bibliography is one of its kind and will be available for download on the CRY website early next year.

#### **Gains in the State/National Policy Advocacy space:**

- **North:** Public Interest Litigation filed by Hifazat on pending cases before Juvenile Justice Board with the High Court in 2013 followed by consistent advocacy resulted in High Court issuing an order - deadline set for clearing pending cases; 14,000 out of 19,000 cases cleared; Juvenile Justice Board set up in every district; Legal Aid cells formed as per The National Legal Services Authority (NALSA) guidelines across Juvenile Justice Boards.

- **South:** Telengana state issued government orders on improving the quality of food that is being served in the Integrated Child Development Centres.
- **East:** In the state of Bihar, consistent advocacy efforts over the last couple of years led to 23041 new Integrated Child Development Scheme centres being sanctioned.
- **West:** The advocacy effort on malnutrition across the three states of Gujarat, Maharashtra and Chattisgarh saw the issue being prioritised by the state in Gujarat and improvement in Integrated Child Development Scheme services in Integrated Child Development Scheme centres.
- **National:** We contributed to National level advocacy efforts particularly with respect to Juvenile Justice bill, Child Labour Protection Amendment Act, Mid-day Meals, Right To Food, Draft Health Policy, Early Child Development legislative process. A two-fold engagement is adopted in this regard: a) initiating discussion at regional level; b) providing inputs to CRY point of view /position.

# OVERSEAS

CREATING POSSIBILITIES,  
RALLYING SUPPORT

CRY America, CRY's partner in USA, reaches out to non-resident Indians and people of Indian origin, encouraging them to join the movement of child rights as volunteers and donors. Volunteer work is the mainstay of CRY America and has played a key role in organising events across the continent. CRY Walk 2014 was organised across 15 cities this year - bringing thousands of individuals together with the belief that 'Change is possible, because we will make it possible'.

CRY America hosted two benefit dinners in New York and Seattle. Pledge 2014 was attended by 100 guests from New York and New Jersey, while Uphaar 2015 saw 125 attendees from the western Washington community. Together, these charity dinners raised US\$174,000, the resources from which will be directed towards funding several CRY America supported projects which will ensure lasting change for the children. The events were attended by prominent personalities like Actor Madhur Mittal, Vipp Jaswal from Fox News Channel and Dr. Roshini Raj, Physician & medical contributor to NBC's Today Show.



CRY America held two targeted online fundraising campaigns in 2014 - 'Let her fly' on the issue of the girl child and project Sunderban Social Development Centre (SSDC) that works with the tribal community to ensure their own and the rights of their children through awareness and mobilisation programmes. Both these campaigns raised US\$ 21,000.

CRY UK, CRY's partner in UK, along with its grassroots-level projects was able to transform the lives of 22,174 children across 185 rural and tribal communities in the Gujarat and Jharkhand states of India. In 2014-15 CRY UK organised the tenth edition of the CRY Corporate Cricket Challenge featuring 7 teams from London's leading corporate firms in the IT, Consultancy and Banking sectors. The grand finale of the 20-20 cricket challenge was held at Regents Park Cricket Ground in London on 31st May 2014 and raised £12,050.

The British 10K Run was a new sporting event in CRY UK events calendar in 2014. The British 10K London run held in July

2014 is UK's greatest road race route through the heart of central London. Six runners participated in the 10K run and pledged their donation for the benefit of underprivileged children and raised £2,250. CRY UK also organised a very popular historic walk along the alleyway and lanes of East London tracing the history of East India Company with an acclaimed historian Nick Robins in June/July. This charity walk was attended by both British and Indian communities. The walk helped CRY UK create awareness about the cause of children's rights.

Another addition to the event calendar this year, BeCause, held in March 2015 was an interactive quiz between corporates conducted by quizmasters at YMCA. The event was attended by 4 companies Microsoft (Skype), Zee, Kingston and Smith, Pennington and Manches and two individual teams. Microsoft (Skype) was the winner of the quiz competition. The 'autumn edition' of the CRY UK Football Championship was played between 5 corporate teams and 3 individual teams. It raised £2,855 in September 2014.





# COMMUNICATIONS

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RAISING AWARENESS, GOING VIRAL

With the goal of communicating with CRY supporters effectively through a well-considered, experiential media strategy, the communication function harnessed various media to engage in conversations on child rights. This year, there was focus on digital media to communicate key messages.

From communication for fundraising to leveraging opportunities for awareness and visibility, events like Art for CRY, Soccer for Child Rights, wall-paintings portraying issues affecting children like labour and discrimination across high footfall areas, projection of Click Rights photographs on India gate in Delhi and Churchgate station in Mumbai, chai glass installation on the issue of child labour, amongst others were brought to life.

Themes like 'Gift a first birthday' to talk about the importance and criticality of immunisation in the first year of a child's life, 'Let her fly' on empowering the girl child to soar high and fulfil her dreams to mobilising the general public to 'Open your Eyes' through Click Rights, the annual photojournalism campaign, we ensured our presence in the online space was dynamic and



engaging and promoting the best interests of the child. Photo albums, slogan contests, tweet-a-thons, viral videos and more...the CRY social media space was abuzz with activity giving the online audience concrete means to share and engage.

With digital growth and innovation being identified as a key medium, we ensured all communications and campaigns undertaken by the organisation had a vibrant digital component. Digital plans contributed to increasing Facebook and Twitter communities by 50% to 2,45,097 and 8,064 respectively while expanding further on LinkedIn, Google+ and Instagram. The engagement and interaction rate on our social media pages increased by 5% over 2013-14.

The CRY website [www.cry.org](http://www.cry.org) saw a 10% increase in unique users and 15% increase in page views. You can now know more about CRY on the mobile device with an interface that is user-friendly. Visit us at [www.cry.org](http://www.cry.org) to know more about our activities on the ground, latest news and reports and follow us on social media for images, polls, contests and more!

**CRY - Child Rights and You**  
1,400 · Published 11 hours ago · Page View · November 22, 2014 · Edited · 1P  
"Thought provoking, "Incredible," "Amazing" are just some of the reactions our installation at the India Habitat Centre received. We invite you to visit this exhibition and view it with your own eyes and make your pictures with us on Facebook and Twitter using #IndiaCheat, #India and #ProjectLearn!"

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PROJECT LEARN

# INFORMATION TECHNOLOGY, FINANCE, PLANNING

To ensure the right technologies to redefine the processes and build a solid foundation for the organisation's future, the Information Technology team worked on a mobile website for CRY. A mobile friendly site allows CRY to leverage the ubiquity of mobile without the complexity, expand and cultivate a new base of givers and create permissive donor interaction.

CRY continues to remain 100% statutorily compliant and uses a compliance calendar thereby ensuring that no dates are missed. Further CRY has subscribed to updates and notifications for the related laws to know the update, changes, modifications etc in the rules and procedures.



The CRY Finance team could achieve a return on investments above 9% p.a. mainly through effective utilisation of funds and negotiation with bankers. CRY has carefully managed the working capital and invested the excess funds in permitted investments and fixed deposits with banks to achieve the return on investments. CRY has negotiated with bankers to obtain a higher rate of interest on fixed deposits.

Planning ensured that the leadership group worked more in cohesion with an increased focus and alertness on financials, projections, cross functional plans, trends, grant sanction systems, fund balances and savings.





# HUMAN RESOURCES AND BUSINESS DEVELOPMENT

In 2014-15, we continued the focus on development of employees, our resources through whom we work to actualise our strategy. In this year, all employees attended workshops on managing self, resources and teams and scientific interviewing based on Behavioural Psychology. Totally 400 training days were completed in the year, which was a four-fold increase. The focus for the next year will be to drive the Saville performance framework to all levels of the organisation. The Individual Development Plan (IDP) will also be rolled out to the next two grades to enable supervisors and their reportees to focus on the development efforts.



# GRANT RISK MANAGEMENT

Financial risk is inherent in any grant making decision. The primary function of this team is to ensure effective utilisation of CRY funds and building efficient and transparent accounting systems and financial monitoring mechanisms at partner level. The team also regularly conducts capacity building workshops with partners and Development Support Teams (DST) on financial management and basics of accounting. Since July 2013, the Financial Risk Management (FRM) team has been formed as an independent unit called Grant Risk Management Unit (GRM).



In 2014-15, GRM ensured financial monitoring of all CRY projects for the second consecutive cycle; organised a co-branded workshop with AccountAid in Delhi on financial risk management for Grant Makers and CSR Managers to showcase CRY's financial risk management module; preparation of guidance note on alliance management to standardise best practices across regions as well as ensure proper accounting and control systems. Workshops were organised for internal programme teams to update them on statutory compliances and legal implications affecting the NGO sector.





# THE CHILD CENTRE

A year old now, CRY's Child Centre (formerly known as Child Cell) focuses on ensuring children voices are recognised as significant and unique in issues and policies that affect them. The scope aims at deepening our knowledge and expertise on children - their social, emotional, physical, and mental development; views and reality of their situations especially in the context of the children's collectives in the CRY-supported projects.



This year, we implemented an exciting pilot with facilitators, parents and children themselves to enable us arrive at principles of engagement for all the interfaces that we as adults in the CRY programmes have with children. It's a 3-phase pilot with theory and practise comprising a training of trainers and books with in-depth secondary information on theories of childhoods. Through this pilot we also seek to create a pool of expert trainers in CRY so this knowledge is widespread and valued everywhere in CRY.

# BALANCE SHEET

AS ON 31ST MARCH, 2015 ( Rs. in lacs )

	As on 31.3.2015	As on 31.3.2014
<b>SOURCES OF FUNDS</b>		
Corpus	850	826
Earmarked funds	1285	1197
Resources C/f (Note 1 below)	541	541
<b>Total</b>	<b>2676</b>	<b>2564</b>
<b>APPLICATION OF FUNDS</b>		
Properties net of depreciation	93	95
Other fixed assets net of depreciation	122	103
Investments	29	79
Net current assets (Note 2 & 3 below)	(105)	(37)
Cash, bank balances and deposits with Banks	2537	2324
<b>Total</b>	<b>2676</b>	<b>2564</b>

( 1 ) Represents resources net of surplus / ( deficit ) from the Income & Expenditure statement and ( write offs ) / write backs of liability.

( 2 ) For 2014-15 - Current Assets - Rs. 306.33 Lacs, Current Liabilities - Rs. 411.65 Lacs; Net Current Assets - Rs. ( 105.32 ) Lacs.

For 2013-14 - Current Assets - Rs. 293.38 Lacs, Current Liabilities - Rs. 330.37 Lacs; Net Current Assets - Rs. ( 36.99 ) Lacs.

Summarised from Accounts audited by M/s Haribhakti & Co.

Chartered Accountants for even period

CRY - CHILD RIGHTS AND YOU SUMMARY

# INCOME & EXPENDITURE ACCOUNT

AS ON 31ST MARCH, 2015 ( Rs. in lacs )

	<b>Annexure</b>	<b>For the period 1.04.2014 to 31.03.2015</b>	<b>For the period 1.04.2013 to 31.03.2014</b>
<b>INCOME</b>			
Donations	I	4979	4928
Interest & others		164	176
<b>Total</b>		<b>5143</b>	<b>5104</b>
<b>COST OF MOBILISING INCOME</b>			
Generating Donations	I	1799	1760
<b>Total</b>		<b>1799</b>	<b>1760</b>
<b>NET INCOME</b>			
Donations	I	3179	3168
Interest & others		164	176
<b>Income available for Deployment &amp; Expenses</b>	<b>A</b>	<b>3343</b>	<b>3344</b>
<b>ESTABLISHMENT &amp; OTHER EXPENSES</b>			
Personnel		474	373
General Administration		413	352
Depreciation		105	88
Auditor Remuneration		8	6
Amount written off		-	17
<b>Total Establishment Expenses</b>	<b>B</b>	<b>1000</b>	<b>836</b>
<b>Net Income available for Deployment</b>	<b>A-B =C</b>	<b>2343</b>	<b>2508</b>
<b>DEPLOYMENT OF FUNDS</b>			
Child development initiatives	II	1393	1747
Awareness of Child Rights	III	435	527
Capacity building for supported initiatives	IV	665	501
<b>Total</b>	<b>D</b>	<b>2493</b>	<b>2774</b>
<b>Surplus / (Deficit) c/f Balance Sheet</b>	<b>C-D</b>	<b>-150</b>	<b>-266</b>

# DONATION MOBILISATION & EXPENSES

(Rs. in lacs)

	<b>For the period 1.04.2014 to 31.03.2015</b>	<b>For the period 1.04.2013 to 31.03.2014</b>
<b>INCOME ( DONATIONS )</b>		
India		
Corporates	356	468
Individuals	4623	4,460
Events & others	-	-
<b>Total (1)</b>	<b>4979</b>	<b>4928</b>
<b>COST OF MOBILISING DONATIONS</b>		
- Fees and Consultancy Charges	985	1,162
- Telecalling and Mailer Costs	329	149
- Donor Servicing Charges & Other Fund Raising Costs	179	184
- Personnel cost	306	265
<b>Total (2)</b>	<b>1799</b>	<b>1760</b>
<b>Net Resources (1-2)</b>	<b>3180</b>	<b>3168</b>

# CHILD DEVELOPMENT INITIATIVES

(Rs. in lacs)

	<b>For the period 1.04.2014 to 31.03.2015</b>	<b>For the period 1.04.2013 to 31.03.2014</b>
Disbursals (Net of unspent balances)	959	1,384
Projects	794	1,219
Resource Organisations	165	165
Networks	245	152
Fellows	21	39
One time grants	9	25
Training and development	159	146
<b>Total</b>	<b>1,393</b>	<b>1,747</b>

Annexure III:  
**AWARENESS**

( Rs. in lacs )

	<b>For the period 1.04.2014 to 31.03.2015</b>	<b>For the period 1.04.2013 to 31.03.2014</b>
Direct expenses	225	246
Personnel cost	175	222
Awareness division overheads	35	59
<b>Total</b>	<b>435</b>	<b>527</b>

Annexure IV:  
**CAPACITY BUILDING OF  
PROJECT PARTNERS**

( Rs. in lacs )

	<b>For the period 1.04.2014 to 31.03.2015</b>	<b>For the period 1.04.2013 to 31.03.2014</b>
Direct expenses	0	0
Personnel cost	624	496
Capacity Building of Project Partners division overheads	41	5
<b>Total</b>	<b>665</b>	<b>501</b>

# TOTAL NO OF INITIATIVES SUPPORTED BY CRY

	<b>For the period 1.04.2014 to 31.03.2015</b>	<b>For the period 1.04.2013 to 31.03.2014</b>
1. Implementing Organisations	102	128
2. Resource Organisation	11	14
3. Strategic Alliances	24	17
4. Fellows	9	41
5. Advocacy	12	28
6. One Time Grant	8	11
<b>TOTAL INITIATIVES</b>	<b>166</b>	<b>239</b>

# DIVISION WISE PERSONNEL COSTS TO TOTAL INCOME RATIO

<b>PARTICULARS</b>	<b>2014-15</b>	<b>2013-14</b>
Total Income		
General Income	5143	5104
Donation towards earmarked fund (Rs. In Lacs)	1332	959
Personnel Costs:-		
Resource Mobilisation	306	265
%	5%	4%
Development Support Unit & Awareness Costs	799	718
%	12%	12%
Establishment	474	373
%	7%	6%
<b>Total</b>	<b>1579</b>	<b>1356</b>
<b>%</b>	<b>24%</b>	<b>22%</b>

# STATEMENT OF DEPLOYMENTS

For the year ended 31st March 2015

## PROJECTS - EAST

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Adarsh Seva Sansthan (ASES)	54,534
2	Association for Development and Health Action in Rural areas (ADHAR)	3,81,622
3	Auranga Gramin Vikas Samiti (AGVS)	8,76,925
4	Bal Sakha Assam	5,31,381
5	Dhara (People Education, Training and Resource Centre)	13,40,300
6	Diksha	10,16,832
7	Disha Vihar	28,042
8	Gitaldaha Bikash Samity (GBS)	7,93,810
9	Gramya Vikash Mancha (GVM)	5,22,600
10	Intergrated Rural Development Service Organization (IRDOSO)	2,50,220
11	Jago Foundation	33,032
12	Jana Sanskriti Centre	14,08,460
13	Jawahar Jyoti Bal Vikas Kendra (JJBVK)	24,228
14	Marfat	5,15,325
15	New Era Environmental & Dev Society (NEEDS)	3,56,267
16	New Life Foundation (NLF)	4,63,600
17	Patang	2,37,182
18	Pratichi India Trust	13,83,100
19	Rashtriya Jharkhand Seva Sanstha	54,818
20	Rural Aid	9,32,667
21	Society for Action in Disability and Health Awareness (SADHANA)	9,49,709
22	Samagra Vikas Foundation (SVF)	3,00,503
23	Sanlap	6,90,650
24	Self Employed Workers Associations Kendra (SEWAK)	8,19,422
25	Sikshasandhan	5,62,800
26	Sishu Sarathi	2,97,430
27	Society for Advancement in Tribes, Health, Education, Environment (SATHEE)	4,49,825
28	Society for Promotion of Rural Education and Development (SPREAD)	27,248
29	Sunderban Social Development Centre (SSDC)	19,706
30	Swaraj Foundation	12,75,340
31	The Calcutta Samaritans	13,08,295
32	Vikramshila Education Resource Society	6,20,053
33	Wide Angle Social Development Organisation	29,122
<b>Sub Total East</b>		<b>1,85,55,048</b>

## PROJECTS - NORTH

S. No.	Particulars	(Object to Trust-General)	Amount (Rs.)
1	Action for Health Education & Social Awareness (AHESAS)		7,39,050
2	Bal Vikas Dhara (BVD)		10,78,360
3	Deenbandhu Samajik Sanstha		9,24,189
4	Dr. Shambhunath Sign Research Foundation (SRF)		98,237
5	Gram Mitra Samaj Sevi Sansthan (GMSSS)		1,69,736
6	Himalayan Society for Alternative Development (HIMAD)		6,75,534
7	Jan Kalyan Samiti (JANAK)		9,64,680
8	Jan Madhyam		16,49,900
9	Jan Mitra Nyas (JMN)		12,40,173
10	Jan Shikshan Kendra (JSK)		5,27,800
11	Jammu Kashmir Association of Social Workers (JKASW)		8,25,050
12	Kriti Shodh Sansthan (KSS)		5,24,790
13	Mahan Seva Sansthan		3,71,100
14	Manav Ashrita Sansthan (MAS)		11,07,100
15	Matri Sudha - A Charitable Trust		31,641
16	Mountain Childrens Foundation		2,82,786
17	Nai Duniya Welfare Society		3,96,550
18	Nav Shrishti		1,05,797
19	PARDARSHITA		8,44,033
20	Paridhi		4,07,100
21	Parvarish- Bal Mahila Vikas Evam Samaj Seva Sanstha		7,02,950
22	Peoples Action for People in Need (PAPN)		2,30,080
23	Prayatn Sansthan		9,83,705
24	Rural Organisation for Social Advancement (ROSA)		4,99,182
25	Sahyog		3,83,950
26	Saksham		4,81,900
27	Shikhar Prashikshan Sansthan (SPS)		7,60,290
28	Sonebhadra Vikas Samiti		5,87,050
29	Swati (Rajeev Neelu Kachwaha Public Charitable Trust)		1,80,587
30	Vikas Samvad Samity (VSS)		16,48,623
<b>Sub Total East</b>			<b>1,94,21,923</b>

## PROJECTS - SOUTH

S. No.	Particulars	(Object to Trust-General)	Amount (Rs.)
1	Bangalore Oniyavara Seva Coota (BOSCO)		17,37,680
2	Centre for Human Empowerment through Education Related Services (CHEERS)		9,21,080

3	Compassionate Rural Association for Social Action (CRASA)	8,66,165
4	Dalit Woman Society (DWS)	6,36,730
5	Helping Hands Association	12,49,581
6	Human Rights Education and Protection Council (KALAM)	17,61,186
7	Janavani	7,74,183
8	Mahila Abhivrudhi Mattu Samrakshana Samasthe	5,20,727
9	Margadarshi	11,64,439
10	PEOPLE	2,13,614
11	PRAGATHI	35,20,499
12	RIGHTS - A Society for Human Rights	13,70,193
13	Rural and Child Education Trust (RACE Trust )	5,95,083
14	Rural Workers Development Society (RWDS)	5,53,259
15	Shramik Vikas Kendram (SVK)	1,41,967
16	Slum Children Sports Talents Education Development Society (SCSTEDS)	10,54,673
17	SNEHA	20,34,534
18	Sneha Jeevi Samasthe (SJS)	4,76,413
19	Social Legal Inforamtion Centre (SLIC)	12,56,440
20	Society for Rural Agriculturalists and Mass Awareness (SRAMA)	12,00,711
21	Thampu - A National Trust for Tribal Education, Development and Research	16,24,177
22	Theera Desha Samrakshana Samithi (TDSS)	4,89,873
<b>Sub Total South</b>		<b>2,41,63,207</b>

## PROJECTS - WEST

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Adivasi Vikas Trust	5,90,982
2	Dalit Hakk Rakshak Manch (DHRM)	3,50,000
3	Gram Swaraj Sangh (GSS)	17,81,764
4	Gramya Vikas Trust	3,51,700
5	Gujarat Jan Jagran Sangh (GJJS)	11,00,600
6	Institute for Youth and Social Welfare (IYSW)	(13,655)
7	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	5,27,240
8	Navadhar Samajik evam Sanskrutik Vikas Manch	1,39,081
9	Peoples Rural Education Movement (PREM)	10,16,266
10	Sahyog Charitable Trust (SCT)	6,30,547
11	Sankalp Manav Vikas Sansthan (SMVS)	2,39,765
12	Shoshit Mukti Abhiyan	1,85,400
13	SNEHA Mumbai - Society for Nutrition Education and Health Action	1,10,37,537
14	Social Institute Programme Rural Area (SIPRA)	3,74,410
15	Society for Health Alternatives (SAHAJ)	9,04,307
16	SRISHTI	1,95,048
17	VIKALP	2,51,265
<b>Sub Total West</b>		<b>1,96,62,257</b>

## NATIONAL HEAD OFFICE PROJECTS

S. No.	Particulars	(Object to Trust-General)	Amount (Rs.)
1	Documentation & Outreach		1,17,157
2	National CRY Child Rights Fellowship Year - 7		3,23,450
3	National CRY Child Rights Fellowship Year - 8		4,15,681
4	Internal Consultation on Education (RTE + ECCE)		25,000
5	Resource directory on Primary Health care		67,000
6	Study on malnutrition		28,000
7	Translation and Printing		3,259
8	Press conference		957
9	PR agency		24,53,752
10	Fellowship Report Publication		35,000
11	Literature review and resource directory on nutrition		67,500
12	Others		11,10,920
<b>Sub Total National HO Projects</b>			<b>46,47,676</b>
<b>Total - Projects</b>			<b>8,64,50,111</b>

## FELLOWSHIP

S. No.	Particulars	(Object to Trust-General)	Amount (Rs.)
1	Anandi Lal		44,100
2	Deepika Singh Rajawat		2,70,500
3	Faisal Anurag		2,87,400
4	Mr. Keisan Pradip Kumar		2,52,000
5	Mr. P. Joseph Victor Raj		3,01,925
6	Mrs. Leelavathi & Mr. Nagapandianyan		84,100
7	Rajkishor Mishra		2,41,800
8	Vasavi Kiro		3,08,400
9	Walter Peter		2,89,000
<b>Total - Fellows</b>			<b>20,79,225</b>

## ONE TIME GRANT

S. No.	Particulars	(Object to Trust-General)	Amount (Rs.)
1	PAHAL		5,000
2	Parvarish- Bal Mahila Vikas evam Samaj Seva Sanstha		15,000

3	People's Organisation for Rural Development (PORD)	38,400
4	Tata Institute of Social Science (TISS)	70,199
5	Thampu - A National Trust for Tribal Education, Development and Research (OTG)	58,200
6	Socio Legal Aid Research and Training Centre	10,000
7	Bal Sakha	90,000
8	Koshish	5,80,000
<b>Total - One Time Grants</b>		<b>8,66,799</b>

## NETWORK ALLIANCE

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	QIC & AC UP through Doaba Vikas Samiti	13,60,981
2	Voice Of People (through ERS)	13,08,311
3	Madhya Pradesh Lok Sangarsh Sajha Manch (MPSSLM) through Vikas Samvad Samiti	28,63,717
4	West Bengal Education Network (WBEN) through Kajla Jan Kalyan Samiti	14,79,745
5	Strengthening Child Protection Mechanism in Jharkhand through Bal Sakha	10,83,626
6	Coalition for Child Rights to Protection (CCRP) Bihar through Bal Sakha	3,50,000
7	Bihar Lok Adhikar Manch (BLAM) through Disha Vihar	16,89,350
8	Coalition for Child Rights to Protection (QICAC) Orissa through Basundhara	3,39,237
9	Voice of Child Rights in Orissa through SPREAD (VCRO)	13,44,600
10	Manipur Alliance for Child Rights through NEEDS (MACR)	6,59,250
11	People's Voice for Child Rights through SVK	6,66,242
12	Samajika Parivartha Janandolana through Sneha Jeevi Samasthe	3,31,298
13	Buniyadi Adhikar Andolan Gujarat (BAAG) through Gram Swaraj Sangh	11,05,556
14	Campaign for Right to Education in Jharkhand (CREJ) through Jago Foundation	12,10,200
15	HIFAZAT: A Coalition for Child Protection in MP through Vikas Samvad Samiti	7,86,928
16	Sama Kalvi Iyakkam - Tamil Nadu through Salem People Trust	14,08,890
17	Bal Adhikar Abhiyan (BAA) through GMSSS	72,025
18	Bal Hakka Abhiyan through SANKALP	14,27,028
19	Alliance Through people's Rights through Pahal Multipurpose Organisation	16,00,298
20	Kerala Allicance - Jana Munnettam through RIGHTS	10,36,689
21	People's Voice for Child Rights through Peoples Org for Rural Dev (PORD)	5,38,120
22	Manipur Alliance for Child Rights (MACR) through Wide Angel Social Development Centre	4,15,850

23	Samajika Parivartha Janandolana through Margadarshi	14,08,260
24	Samajika Parivartana Jana Andolana through MASS	54,862
<b>Total - Network Alliance</b>		<b>2,45,41,063</b>

## RESOURCE ORGANISATION

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Account Aid India	15,35,350
2	THOZHAMAI	12,42,841
3	Little Trusts - A Centre for Children	11,71,550
4	HAQ Centre for Child Rights	5,064,900
5	Tata Institute of Social Science (TISS)	5,71,835
6	Sanjay Aditya & Associates	23,80,479
7	Centre for Child and the Law through National Law School of India University	25,72,760
8	Right to ECD Alliance through Mobile Creches for Working Mother's Children	1,351,461
9	Centre for Budget and Governance Accountability (CBGA )	6,00,000
<b>Total - Resource Organisation</b>		<b>1,64,91,176</b>
<b>Training and Development</b>		
	Travelling Costs	98,85,035
	Training,Workshop and Capacity Building Programmes for Project Partners	60,69,742
<b>Total - Training and Development</b>		<b>1,59,04,777</b>
	Awareness Costs	2,59,32,985
	Capacity Building Costs for Development Programmes	41,37,341
	Personnel Costs of Development Support & Awareness building staff	7,99,26,536
<b>Total Disbursals</b>		<b>25,63,30,013</b>
	Less: Refund of project disbursals	70,03,214
<b>Grand Total</b>		<b>24,93,26,799</b>



www.cry.org

Ensuring lasting change  
for children

### Donate to ensure lasting change for children

Yes, I believe every child has a Right to a Childhood. My donation amount is:

- ₹3,600 - Enroll first time learners into school; children who have never been to school
- ₹4,800 - Support special activities to ensure that girl children enroll and stay in school
- ₹8,400 - Start, improve and monitor government schools to ensure access to quality education for all children
- ₹12,000 - Ensure enrolment of 100% of children in 1 village/slum, into school
- ₹ ..... - I believe that Education is every Child's Right. I support Mission Education

The receipt to my donation will be made in the name of:

Name : .....

Address : .....

City : ..... Pin : ..... Telephone : .....

Email : .....

Cheque No : ..... Bank Name : .....

Write cheque/DD in favour of **CRY - Child Rights and You** and mail it to one of the addresses given below.

189/A Anand Estate,  
Sane Guruji Marg,  
Mumbai - 400 011.  
Tel - 91-22-2309 6845

632, 2nd floor, Lane No.3,  
Westend Marg, Saiyad-ul-Ajaib,  
New Delhi - 110 030.  
Tel - 91-11-30174700

Madhavi Mansion, 12/3-1,  
Bachammal Road, Cox Town,  
Bangalore - 560 005.  
Tel - 91-80-2548 4952

No. 14, 4th Lane,  
McNicholas Road,  
Chetpet,  
Chennai - 600 031.  
Tel: 044-2836 5545

152, Kalikapur, Gitanjali Park,  
New no. 8, 2nd Street,  
Kolkata - 700 099.  
Tel - 91-33-2416 9507

C/o Tata Business Support  
Services Ltd.  
1st Floor, Gowra Trinity,  
Chiran Fort Lane, Begumpet,  
Hyderabad - 500 016.  
Mobile : 09948097127

Tax Exemption : Donations to CRY are eligible for 50%/100% tax exemption u/s 80G, 80GGA/35AC.  
For more information or queries write in to webinfo@crymail.org

- All funds are raised in the name of CRY - Child Rights and You only and not individual projects.
- All donations to CRY can be made by cheques/Demand Drafts payable to "CRY - Child Rights and You" only.
- All CRY representatives have Identity Badges. You can call the office nearest to you to verify the identity of the representative.





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Ensuring lasting change  
for children

### Donate to ensure lasting change for children

Yes, I believe every child has a Right to a Childhood. My donation amount is:

- ₹3,600 - Ensure 5 children get access to proper healthcare
- ₹7,200 - Ensure 6 children are out of malnutrition with proper care
- ₹12,000 - Ensure 6 children are out of child labour and enrolled in schools
- ₹40,000 - Ensure an entire village is child labour free
- ₹ ..... - Yes I want to ensure a happy childhood

Please Note : All donation options mentioned above are to illustrate the change your donation can make to the lives of children. All funds/donations raised by CRY may be pooled together and allocated to other child rights endeavours depending on the need on the ground. CRY does not collect cash donation.



Name: \_\_\_\_\_

Address: \_\_\_\_\_  
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