

CRY – Child Rights and You

Ensuring Happier Childhoods for Every Child.

mission_statement

To enable people to take responsibility for the situation of the deprived Indian child and so motivate them to seek resolution through collective action, thereby giving the child and themselves a better future. CRY works to ensure every child's right to a happy, healthy, and creative childhood.

cause_categories

Child Rights

Child Protection

Education

Health & Nutrition

Anti-Child Labour & Child Marriage

geographic_focus

Pan-India, working in 19 states through partnerships with over 100 local grassroots NGOs.

key_initiatives_summary

Community Mobilization: Empowers local communities to stand up for their children's rights, from ensuring school enrolment to demanding better healthcare services from local governments.

Policy Advocacy: Works at the district, state, and national levels to influence policies that protect and prioritize children's rights.

Stopping Child Labour: Focuses on identifying and rescuing children from labour, enrolling them in schools, and providing their families with alternative livelihood support.

Preventing Child Marriage: Conducts awareness campaigns and empowers adolescent girls with education and life skills to resist early marriage.

impact_and_outcomes

Children Impacted: Has impacted the lives of over 4.7 million children since its inception in 1979.

Health & Nutrition: In CRY project areas, 92% of children under 5 are protected from undernourishment.

Child Marriage & Labour: 99% of adolescent girls (11-18 years) in project areas are protected from child marriage, and 88% of children (6-18 years) are protected from child labour.

financial_transparency_summary

CRY is known for its high standards of governance and transparency. Financial details, including income sources and expenditure breakdowns, are published in annual reports available on their website, ensuring accountability to donors and the public.

vetting_and_accreditation

Recipient of numerous awards, including the Institute of Chartered Accountants of India Award for Excellence in Financial Reporting.

A trusted and well-established name in the Indian non-profit sector for over four decades.