



45 YEARS

of ensuring happier childhoods

Annual report 2023-24



FROM THE CEO'S DESK



Dear CRY Supporter,

In 2023, with your support, we marked an inspiring milestone: positively impacting 4.7 million children across India over 45 years. Together, we took significant steps toward ensuring every child is protected, educated, and able to envision a brighter future.

Because of your generosity, over 2 million children saw their lives transformed in 2023-24. Stories like Sanjana's, who won gold at a Kolkata karate tournament, or Sandhya's, who is currently pursuing law to become an IAS officer, illustrate the hope and resilience your support brings. These young journeys are true testaments to the transformative power of your compassion.

With your support, we're continuously creating safe and nurturing environments where children can learn, grow, and flourish. Beyond this, we are committed to equipping them for the future with initiatives like STEM centers, digital learning centers, and life skills, empowering them to thrive in a rapidly evolving world.

Your commitment to CRY and the children we serve inspires us every day. Together, we're building a future where every child has the chance to achieve their dreams. Thank you for believing in their potential and for standing with us on this journey.

With gratitude,

Puja Marwaha
Chief Executive

PS: Do write to me at puja.marwaha@crymail.org with your thoughts or feedback.

A MESSAGE FROM THE BOARD OF TRUSTEES



Dear CRY Supporter,

It was YOU who made 2023 an extraordinary year!

Our mission to protect and uplift children has been fueled by your unwavering support, allowing us to positively impact over 2 million young lives this past year—a remarkable achievement made possible by the dedication of our donors, partners, and volunteers.

With your support, we've helped protect children from child labour and early marriage, giving them the chance to pursue their dreams. Your commitment has brought hope and happiness to many young lives across India, and we're truly grateful for the difference you've made.

Last year we marked an inspiring milestone of positively impacting over 4.7 million children across India over 45 years.

As we look ahead, we're excited to continue this journey together. Our goal is to see more children in school, living healthier lives, free from exploitation, and inspiring change around the world.

On behalf of all the trustees, with heartfelt appreciation,

Praveen Kadle
Honorary Treasurer

4.7 MILLION



The number of children CRY has worked directly with over the past 45 years, whose dreams have been enabled and lives transformed. ♥

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OUR VISION

A happy, healthy and creative child whose rights are protected and honoured in a society that is built on respect for dignity, justice and equity for all.

OUR MISSION



TAKING RESPONSIBILITY

To enable people to take responsibility for the situation of the deprived Indian child and so motivate them to seek resolution through individual and collective action thereby enabling children to realise their full potential.



MOBILIZING POTENTIAL

To make people discover their potential for action and change.



COLLECTIVE ACTION

To enable peoples' collectives and movements encompassing diverse segments, to pledge their particular strengths, working in partnership to secure, protect and honour the rights of India's children.

AREAS OF INTERVENTION



EDUCATION

Ensuring that children go to school and complete their education.



HEALTH & NUTRITION

Increasing access to proper nutrition and quality healthcare.



CHILD PARTICIPATION

Creating an environment where children's voices are heard and considered.



SAFETY & PROTECTION

Addressing issues like child labour, child marriage, trafficking and abuse.



OUR APPROACH

With your support, we address children's critical needs by working with parents, teachers, Anganwadi workers, communities, district and state level governments as well as the children themselves.

We focus on changing behaviours and practices at the ground level and influencing public policy for advocacy at a systemic level - thereby creating an ecosystem where children are made the nation's priority.

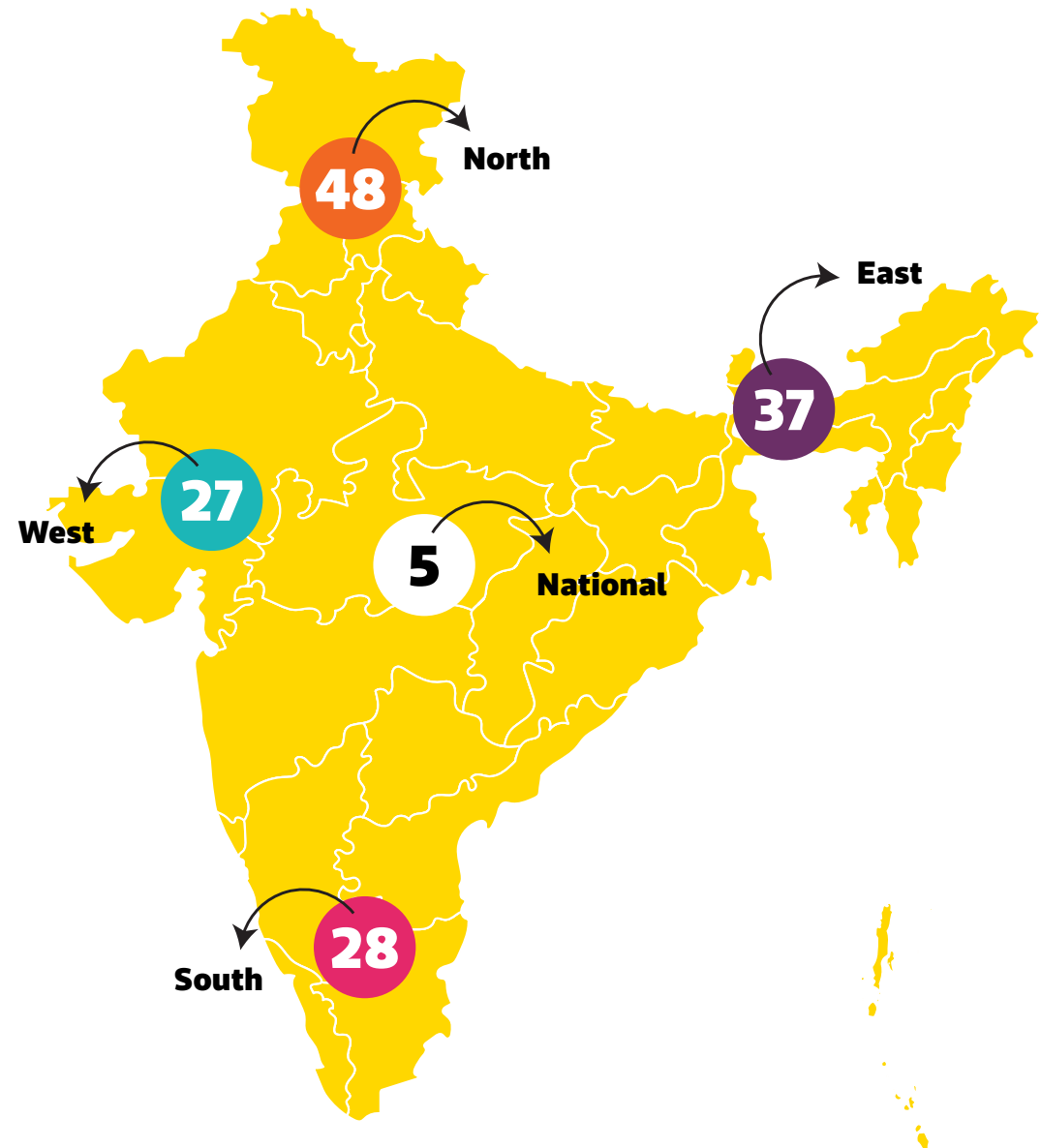
Achieving Systemic Change For India's Children

- **Family:** Changing their behaviours, attitudes and practices towards children
- **Children:** Addressing their immediate and critical needs by focusing on key programmatic areas that ensure children become agents of change and have the ability to hold dialogue on the things that matter to them
- **Government:** Partnering with district, state and national level governments to strengthen policy and advocacy systems for children
- **Public:** Sensitizing society to create an ecosystem where children are a priority
- **Community:** Mobilizing community stakeholders like teachers, Anganwadi workers and village child protection committees to take action for children

OUR REACH

Our goal is to touch every child's life, offering them a chance for a brighter future. In 2023-24, we partnered with 84 grassroots partners in 20 Indian states, dedicated to making a lasting impact on children's lives.

Total No. of Fellowships – 8





EMPOWERING DREAMS

READ HOW EDUCATION AND LIFE SKILLS TRANSFORMED SANJANA'S JOURNEY

In an underserved community on the outskirts of Kolkata, 11-year-old Sanjana's life took an unexpected turn. Her father, a daily wage labourer, saw his earnings plummet during the pandemic, pushing the family to the brink. With little to look forward to, Sanjana's days were bleak.

Amid these hardships, the CRY team reached out to Sanjana, offering supplementary education and life-skill sessions. The Child Activity Centre also introduced self-defence classes, including karate and kickboxing. Convincing families to let their daughters join was a challenge, but Sanjana's enthusiasm was unwavering. Her parents eventually consented, and at nine, she began attending sessions diligently.

Two years of hard work and dedication paid off when Sanjana won Gold in the 25kg Kumite bout at the 7th International Karate Tournament in July. Holding her medal proudly, her joy was palpable.

Sanjana's dreams have grown bold, she aims to earn a Black Belt, coach other girls to feel safe and join the Indian Army to support her family. Her journey has not been easy but her dedication towards education has given her the confidence and discipline to overcome every obstacle. By breaking stereotypes and embracing hard work, she is set on a path to inspire others, showing that education is the foundation for achieving her dreams and empowering herself and others.

Sanjana's success inspired five other girls from her community to win medals at the same event. Their teacher, noted the growing confidence among these girls, despite ongoing adversities. Their mentor attributed their success to grit and determination, with guidance and support.

As Sanjana and her friends revel in their achievements, they remain grateful for CRY's support, determined to keep breaking barriers and achieving their dreams.



ORGANIZATION IMPACT

With a central mission of safeguarding children's rights, CRY made a positive difference in the lives of 21,14,322 children in 2023-24. Here's what we accomplished, thanks to your support.

- **94% children in CRY project areas, between the ages of 6-18 years, in school.**

*In the 15-18 age group, our enrolment and retention rate is 70% better than the all India enrolment status - GER.

*based on the UDISE+ 2021-22 report (UDISE – 41%, CRY – 86%)

- **88% children in CRY project areas, under the age of 5 years, protected from undernourishment.**

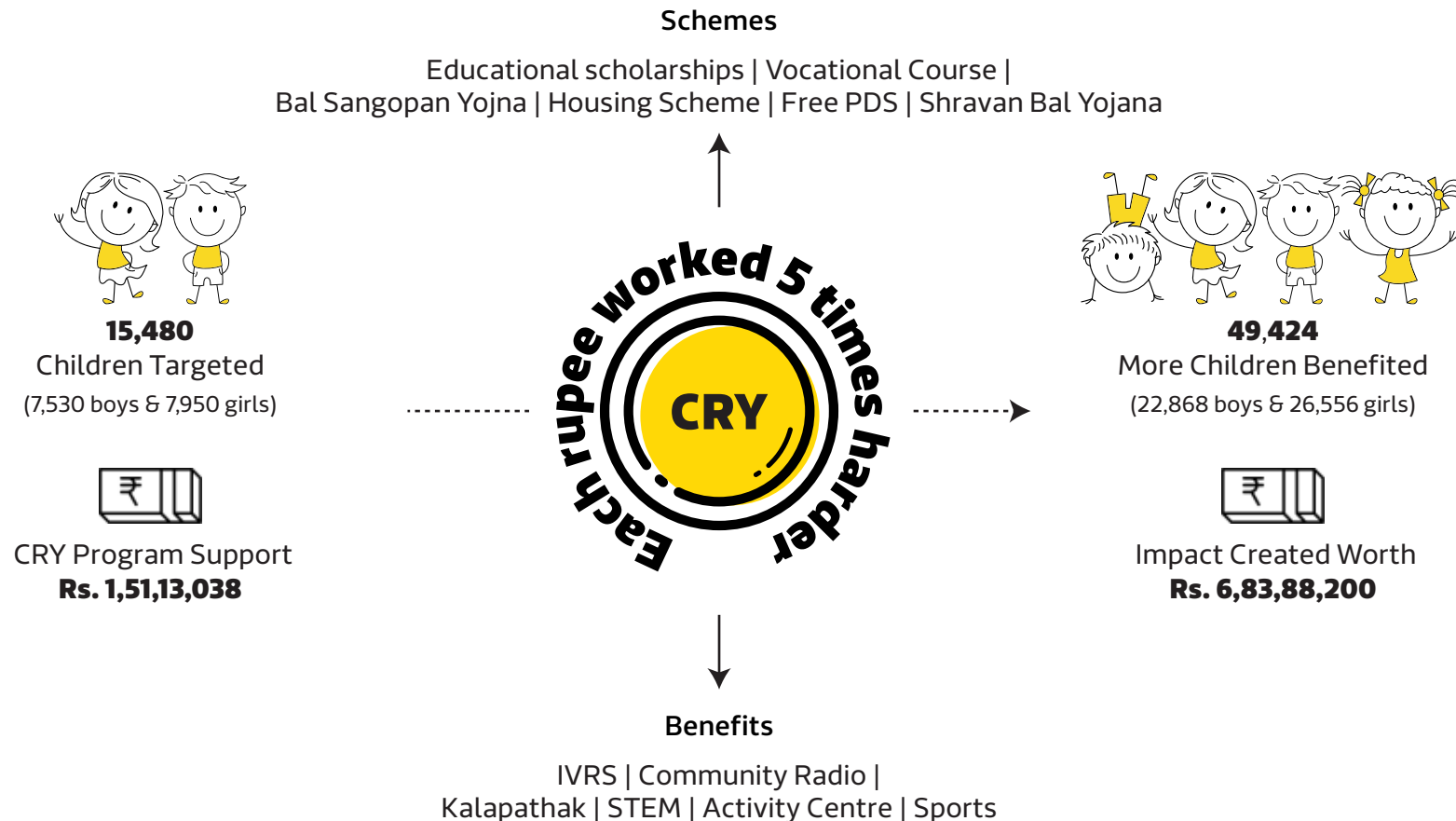
*Only 12% children in CRY project areas are underweight, as compared to 32% all India status. *NFHS 5

- **98% of adolescent girls in CRY project areas, between 11-18 years, protected from child marriage.**
- **97% children in CRY project areas, between the ages of 6-18 years, protected from child labour.**

OUR MULTIPLIER MODEL

At CRY, we're dedicated to ensuring that every rupee we invest makes a significant impact and benefits the communities we support. This year, we're proud to share an inspiring example from a CRY project where the measurable benefit to the community was 5 times the original investment.

With a program designed to target 15,480 children in a CRY project, the budget is utilized to implement awareness programs, schemes, and initiatives that benefit both children and their families. As a result, many more families become aware of and are positively impacted by these programs—in this case, 49,424 children were reached. This approach demonstrates how the impact is extended beyond the initial beneficiaries and significantly increases the number of lives transformed and the overall value of the investment



ADVOCACY WINS

Driving Change Through Accessibility, Education, and Community Empowerment

- **Transportation Accessibility:**
MSRRTC bus services in 18 villages directly benefit 260 children and indirectly support 441, ensuring access to education with daily pick-up and drop-off.
- **Bala Program Support:**
Kalapandhari Magasvargiya & Adivasi Gramin Vikas Sanstha (KMAGVS) is a CRY project in Maharashtra. It aided digitalization in 3 village schools, benefiting 200 children directly and 550 indirectly, with support including wall paintings, 6 computers, laptops, and tablets.
- **Gram Panchayat Collaborations:**
In partnership with KMAGVS, Gram Panchayats installed 9 CCTVs, set up playgrounds, and offered free spaces for 22 activity centers and 3 support classes, benefiting 7,350 children directly and 244 indirectly.
- **All India Radio Broadcasts:**
52 recordings on education, child rights, and hygiene reached 9,700 children directly and 12,000 indirectly.
- **SMC Activation Progress:**
86 SMCs improved infrastructure in 3 schools, built toilets in 5, repaired toilets in 9, painted walls in 3, provided water in 7, and launched the Bala program, benefiting 200 children directly and 550 indirectly.
- **LSE Implementation:**
Life Skills Education in 9 schools across 9 villages reached 183 students (44 boys, 139 girls) directly and 200 (60 boys, 140 girls) indirectly.
- **Government & Childline Merger:**
Five Childline team members joined the government after its merger with Emergency Response Support System under the "One Nation, One Helpline" initiative.



WHY DONORS CHOOSE CRY

In 2023, we celebrated an incredible milestone—positively transforming the lives of 4.7 million children across India over 45 years. This remarkable journey was made possible by our dedicated donors, whose unwavering support forms the backbone of our mission. Every contribution, big or small, sparks lasting change for children. Here's what some of them have to share about their journey with CRY:

“CRY is doing the best thing for society and giving us an option to contribute to the same.”

Kalpesh Wagh

“CRY has a remarkable ability to empower children and provide them with the tools they need to succeed. Their work is truly transformative. I am glad to be part of the organization.”

Vandana Lal

“Children are the greatest wealth of our society. Unfortunately, even today, a huge number of our country's children suffer from lack of opportunities and even struggle to get their basic needs fulfilled - food, shelter, health, education. CRY is an organization working for the rights of our children and we should all stand by them.”

Dipanjan Guha

“CRY brings true commitment to the work that they do- it is my privilege to be part of their efforts in whatever small way possible.”

Deepak Menon

“As a long-standing donor of CRY, I have had the privilege of witnessing firsthand the remarkable impact of their work over the years. My association with this organization has been one of the most rewarding experiences of my life. The dedication and commitment of the team to their mission have been truly inspiring. From the very beginning, I was drawn to CRY because of their transparent and effective approach to addressing education for girl children. Every contribution I have made has been met with heartfelt gratitude and has been put to use in ways that directly benefit those in need. Over the years, I have seen the organization grow and evolve, expanding its reach and deepening its impact. The lives they have touched and the communities they have uplifted are a testament to the power of collective effort and the importance of giving back. I am honoured to continue my support for CRY, knowing that my contributions are helping to build a better future. I look forward to many more years of partnership and hope to inspire others to join in supporting this noble cause.”

Sivamani Selvaraju

“CRY is one of the oldest & most reliable NGOs in India. So I am sure that my contribution is going in safe hands. For donation contributions, CRY is very convenient with all options of online payments. I wish you all the best for your journey ahead.”

Vishal Prabhakar Borikar



BREAKING BARRIERS

MAHEK'S FIGHT FOR EDUCATION AND EQUALITY

“Shhh. Don’t say it aloud. Don’t go in that room. Sit here. Sleep there. Don’t touch this.”

This is how a large part of India treats girls and women when they are menstruating, even though menstruation is a completely natural phenomenon. In fact, the deep-rooted attitude and regressive stigma towards menstruation affects various stages of a girl child’s life – her education, her access to opportunities, her marriage. And this brings us to Mahek’s story. Her education encountered a sudden halt when her school attendance was impacted due to menstruation, a common barrier faced by many girls—further reinforced by her father's decision to keep her home due to the stigma surrounding periods. Despite this, her resolve to continue her education persisted.

A glimmer of hope emerged through the efforts of the CRY project team who actively advocated for girls' education and challenged gender disparities. The issue of Mahek's absence from school was escalated by the team in women's meetings, prompting discussions with village leaders, including the village head.

Although familial opposition persisted, Mahek's mother's insisted on challenging societal norms and prioritized Mahek's right to education. Mahek's dreams of becoming a doctor, fueled by her mother's resolve, now stand within reach- demonstrating the transformative power of support and perseverance.

Mahek's story exemplifies the resilience of girls in the face of adversity and underscores the pivotal role of supportive parental figures in realizing their educational aspirations. Through collaborative efforts and unwavering determination, barriers to education can be dismantled, creating pathways for brighter futures for girls.

VOLUNTEER **IMPACT**

Volunteers are instrumental in helping CRY positively impact children's lives. As catalysts of change, they consistently bridge critical gaps where it matters most. This year, they once again went above and beyond, ensuring the happiness and well-being of children.



Volunteer Impact 2023-24

Total No. of Volunteers: **10,551**

Total No. of Interns: **1,264**

Total No. of Children impacted: **75,000**

Total Funds raised: **41 lakhs**

Top Highlights of the year:

- This year, CRY's primary volunteering initiative was CyberSmart Heroes Program, aimed at raising awareness about online safety for children, which successfully reached out to over 58000 children in 24 cities across 12 states with 1000+ volunteer trainers.

The program had a wide coverage with 60 media stories. It included significant collaborations like Nyaaya as the Knowledge Partner, the Cyber Security Centre of Excellence (Govt of West Bengal), NSS (Maharashtra, West Bengal, Assam), and permissions from the Directorate of Education (Govt of NCT) for 70 South Delhi schools, among others.

- On World Day Against Child Labour, CRY launched a campaign 'Don't Help Children by Employing Them' to raise awareness about the common myth that employing children helps them and to encourage individuals' actions in the fight against child labour.

Through this campaign, conducted in June, over 850 volunteers across 30+ cities in 15 Indian states joined forces to make a difference. Through our volunteers, we were able to reach 1 lakh people on-ground and 1.5 lakh online. A notable collaboration with the Mumbai Police helped raise awareness about child labour in hotspot areas with the active participation of our volunteers.

VOLUNTEER SPEAK

“I’ve been volunteering for several years now, and my experience with CRY has broadened my perspective and shifted my priorities even more. It has grounded me and made me grateful for the opportunities I’ve had in life. Working with CRY exposed me to the profound challenges faced by underprivileged children and communities, which deepened my empathy and expanded my understanding of social issues. Witnessing the untapped potential of these children, hindered only by lack of support, has been particularly impactful and volunteering with CRY gives me an opportunity to make an impact although it may be tiny. Volunteering with CRY has transformed me into a more socially conscious and proactive individual, driven to make a meaningful difference in the lives of others.”

Radhika Gunaji, Age 34

“The best part of my journey has been teaching little kids and thus far it has been overwhelmingly transformational. The experience has taught me the joy of being happy even with the smallest things. The drive to continue as a volunteer at CRY has been the children and my motivation to help other people. A special moment that I can recollect is when all the volunteers were asked to prepare something for the children and I made mango popsicles and the kids were obsessed!”

Shravani S Kulkarni, Age 20

“CRY has taught me to view the world differently; and to treat everyone with compassion and empathy. It has given me self-confidence and satisfaction. I've been able to lead a team and work productively with collaboration among my teammates (SPRINT Program interns) I've also been given the opportunity to write and translate a few blogs and press documentation. Most importantly, I've been able to lead sessions for cyber-safety in Tamil and Kannada three times (online). These activities encouraged me to do public speaking and win a few prizes. CRY also taught me how to work with new technological tools like Canva, AI, etc. Overall, I'm satisfied with my experience and I would love to continue volunteering in the upcoming years. And if anyone is confused about joining CRY, I would definitely recommend them to join.”

Dhanya Kh, Age 14



VOLUNTEER SPEAK

“When you interact with young minds through volunteering, and enlighten them in your own way, you can see their eyes sparkle, and it gives you a lot of personal satisfaction to actually take time off your busy schedule for these wonderful little children. Their happiness is invaluable and their enthusiasm just makes you feel younger than ever. This feeling is just amazing, and all the efforts are totally worth it.”

Prashanth Jaganathan, Age 23

“As an online volunteer, while I do not directly interact with children, I have had a plethora of opportunities to make an impact and contribute indirectly. I spearheaded a crowdfunding campaign to raise funds for J&K children, performed data analytics for various surveys (including the annual impact of volunteering survey), as well as undertook research and prepared presentation decks. Furthermore, volunteering with CRY is not just about tangible outcomes but also about personal growth and fulfillment. I have learnt a lot about myself as well as gained a lot of transferable professional skills by volunteering with CRY.”

Harsh Modi, Age 29



DRIVING **POLICY** AND **PUBLIC ADVOCACY**

Multi-stakeholder Engagement:

- Organised an impactful Dissemination Workshop “Fostering dialogue and deliberation to strengthen the mental health and well-being of children: Unravelling Acts, Policies and Strategies”, bringing together 120 participants to explore policies and strategies enhancing children’s mental health and well-being.
- Participated in the 5th Biennial International Conference on Alternative Care for Children in Asia (BICON) in Kathmandu.

Collaboration with Government/Statutory Bodies:

- Entered into strategic agreements with National Institute of Disaster Management (NIDM), and Mahatma Gandhi State Institute of Public Administration (MGSIPA), Punjab, to create a resilient ecosystem that upholds and protects child rights in disaster and emergency situations.
- Conducted 13 in-person trainings on “Child Protection & Child Rights during Disasters and Emergencies” in partnership with NIDM with more than 1,400 participants.
- Conducted 9 online workshops on child-centric disaster management in partnership with NIDM with more than 5,100 participants.
- Participants of training programmes/workshops included mid-level bureaucrats, representatives of Administrative Training Institutes (ATIs), State Disaster Management Authorities (SDMAs), National and State Disaster Response Force (NDRF/SDRF), National Service Scheme (NSS), National Cadet Corps (NCC), Nehru Yuva Kendra Sangathan (NYKS), Departments of State Governments (Health, Education, Panchayati Raj, Rural Development, Revenue, Women & Child Development, Police, etc.), Academia (Universities, Colleges & Schools), and Civil Society Organisations (CSOs).
- Facilitated a training session at Maharaja Ranjit Singh Punjab Police Academy – Phillaur, sponsored by the National Human Rights Commission (NHRC), to sensitise police officers about child rights. Participants of the training session included Deputy Superintendent of Police (DSP) rank officers from Punjab.
- Conducted a Workshop on “Child Development and the Cooperative Movement in India” in collaboration with National Cooperative Union of India (NCUI) with more than 100 participants, to explore how cooperatives can drive upholding of child rights.



Presence in Academic Spaces:

- Partnered with Institute of Economic Growth (IEG) – Delhi [(a) to understand the correlation between malnutrition and Tuberculosis among children, and (b) to develop Multidimensional Poverty Index across Social Groups in India], Loyola College – Chennai (for participatory action research methodology for community organisers), and NALSAR University of Law – Hyderabad (to initiate collaborative action of Centre for Child and Youth Justice, NALSAR).
- Organised an International Conference on “Cultures of Childhood in Contemporary South Asia” in collaboration with South Asian University (SAU), Jamia Hamdard University, and Indian Council of Social Sciences Research (ICSSR) (to develop a composite body of knowledge focusing on children and media)

Presence in International/National Forums:

- 6 national networks: India Alternative Care Network (IACN), Sphere India, Menstrual Health Action for Impact (MHAi), Voluntary Action Network India (VANI), Forum for Crèches and Childcare Services (FORCES), and Campaign against Child Labour (CACL).
- 4 international platforms: International Society for the Prevention of Child Abuse & Neglect (ISPCAN), Early Childhood Development Action Network (ECDAN), Child Rights Coalition (CRC) Asia, and Girls Not Brides.



KEY EVENTS



CRY participated in the 47th International Kolkata Book Fair, which is the world's second largest book fair. The event was held on 24th January 2024 along with a panel discussion on "Building Safe Online Spaces for Girls."

The event featured a distinguished group of speakers:

Mr. Sanjay Kumar Das, Additional Secretary in the IT & Electronics Department of West Bengal and Member Secretary of the Cyber Security Centre of Excellence, Ms. Rowan Ainsworth, Australian Consul General in Kolkata, Ms. Eesha Chatterjee, CEO at Bee Books, Mr. Sanjay Guhathakurta, Executive Partner at IBM, and Mr. Atul Singh, Vice President of CSR at Emami Ltd.

The session significantly improved the children's understanding of technology and its impact. It raised awareness about key issues like cyberbullying, identity theft, and online fraud. This approach not only taught them how to stay safe online but also encouraged a sense of responsibility and resilience against digital risks. Overall, it provided a solid foundation for safe and informed technology use among young people.



CRY organized the "Walk to EmpowHER," on January 21, 2024, to celebrate National Girl Child Day in Bangalore, Chennai, Hyderabad and Vizag, to raise awareness for girls' rights, education and well being. The event garnered an overwhelming response, with around 2,800 participants, including 1,024 corporate members and 445 volunteers.

The event received tremendous support from celebrities, corporates, and colleges, all championing the importance of girls' education. Influential personalities like Sanjana George, Keerthi Pandian, and Smt. Shikha Goel lent their voices to the cause. With strong media coverage and partnerships with organizations like Oracle and SBI, the walkathon achieved a digital reach of over 4.7 million, along with a coverage of 58 online and offline publications.

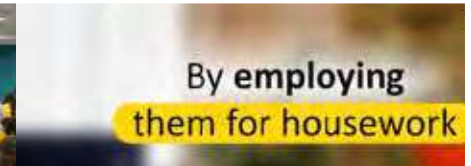
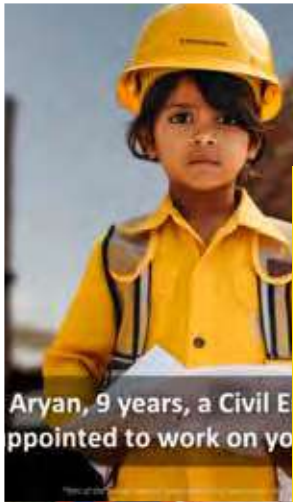
The walkathon also encouraged community mobilization and strengthened collaborations with key stakeholders, including local governments and educational institutions. The high level of participation and outreach made the event a success driving home the importance of uninterrupted education for girls and inspiring collective action.



CRY participated in the iconic Kala Ghoda Arts Festival in January 2024, with award-winning designer Kanika Bawa to create an installation that signifies the importance of playing in nature for children.

The interactive installation is a subtle nod to the growing need for children to look up from their screens and explore the natural world. The larger-than-life garden was vibrant with a landscape of rocks and flowers and bees. The stone see-saw and tree bark slide were a reminder of the joy of play highlighting the vital importance of playing outdoors in natural spaces and environments. Our aim was to encourage people to take a moment out of their daily lives and spend time in and around nature with children - to help them develop a sense of spiritual wonder and stewardship for the earth as well.

The installation found huge success with 9 lakh visitors over 10 days. They enjoyed walking through the installation, taking memorable pictures and exploring the vibrant elements. We received wonderful messages for children from the visitors on the life-sized butterfly. What made us the happiest were the smiles on children's faces when they recognized an art that was dedicated for them – playing in nature!



DON'T HELP CHILDREN

by Employing Them

On World Day Against Child Labour, CRY launched a powerful national campaign, Don't Help Children by Employing Them. It aimed to dispel the common myth that employing children helps them and emphasized that individual actions can play a critical role in combating child labour.

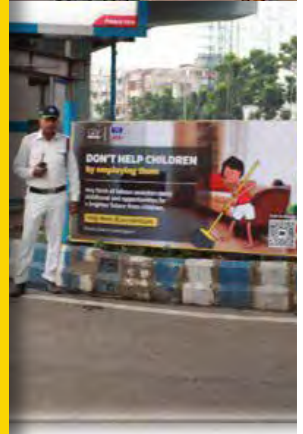
The campaign sparked a movement that reached over 30 million people across 15 states, cutting across diverse age groups and communities. The message inspired 100 housing societies and shop owners to pledge against employing children. It also gained strong support from leading corporations like Microsoft, Adobe, and Google, amplifying its reach and impact.

A key highlight was the rescue of 69 children in Uttar Pradesh through a special committee formed as part of the campaign. Additionally, over 6,000 duty bearers actively engaged in policy discussions, driving systemic change at multiple levels.

This success was made possible by individuals stepping forward and contributing in ways big and small. It reaffirmed the belief that collective action, driven by personal responsibility, can transform children's lives and bring us closer to a world free of child labour.

Together, we're making a difference—one action at a time.

This initiative was awarded the ET Brand Equity Silver Shark Award in the not-for-profit category. ET Brand Equity Shark Awards is an annual event organized by ET Brand Equity to celebrate excellence in marketing and advertising.



DON'T HELP CHILDREN



CRY IN THE SPOTLIGHT

973 media stories across the National and Vernacular platforms featured CRY interventions, programs, events and activities. **31 op-ed articles** written by CRY leadership team members were published.



Instagram
96K



Facebook
4.7L



X
3L



LinkedIn
117K



Youtube
7.4K



CRY earned the Silver Award in the Not-for-Profit category at the ET Brand Equity Awards for its impactful anti-child labour campaign, 'Don't Help Children by Employing Them'.



PATHMAKERS OF PARWARIYA

READ HOW CHILDREN'S VOICES SPARKED CHANGE

Imagine living with zero connectivity, cut off from the rest of the world.

Imagine carrying a sick loved one on your shoulder and praying you will be able to make it to the hospital on time.

Imagine seeing your children unable to go to school.

This was the reality of the residents of Parwariya, an isolated village in Madhya Pradesh, home to a sizable population of Bedia community. There was no pucca road and the situation worsened every monsoon.

CRY started working in Parwariya to educate the children from the Bedia community through the child activity and digital learning centre. Continuous and systemic interaction with children led to the formation of children's collectives. The children's collective became the catalyst in harnessing community participation and brought together the villagers to address the dire need for a road.

Months of relentless follow up by the children's collective as well as the community finally bore fruit. In March 2023, the official approval was received for road construction from the Panchayat!

Today the newly constructed road at the Parwariya village has not only opened up a path of possibilities but it also stands as a testimony of triumph of perseverance and the power of collective strength. And most of all, to the amazing things children's voices and conviction can achieve. This CRY project is supported by HCL.

OUR CORPORATE PARTNERS



Australian Consulate-General
Kolkata, India



FINSERV

Baxter



BlackRock

brilliant polymers



OUR CORPORATE PARTNERS





OUR CORPORATE PARTNERS

Here's what some of our corporate partners have to say about CRY:

"Project Antarasha is special and extremely close to our hearts. We are happy that we did this project with CRY who understood the intent and impact behind this project. Antarasha aims at holistic development of children, specially girls in an ecologically vulnerable area to create "future ready citizens". I believe CRY has the heart and the potential required to pull such an ambitious project off! I wish CRY best of luck for the future of this project."

Mrinmayee Bhowmick,
Trustee, Antara Memorial Trust

"Child Rights and You is an organization that exemplifies the spirit of dedication and compassion towards safeguarding children's rights. From the very beginning, their team's and their unwavering commitment to making a positive difference in the lives of vulnerable children has left an impression on us. Their comprehensive approach towards child welfare, education, and protection has inspired us as well. Through our partnership under HCLTech (India) Grant, we have had the opportunity to witness the transformative power of education. CRY's focus on providing quality education to children, from underserved communities, has been nothing short of remarkable. It is heart-warming to see how CRY equips these young minds with the knowledge and skills needed to break free from the cycle of injustice and build a better future for themselves."

Dr. Nidhi Pundhir,
Vice President - Global CSR Head, HCL Tech & Director, HCL Foundation

"At Oceaneering, our commitment to Corporate Social Responsibility is deeply rooted in our core values. Partnering with CRY has enabled us to contribute meaningfully to community mobilization efforts, addressing the critical needs of children. Through our collaboration, we have been able to support vital initiatives like health awareness camps, educational programs, and holistic development activities. It is a privilege to contribute to the empowerment and brighter future of these children, and we look forward to continuing empowering communities and fostering sustainable, positive change."

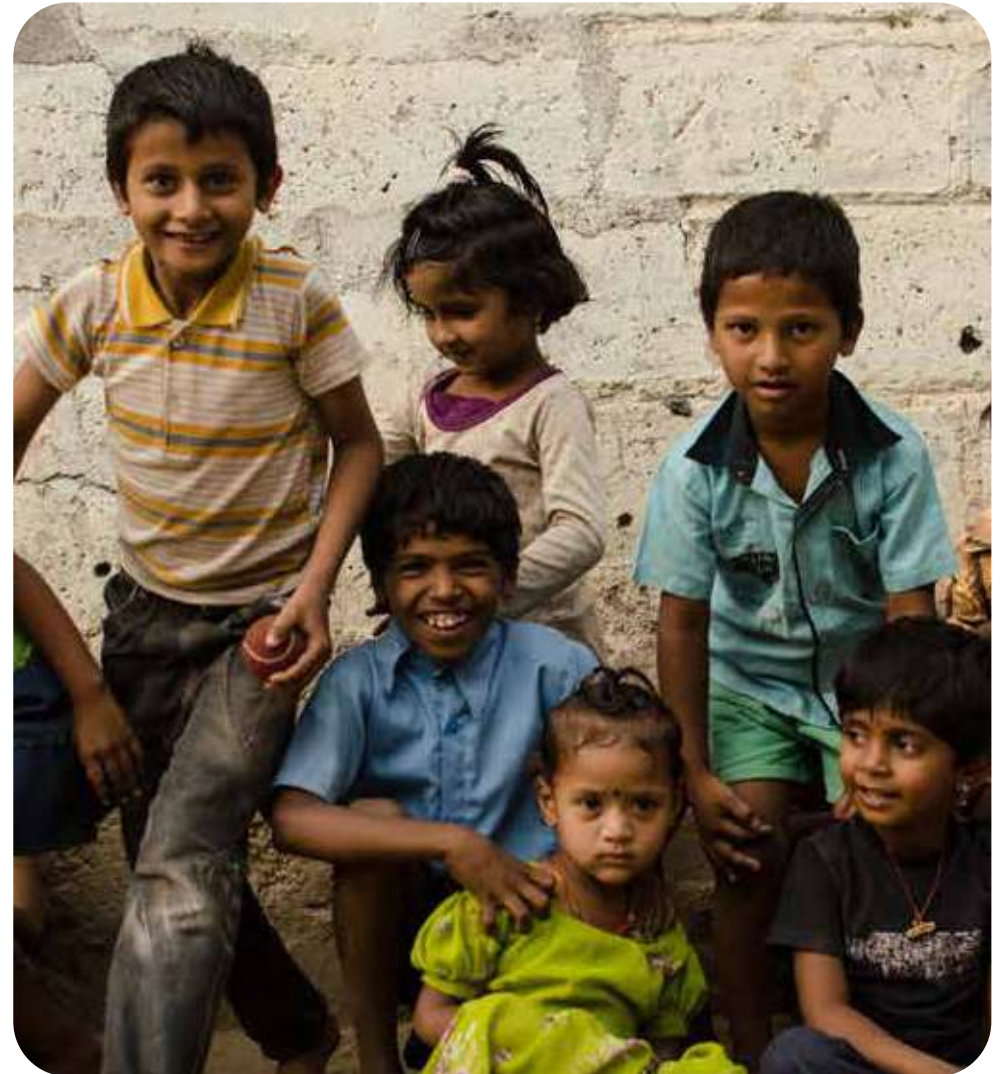
Dileep Kumar,
Site Leader, Oceaneering- India

"Nitto India is proud to partner with CRY in our shared commitment to uplift underprivileged children. Establishing a classroom training center, complemented with a STEM lab is a significant step towards empowering young minds. We believe that education is the key to unlocking their full potential. Through this initiative, we aim to create an environment where these children can explore, learn, and dream big. Together with CRY, we are building a brighter future for our nation."

Girish Ahuja,
General Manager, Nitto India

“Energy is at the heart of the climate challenge and key to the solution. The science is clear. In order to avoid the worst impacts of climate change, emissions need to be reduced by almost half to reach net-zero by 2050. Therefore accelerating the transition to clean energy especially with Solar, is the pathway to a healthy, livable planet today and for generations to come. Vikram Solar is happy and proud to be associated with the Swachh Urja Ujjwal Bhavishya initiative in collaboration with CRY that has been sensitising children of this area, and through them, the larger community, by educating them on the benefits of adapting the sustainable model of affordable clean green energy in changing their way of life. It is encouraging to see the silent winds of change gradually blowing into the remote villages of Mograhat that are gradually progressing towards building a sustainable, self-sufficient and viable community”

Gyanesh Chaudhary,
Chairman & Managing Director, Vikram Solar Limited



MANAGING COMMITTEE



Puja Marwaha
Chief Executive

Puja believes that children are the foundation of every nation's growth and development aspirations, and must be at the centre of any development discourse. It was this belief that inspired her to become a part of the social sector, after she completed her post-graduation in Human Resources from Xavier Institute of Social Service (XISS), Ranchi. Puja made the transition from the corporate to the social sector as she joined CRY in 1994. The awardee of Olga Alexeeva Memorial Prize in 2018 for social innovation, Puja currently serves on the Academic Advisory Board for Masters in Human Resources at XISS, Ranchi; the Advisory Board for School of Sustainability at Xavier Institute of Management (XIM), Bhubaneswar; and the Advisory Board of Centre for Data Science and Social Impact (CDSSI) at Indian School of Development Management (ISDM), Noida. She is also a Member of the Expert Advisory Group of the Bengal Chamber of Commerce and Industry CSR Committee (BCC&), Kolkata. A prolific TEDX speaker and a published author of articles and opinion pieces in many leading Media Publications and Journals, Puja actively evangelises Child Rights and is a staunch advocate of the crucial role each individual can play in building the agency of children. Her working mantra is to seek a win in every setback and believe that each person has the potential to bring in social change.



Kreeanne Rabadi
Director – West & Director – People And Culture

A post graduate diploma holder in Early Childhood Care & Education from Sophia College Polytechnic, Kreeanne began her career with ORG-MARG designing market research projects for brands like Colgate Palmolive and Godrej Foods. She joined CRY in 2000 to lead the Resource Generation team in the West and in 2005, set out to establish the marketing function for CRY America. She came back to India in 2010 and took up her current role of Director – West. Kreeanne's passion lies in unlocking peoples' potential to take transformative action that will deliver impact for marginalized children and communities.



Soha Moitra
Director - North & Director - Programme

A post graduate in Social Work from M.S University, Vadodara, Soha joined CRY in 1997. In her initial years, she worked on women's empowerment with Nirantar – where she realized how gender norms need to be tackled right from childhood itself. At CRY, she anchored the Volunteer Action function and spearheaded public participation as a fundamental lever for change. Today, she is Regional Director – North, chairs the sexual harassment committees at CRY as well as Expedia India and has been a jury member for the The Pramerica Spirit of Community Awards 2014 & 2018 – a worldwide acclaimed youth recognition program.



John Roberts
Director – South & Director - Business Support

Holding specialised degrees in Liberal Theology, Sociology and Anthropology, John is a post graduate in Human Resource Management (Xaviers Institute of Management, Mumbai). He joined CRY in 1997 as a part of the Development Support team and went on to take on the role of Director for the South region. John strongly believes that children's right to life, dignity, health, nutrition, education and security are paramount above everything else, and that India will be high on the development matrix only when the children are thriving.



Yamini Kapoor
Director - Resource Generation

A graduate in Economics and a diploma holder in travel and tourism, Yamini's professional journey began in the telecom industry. Over the past two decades, she's contributed her expertise to companies like Koshika, Essar, Hutchison, and Vodafone, excelling in roles related to Customer Service, Revenue Assurance, and Marketing. Yamini firmly believes in the limitless potential within every person, a belief that drives her passion for making a positive impact on the lives of children and creating happier childhoods.



Vatsala Mamgain
Director – Communications

Vatsala has worked in advertising for close to two decades on clients like J&J, Unilever, LG and Maruti. She is an award-winning columnist who has also set up a design portal, run a successful home catering business and worked as a textile consultant. Vatsala believes that every single person has limitless potential and she hopes that her work at CRY will help India's children realize theirs.



Subhendu Bhattacharjee
Director - Research and Knowledge Exchange

Subhendu comes with more than 22 years of experience in human rights and child rights in the arena of research, policy analysis, media advocacy, and Child Rights programming. He has done his Master's in Mass Communication and M.Phil. in Communication from Assam University. He also holds Bachelor's and Master's Degrees in Law (LLB and LLM). Subhendu admired CRY's work early on during his secondary school days through CRY cards and their messages for upholding children's rights. He believes that marginalized children need more support so that their voices are heard. Through CRY he wishes to create an enabling environment for them so that they can enjoy their rights to their fullest potential.



Trina Chakrabarti
Director – East & Director - Volunteer Engagement & Information Technology

A Chevening Scholar from the University of Essex with a Masters in the Theory and Practice of Human Rights, Trina graduated from the Tata Institute of Social Sciences and started her career in CSR with the Tata Group and CARE India. She joined CRY in 2002 as a part of the Development Support team and went on to lead Volunteer Action before taking on the Director role for the East. Trina believes that children can change the world and hopes to make a difference in children's lives through her work with CRY.



Rashmi Arora
Director - Finance

Rashmi brings 22 years of expertise in team leadership, policy, governance, audits, credit management, and compliance. Her journey includes pivotal roles at Continental India Pvt. Ltd. and Sabic Innovative Plastics India Pvt. Ltd., where she led significant projects, implemented robust policies, and saved costs through fraud detection. With a Chartered Accountant qualification and a B.Com (H) from Delhi University, Rashmi's strategic acumen and dedication to excellence promise to drive CRY's financial stewardship to new heights. Her career embodies a relentless pursuit of excellence, making her a valuable asset to CRY's mission.

BOARD OF TRUSTEES



Ratan J. Batliboi
Board Chair & Hon. Trustee

Ratan Batliboi, the founder and chairman of Ratan J. Batliboi Consultants Pvt. Ltd., is one of the leading architects in Mumbai and has worked on several prestigious urban design and planning projects over the past 35 years. A graduate from Sir J. J. School of Architecture, he advises the SMART City Task Force, the Department of Electronics & Information Technology, the Mumbai Commission for Arts, Music & Culture and the Department of Design at Mumbai University among others. Ratan has been a part of CRY since the past 4 decades as a volunteer, advisor and now trustee. In addition to CRY, Ratan also serves on the boards of the Nana Nani Park Foundation, Toy Bank and the Astad Deboo dance foundation.



Praveen Kadle
Trustee & Hon. Treasurer

Praveen Kadle is the founder and chairman of Prachetas Capital. He was a seasoned executive at Tata Group, held various senior roles including Founding CFO at IBM's JV with Tatas, CFO and Board Member at Tata Motors, and Founder Managing Director/CEO at Tata Capital. He also chaired Tata Auto Comp Systems. Notably, he orchestrated the acquisitions of Daewoo Truck Company and Jaguar Land Rover while at Tata Motors. At Tata Capital, he spearheaded a successful PE business worth US\$1B and developed a robust corporate and retail loan book totaling US\$10B. Recognized with multiple national and international awards for his contributions, Mr. Kadle holds degrees in Commerce & Accountancy and is a qualified Chartered Accountant, Cost & Management Accountant, and Company Secretary.



Pervin Varma
Trustee

Pervin Varma started her career in advertising working with Lintas India for 3 years before joining CRY in 1990. In 1998, she was appointed CEO and led the organization till 2004, post which she continued to work as a consultant in the development sector. From 2010-12 she worked with Tata Institute of Social Sciences in Mumbai on a Leadership Development Project led by Dr Monica Sharma. In addition to CRY, Pervin serves on the boards of Citizens for Peace, Dream a Dream, Pratham Books and Zensar Foundation.



Bahram N. Vakil
Trustee

Amongst India's foremost infrastructure and project finance attorneys, Bahram Vakil is the founder and senior partner of AZB & Partners. He has a LLM from Columbia University, is a member of the New York State Bar and is recognized by Chambers and Partners & The Legal 500 as a leading lawyer for banking and finance in India.



Rajni Bakshi
Trustee

Rajni Bakshi is a writer, speaker and award-winning author of several books including 'Bazaars, Conversations and Freedom' and 'Bapu Kuti – Journeys In Rediscovery Of Gandhi'. She has been a Homi Bhabha Fellow and served as a Gandhi Peace Fellow at Gateway House: Indian Council on Global Relations. In addition to CRY, Rajni serves on the boards of Citizens for Peace and the Centre Of Education & Documentation and is a member of the Executive Committee of the Gandhi Smriti and Darshan Samiti, an autonomous body under the Ministry of Culture.



Dr. Ritu Priya Mehrotra
Trustee

Dr. Ritu Priya is a professor at the Centre of Social Medicine and Community Health, Jawaharlal Nehru University. A medical graduate with a doctorate in Community Health, her work has specifically focused on the study of health policy and planning, urban health, nutrition and communicable diseases as well as health perceptions of marginalized communities. A published writer, Dr. Priya has led a pioneering national study on the role and status of AYUSH and local health traditions. She has served as the Advisor - Public Health Planning with the National Health Systems Resource Centre and is involved with various civil society organisations on the issue of public health.



Rajesh Patel
Trustee

Rajesh Patel is the Founder & CEO of Powerweave, a technology consulting and products company serving B2B organizations in the US and Europe. He is also a partner with SALT Partners, an organization that invests in and mentors late stage startups, and the co-founder of Goldenmile Learning - a nonprofit that works in the areas of education and environment in Ladakh.



AGAINST ALL ODDS

SANDHYA'S JOURNEY TO BECOMING AN IAS OFFICER

Sandhya (name changed), a 19-year-old from a small village in Chikodi taluka, Belgaum district, is on a determined path to becoming an IAS officer. Currently pursuing a law degree at B.K. Law College, Chikodi, her inspiring journey is a tale of resilience, courage, and hope.

Born into an economically marginalized family, Sandhya's father works as a peon at a bank, and her mother is an Anganwadi helper. Due to their financial conditions, education seemed a far-fetched dream. Her two siblings had already dropped out of school, and the odds of Sandhya continuing her education beyond the 10th standard were very low.

The lack of higher education facilities in her village meant she had to travel 12 kilometres daily to the nearest town for schooling. Her parents, concerned for her safety and struggling with expenses, saw marriage as the safer, more practical option for their daughter. But Sandhya had bigger dreams—she wanted to become an IAS officer and achieve more in life.

When Sandhya's situation came to CRY's attention, things began to change. Through persistent counselling and support, the CRY team engaged with Sandhya and her parents, emphasizing the importance of continuing her education. Sandhya was inspired by this encouragement. She not only convinced her parents to support her dreams but also anchored a local campaign for better transportation, successfully arranging for improved bus services that now benefit so many other girls in her village!

Another positive turning point came when a Community Organizer helped arrange partial funding for her college fees. This eased the financial burden on her family, reassuring her parents that their daughter's aspirations were within reach. And through this support, Sandhya was able to pursue her law degree.

Today, Sandhya stands as a beacon of hope in her community. Her resolve to overcome challenges and pursuing her dreams reflect her commitment to uplifting not just her family but also the society.

FINANCIALS

BALANCE SHEET

Child Rights and You (CRY)
Summary Balance Sheet As On 31st March, 2024 (Rs. In Lacs)

	As on 31.03.2024	As on 31.03.2023
Sources Of Funds		
Corpus	2,687	868
Earmarked funds	1,699	1,533
Resources C/f (Note 1 below)	2,450	3,087
Total	6,836	5,488
Application Of Funds		
Properties net of depreciation	2,115	41
Other fixed assets net of depreciation	304	217
Investments (Note 3 below)	346	346
Net current assets (Note 2 & 3 below)	175	135
Cash, bank balances and deposits with Banks (Note 3 below)	3,896	4,749
Total	6,836	5,488

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

(2) For 2023-24 - Current Assets 613.25 Lakhs, Current Liabilities - Rs. 438.60 Lakhs; Net Current Assets Rs. 174.65 Lakhs -

For 2022-23 - Current Assets 644.79 Lakhs, Current Liabilities - Rs. 510.04 Lakhs; Net Current Assets Rs. 134.75 Lakhs

(3) Previous Year's figures have been re-grouped wherever necessary.

Summarised from Accounts audited by M/s Delloitte Haskin
Chartered Accountants for even period

INCOME & EXPENDITURE ACCOUNT

Child Rights and You (CRY)

Summary - Income & Expenditure Account for the year ended 31st March 2023 (Rs. in Lakhs)

	Annexure	For the period 1.04.2023 to 31.03.2024	For the period 1.04.2022 to 31.03.2023
Income			
Donations	I	3,110	4,416
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	I	3,823	3,240
Interest & others		282	231
Total		7,216	7,887
Income available for Deployment & Expenses	A	7,216	7,887
Establishment & Other Expenses			
Personnel		532	675
General Administration		456	571
Depreciation		95	49
Auditor Remuneration		19	16
Amount written off		-	-
Total Establishment Expenses	B	1,103	1,311
Net Income available for Deployment	A - B = C	6,113	6,576
Deployment Of Funds			
Fund Raising Costs	II	831	805
Child development initiatives	III	906	771
Amounts incurred from earmarked funds for expenditure / disbursements on specified projects/activities	III	3,823	3,240
Awareness of Child Rights	IV	525	499
Capacity building for supported initiatives	V	664	655

Total	D	6,749	5,970
Surplus / (Deficit) c/f Balance Sheet	C - D	(636)	606

ANNEXURE I, II, III, IV, V

Annexure I: Donation Mobilisation & Expenses (Rs. In Lakhs)

	For the period 1.04.2023 to 31.03.2024	For the period 1.04.2022 to 31.03.2023
Income (Donations)		
India		
Corporates	643	861
Individuals	2,467	3,555
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	3,823	3,240
Donations in kind	-	-
Total (1)	6,934	7,656

Annexure II: Cost of Mobilising Donations (Rs. In Lakhs)

	For the period 1.04.2023 to 31.03.2024	For the period 1.04.2022 to 31.03.2023
Donor Servicing Charges & Other Fund Raising Costs	416	395
Personnel cost	415	410
Total (2)	831	805

Annexure III: Child Development Initiatives (Rs. in Lakhs)

	For the period 1.04.2023 to 31.03.2024	For the period 1.04.2022 to 31.03.2023
Disbursals (Net of unspent balances)		
• Projects	731	591
• Resource Organisations	52	27
• Fellows	29	22
• One time grants	9	9
• Training and development	85	122
Amounts incurred from earmarked funds for expenditure / disbursements on specified projects/activities	3,823	3,240
Total	4,729	4,011

Annexure IV: Awareness (Rs. in Lakhs)

	For the period 1.04.2023 to 31.03.2024	For the period 1.04.2022 to 31.03.2023
Direct expenses	243	212
Personnel cost	210	248
Awareness division overheads	72	39
Total	525	499

Annexure V: Capacity Building of Project Partners (Rs. in Lakhs)

	For the period 1.04.2023 to 31.03.2024	For the period 1.04.2022 to 31.03.2023
Personnel cost	563	587
Capacity Building of Project Partners division overheads	101	69
Total	664	655

Total No. Of Initiatives Supported By CRY

	For the period 1.04.2023 to 31.03.2024	For the period 1.04.2022 to 31.03.2023
1. Implementing Organisations	58	71
2. Direct Implementation	35	56
3. Resource Organisation	1	1
4. Fellows	15	11
5. One Time Grant	6	6
Total	115	145

Child Rights and You (CRY)
Statement of Deployments - For the year ended 31st March 2024

Sr. No.	Particulars	(Object to Trust-General) Amount (Rs.)
Projects - East		
1	Adarsh Seva Sansthan - ASES	12,13,367
2	Chale Chalo	14,26,128
3	Dooars Jagron	20,56,559
4	DSP - Pragati: Education and Development of children in the redlight area of Durgapur	6,39,449
5	Jago Foundation	12,58,850
6	Kajla Jana Kalyan Samiti (KJKS)	22,78,950
7	Palli Alok Pathagar	21,50,000
8	Praajak - New Alipore Praajak Development Society	50,54,158
9	Rashtriya Jharkhand Seva Sansthan	28,83,336
10	Seven Sisters Development Assistance (SeSTA)	34,69,400
11	Wide Angle Social Development Organisation	18,15,000
Sub Total East		2,42,45,197
Projects - North		
1	Aim for Awareness of Society (AAS)	31,15,700
2	Asian Institute of Management (AIM) Trust	26,07,600
3	Association for Social Justice and Research (ASOJ)	27,93,432
4	Development Initiative Society (DIS)	19,71,000
5	Jan Mitra Nyas - JMN	27,04,209
6	Jammu Kashmir Association of Social Workers - JKASW	59,92,020
7	Koshish	68,42,900
8	Mahila Jan Adhikar Samiti (MJAS)	45,96,713
9	Matri Sudha	18,43,100

10	Nav Srishti	44,12,700
11	Pahal Multipurpose Social Service Organisation	69,69,705
12	Peoples' Action For Change And Empowerment - PACE	21,97,713
13	Rural Organisation for Social Advancement (ROSA)	13,79,000
14	SAKSHAM	46,81,415
15	Samagra Vikas Sansthan (SVS)	14,58,700
16	Samveda	34,75,050
17	Society for Participatory Integrated Development (SPID)	18,31,728
18	Sonebhadra Vikas Samiti	19,59,394
19	SWATI	51,84,258
20	Vatsalya MP	5,00,000
21	Vikalp Sansthan	8,55,428
22	Vikas Samvad Samity (VSS)	56,58,834

Sub Total North
7,30,30,599

Projects - South

1	Ananya Education & Empowerment Trust	30,21,401
2	Amma Foundation	9,94,750
3	Chiguru Trust - Project	9,17,600
4	Dharani Social welfare Society	7,77,884
5	Eco Foundation for Research and Training (Effort)	34,70,400
6	Human Rights Education and Protection Council (KALAM)	43,91,773
7	Institute of Social Education (ISE)	1,83,819
8	Janasahayog	15,80,081

Sub Total South
1,53,37,708

Projects - West

1	Adivasi Sarvangi Vikash Sangh	22,28,256
2	Adivasi Vikas Trust	15,07,309
3	Bahujan Samajik Trust	14,40,580

4	Gramya Vikas Trust	12,77,650
5	Habitat and Livelihood Welfare Association (HALWA) - UM	20,62,320
6	Janjagruti Vidyarthi Sangh	36,02,180
7	Jeevan Dhara	32,40,970
8	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	98,70,142
9	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	34,23,900
10	Nirman Bahuuddeshiya Vikas Sanstha	44,00,033
11	Path Pradarshak	17,65,341
12	Sahyog Charitable Trust (SCT)	22,34,658
13	SAMATA Charitable Trust	9,30,440
14	SRISHTI-Society for Rural Initiative in Sustainable and Holistic themes in India	29,79,045
15	Swarajya Mitra Samajik Sanstha	26,74,959
16	Vanchit Vikas Sanstha (VVS)	16,52,048
17	Vidhayak Bharati - UM	63,06,800

Sub Total West
5,15,96,631

National Head Office Projects

1	Documentation P & A	3,19,936
2	Resource Person Payment	50,58,227
3	Fellowships - P&A	4,14,216
4	Resource Org. - P&A	1,17,87,580
5	Travel Policy & advocacy	9,94,788
6	Direct Implementing Programms	27,42,88,506
7	Disaster Rehabilitation	8,00,000

Sub Total National HO Projects
29,36,63,253

Total - Projects
45,78,73,388

Fellowship

1	Anandi Lal	2,52,000
2	Ramnaresh	87,000
3	S Prabhavathi	99,900
4	Neela Baidya	3,24,000
5	Mr. Laxman Rao	69,000
6	Mohmmad Raihan	3,00,000
7	Ms. Rekha Shridhar	3,60,000
8	Hima Bindu Duggirala	21,800
9	N.P. Nagapandy	5,46,778
10	M. Rajeshkumar	63,200
11	Farida Bibi	3,76,947
12	Kulsum Bibi	1,74,000
13	Jayakodi P	51,000
14	Suriya Prakash	85,000
15	Shikha Bhaurase	58,000

Total - Fellows

28,68,625

One Time Grant

1	South Asian University	3,00,000
2	Gram Swaraj Sangh (GSS)	1,50,000
3	Human Rights Education and Protection Council (KALAM)	50,000
4	Gramya Vikash Mancha	1,50,000
5	CRY Direct Disaster Relief - Chennai	1,03,501
6	Hima Bindu Duggirala	1,00,000

Total - One Time Grants

8,53,501

Resource Organisation

1	Account Aid India	51,99,986
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Total - Resource Organisations

51,99,986

Trainings and Development

1	Travelling Costs	64,93,557
2	Training, Workshop and Capacity Building Programmes for Project Partners	19,95,616

Total - Trainings and Development

84,89,173

Awareness Costs	3,15,85,671
Capacity Building Costs for Development Programmes	1,01,13,105
Fund Raising Costs	8,30,55,088
Personnel Costs of Development Support & Awareness building staff	7,72,81,186

Total Disbursals

67,73,19,723

Less: Refund of project disbursals

23,81,083

Grand Total

67,49,38,640

SALARY TABLE

Child Rights and You (CRY)
Division Wise Personnel Costs to Total Income Ratio

Particulars	2023 - 24	2022 - 23
Total Income		
General Income	3,393	4,647
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	3,823	3,240
(Rs. in Lakhs)	7,216	7,887
Personnel Costs		
Resource Mobilisation	415	410
%	6%	5%
Development Support Unit & Awareness Costs	773	835
%	11%	11%
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	579	390
%	8%	5%
Establishment	532	675
%	7%	9%
Total	2,299	2,309
%	32%	29%

YOU CAN HELP

Donate

- Online: The simplest and easiest way to donate! Just log on to www.cry.org directly to contribute.
- Reward Points: If you own a credit card from RBL Bank, HDFC Bank, Standard Chartered Bank, SBI, YES Bank, or Federal Bank, you can redeem your reward points to make a donation to CRY. Just visit the redemption section for credit card reward points on your bank's website or you can even redeem a Points for Good CRY Voucher or reach out to us for more details.
- CSR Partnerships: Send us an email at writetous@crymail.org and we would love to share a proposal customized to your CSR needs.



Volunteer

CRY offers a diverse range of volunteering opportunities that would not only help you contribute to the cause but also enable a transformational journey for you!

- Child Rights Leaders: If you're a college student and love meeting new people, you can become a Child Rights Leader and organize on-ground activities to raise awareness for children.
- Community Volunteers: If you enjoy working with children and the communities that they live in, you can become a Community Volunteer and take charge of their learning and growth.
- Remote Volunteers: If you're looking to use your expertise for a good cause but may not be able to do so in person, you can become a remote volunteer and work online on a diverse set of impactful projects.
- Internships: If you want to gain invaluable professional skills, you can become a CRY intern and get a chance to work with different departments within CRY.
- School Student Volunteer: If you're still in school but want to explore the spirit of volunteering, you can become a School Student Volunteer. We'll curate your guided experience in a way that helps you learn new things every day!

Other Ways To Help:

- Raise funds for CRY by crowdfunding online and encouraging your family/friends to donate to CRY as a gift on your birthday.
- Help CRY forge CSR partnerships with local brands and businesses.
- Build awareness about CRY on social media by following our pages and sharing our posts with your networks.
- Become a child rights advocate by writing about our endeavours in media publications or blogs.

CRY CSR registration number CSR00000805. CRY Document Identification Number is AAATC2812QF2021401. Valid upto AY 2026-27.



CONTACT US

Contact number: 9115 9115 00

Mumbai

189/A, Anand Estate, Sane Guruji Marg, Mahalaxmi, Mumbai – 400 011

Delhi

632, Lane No.3, Westend Marg, Near Saket Metro Station, Saiyad-ul-Ajaib New Delhi – 110 030

Bengaluru

Madhavi Mansion 12/3-1, Bachammal Road Cox Town, Bengaluru – 560 005

Kolkata

152, Kalikapur, Gitanjali Park, New No. 8, 2nd Street, Kolkata – 700 099

For any media-related queries, contact us at abhik.bhattacharya@crymail.org



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