

ek din aayega

Every child will live, learn, play and grow.



...woh din aayega
aayega zaroor



CHILD RIGHTS AND YOU

www.cry.org

Stand up for what is Right

Standing up for Child Rights

Dear Friend,

In our country, far too many children suffer from hunger, are forced to work in harmful conditions, have limited opportunities for basic education, and are dependent on poor healthcare. Like everyone else, children too are entitled to the full spectrum of human rights. CRY's campaigns, events and activities through the past year, have furthered the message of rights for every child in India. This issue of CRY in Action describes activities focused on the fundamental right to education of children.

Over 30 years of partnering NGOs and communities across India, CRY's initiatives have conclusively proven that sustainable change is possible. What it takes is - communities becoming aware of their rights, and coming together to ensure it for their children.

For example, in Jharkhand's Girdih district, where CRY - supported project **Jago** works, people's collectives were formed to mobilise the entire population. Collectives were formed for women, youth, adolescent girls and as a children's parliament. Over time they galvanised the administrative system to monitor and safeguard the rights of the community and their children. Children now have quality education and healthcare and a future.

Over the past year, CRY has also continued to build awareness and mobilise people towards the right to education for every child in India. Be it through volunteer Public Action Groups, events such as the marathon in Mumbai or alliances of like-minded organisations advocating free and quality education for all children in India. These initiatives would not have found their place in this newsletter without You. **You** ... our donors, volunteers, grassroots partner organisations, media, corporate partners and well wishers.

But there's a long way to go to effect the necessary change. And, we need You and your continued support.

With faith and goodwill,
The CRY Team

Please write to webinfo@crymail.org with feedback, to help us be more effective at what we do.



Change On Ground

In 2008-09 alone we've reached out to 7,61,167 children. This was made possible by our 200 NGO partners, communities in 6700 villages and slums in 18 states and thousands of individuals like YOU. Amongst our several successful stories of sustainable change, here is one from Jharkhand.

Project Jago



In Giridih district of Jharkhand where most families live on agriculture, majority of the farmers were landless. The land rested in the hands of the Government or the upper classes.



It was common to be jobless. Even more common to be working in dangerous conditions at abandoned coal mines, with no security or compensation. Very few could read or write. Earning their daily bread was a full time job and their next meal the only goal. Under these circumstances widespread exploitation and caste discrimination surfaced.



Uncared for, overworked, unschooled, unheard, the children ended up being the most affected. Rights deprived, who did the community turn to - to turn their lives around?

They turned to themselves

A group from within the community took a stand and stood up for their rights. 'Jago Foundation' was formed with the aim of developing a society based on equity and justice by empowering people to demand their rights.



How Jago awakens People



Community action

Seeking ownership of natural resources, following indigenous practices leading to self-sufficiency, protesting against social evils.



Consistent and strong campaigning for human rights helped ensure their children's rights to live, learn, grow and play.

Girls go the Jago way

Young women were no less. Kishori Samuhs (Girls Groups) fought against fake marriages by creating a secret informer network. The age for marriage went up from 5 - 12 yrs to 18 yrs. They also undertook health and hygiene awareness camps. They now speak out for themselves, seek counsel and stand up for each other, together.



Bal Sansad

(Children's Parliament)

The most vulnerable - the children too rose on their tiny, yet strong feet. The children's parliament with 6 child ministers and 11 ministries was formed to look after sports, nutrition, environment, discipline, finance, education, culture, defence, water, health and cleanliness. They strictly monitored these areas. The children's parliament also became a platform for their expression - they often organised street plays and awareness camps.





Women Rise to Jago

The women undertook a 'jhaadu' (broom) rally for 'darubandi' (anti-alcoholism). As forest guards they protected resources. As health guardians, they activated Public Health Centres (PHCs) and trained mid-wives for safer child-births and improved post-natal nourishment for mothers. As care-takers they ensured better food quality for children in school.

As bread winners they started self-help groups by selling 'Donas' (eco-friendly plates made from leaves) and other local produce. As activists they stood up against abuse from upper-caste villagers. As a community they ensured availability of the services of Public Distribution System.

These women left their conventional roles far behind.



Youth Power

The Youth too followed suit and opened a schooling centre, played peace keepers in caste disputes over water and demanded facilities like ration cards.

Jaagte Raho (Awaken)

Today there are more children in school, the youth are hopeful, fewer girls are married off early and the women take an active part in the community. Together with Jago,

- 4 Primary Health Centres, 14 sub-centres and 17 Integrated Child Development Scheme centres activated
- Collective farming in 55 villages initiated
- 55 public distribution centres with regular food supply activated
- 100% enrollment in primary schools across 98 villages
- Drop-out rate of students fell by 80%
- In 96% of villages child labour eradicated

CRY's Involvement:

CRY's partnership with Jago, and 200 other NGO partners across India goes beyond funding. CRY also helps them plan and monitor the programmes aimed at mobilising the community to ensure their children's rights. Some of the roles it plays are as follows:

- Ensuring that funds are utilised optimally and effectively
- Facilitating training to build capacity and skills within the organisation
- Providing organisational inputs to ensure accountability
- Helping the partner NGO link the child rights agenda with macro issues of livelihood and adult rights
- Facilitating the partner NGOs to network with other local, like-minded NGOs
- Amplifying the voices of children through media and advocacy

Creating Awareness, Influencing Action

CRY has one simple aim - to put children first. Various activities, campaigns and initiatives by CRY through the year have focused on creating awareness and influencing people to make child rights a reality.

Inclusion of Child Rights in syllabii:

CRY collaborated with Jadavpur University on a Child Rights paper for its B. Ed. course. CRY is also working towards inclusion of Child Rights perspective in the teacher training syllabii and holding similar workshops for institutes in Kolkata.

Awareness through theatre:

With a strong belief in theatre as a medium for education, CRY periodically organises orientations for several theatre groups on Child Rights and Human Rights. At **'Bol Jamoore'** in Kolkata, 12 groups showcased 14 performances including plays, songs, mime and puppetry.

Encourage critical thinking:

Since July 2006, CRY has engaged with children's magazines **Pyramid** and **Caterpillar** for re-reading and re-looking at children's stories. In order to encourage critical thinking, CRY has also prepared a manuscript on reviewing children's stories.

Volunteers for Change

Concerned citizens joined hands with CRY as volunteers, and galvanised others in their cities to create a ground swell for restoration of Child Rights. This year, this is what some cities did...

Signature Campaign for Right to Education

CRY volunteers engaged with Mumbaikars through May 2008 in a signature or the 'Thumbprint Campaign' to send child labourers to school. Mumbai Mayor Shubha Raul was one of the signatories.

Volunteers deluged Mumbai's Labour Commissioner, Mr B D Sanap with over 1300 letters. In June, under persistent questioning, Mr Sanap

promised volunteers that his department would do its best to help in the effort. Red FM also partnered CRY by offering air time, and encouraged people to call in and join in.

Making Kolkata Metro accessible

Led by Shruti Disability Rights Centre, the Metro Railway Authority in Kolkata was persuaded by CRY volunteers to put in place facilities to make the Metro accessible for differently-abled children. The 8.5 km. route from Tollygunge to Garia, today has ramps, lifts and tactiles for the visually challenged.





Volunteers in a street play, Bangalore.



Audience watching children perform a 'Thappattam' dance at the 'Strike the Gong' awareness programme, Chennai.

Makkala Habbas

CRY volunteers in three Public Action Groups across Bangalore organised **“Makkala Habbas”** (children's festivals) to highlight issues at anganwadis and in communities. Children, parents, the community and government officials came together on this common platform to find a resolution to specific child rights issues.

Meeting on the rights of the differently-abled, Kolkata.



Strike the Gong

Chennai's Public Action Group, flagged their Right To Education campaign with a **“Strike the Gong”** event. At this event in Mylapore, a 'Thappattam' performance was followed by a discussion on “Quality in Education”.



Volunteer with children at Koramagala, Bangalore

Silence never won rights. They are not handed down from above; they are forced by pressures from below. ~ Roger Nash Baldwin

The only thing necessary for the triumph of evil is for good men to do nothing. ~ Edmund Burke, British statesman and orator

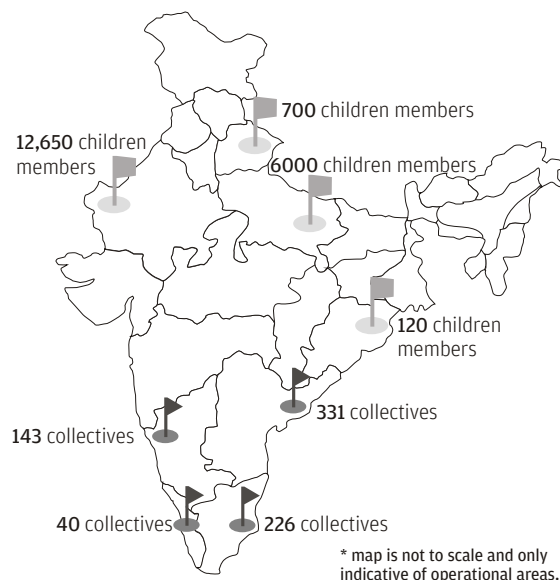
Enabling Change

CRY along with its 200 partners at the grassroots has actively worked to mobilise communities to ensure their children's rights to education, healthcare, quality nutrition and protection from exploitation. Alliances and networks with like-minded organisations have been fostered to strengthen and influence authorities at various levels to ensure child rights is made a priority.

Children's collectives

Collectives have been formed across India to help children realise their potential and to initiate and sustain change. They have taken the form of children's parliaments, clubs and groups where children meet, share and express themselves on issues like education, gender bias, healthcare and more.

* Figures given below show no. of children members where we did not receive exact data for no. of children's collectives formed.



Alliance building and Networking

Alliances in all states in which CRY is a member, worked intensively to give impetus to advocacy processes and strengthen peoples' movements at the grassroots, thereby building pressure on state authorities to ensure the rights of children and their families.

- **'Nirmala Niketan'**, a group of domestic workers was involved in rescuing trafficked girls/women and placing them in a safe environment. They addressed issues of social security of domestic workers as well.
- **Alliance for People's Rights** in Delhi initiated a group to unite parents of missing children and community members to demand action from law enforcement agencies. This group interacts with the police on a regular basis and ensures police follow up of missing children.
- Gender and caste discrimination amongst children, creeping in at an early age, curbs their freedom to grow, develop and participate. In Rajasthan, **'Gender Equity Network'** and **'Mahila Shakti Sangh'** address issues related to gender discrimination. **'Dalit Ekta Adhikar Manch'**, **'Dalit Pairivi Manch'**, **'Kalbelia Vikas Sangharsh Samity'** and **'Bal Pairivi Network'** address issues related to Dalit rights in the state.
- **'Nirman Mazdoor Panchayat Sangam'** is a registered labour union in Delhi. They took up the issue of registration of construction workers with the Welfare Board and is facilitating the process of releasing benefits.

- **'Samajik Parivartan Andolan'**, Karnataka, as a part of **NAFRE Jan Andolan** organised an All India consultation on **'social exclusion, religious marginalisation and communal fascism'**. The intent was to bring communities and activists together to collectively work towards social and economic equality.
- **'Tamil Nadu movement for Right to Education and Livelihood'**, organised a two day consultation on the Coastal Management Zone (CMZ) notification, supported by the **'Kerala Independent Fish Workers Federation'** (KSMTF). The objective was to analyse the extent to which the notification would help protect and promote the livelihood of coastal communities living along the Indian coastline. The outcome of the consultation was a set of resolutions and demands that disallow violation of basic rights of the fishing

"I have always believed that no matter how seemingly insurmountable the obstacles, they can be overcome through the power of collective action" Rippan Kapur

Engaging with Events

Events help CRY to engage with audiences at a deeper level, hence creating both awareness and understanding. Events also give individuals and organisations a platform to take concerted action.

The CRY Cadence Corporate Citizenship Challenge (5Cs) 2008

CRY's annual cricket tournament was renamed "CRY Cadence Corporate Citizenship Challenge" and the format changed to span an 'Olympics' of 6 sports. Olympic medallist, Vijender Singh flagged off the 5C's while Delhi's Chief Minister, Smt. Shiela Dixit, drew the curtain at the closing ceremony.

With up to 50 employees from every organisation coming together, the event helped break barriers with extensive women's participation and top management involvement. The 9th edition of the 5Cs advocated the Right to Education and created awareness and understanding among participants, the audience, media and eminent personalities involved in the event.



Awarding winners of the 9th 5Cs.

CRY at The Standard Chartered Mumbai Marathon 2009

With over 170 Mumbaikars and 9 corporate teams, CRY participated in the marathon in 2009. In its 3rd year at the marathon, CRY demanded the 'Right to Education' for all children. Reminding citizens of the constitution's promise of free and equal education for all children, the CRY team's call was for "**Sabko Shiksha, Samaan Shiksha**".



Partnerships

Support of organisations and individuals who shared our belief made it possible for us to reach this far into our journey to make child rights a reality. Listed here are a few such partnerships.

CORPORATE PARTNERSHIPS

PAYROLL GIVING:

Employees contribute by sanctioning an automatic deduction from their monthly salaries.

Axis Bank: For the second consecutive year, the bank continued to support CRY through a Payroll Giving Program involving the participation of almost 500 employees from all its offices.

Capmark: Over 90% of Capmark employees in Hyderabad support CRY. The company makes a matching contribution too.

Cybernet-SlashSupport (CSS): CSS employees have been contributing steadily to CRY for many years now.

Microsoft: Employees donate to CRY every year during the Microsoft Giving Campaign, and Microsoft contributes a matching amount.

DIRECT PROJECT FUNDING:

Companies choose to support an entire project or just a part of it, based on its area of focus and work.

eClerx has been our strong supporter for the last 3 years. Funding a CRY supported program in Maharashtra has helped address the issue of malnutrition of women and children in the operational area.

FedEx has been consistently supporting an initiative in

Jharkhand for the last 2 years as part of their Corporate Social Responsibility Program.

Steel Authority of India supported **Project Chote Taray** in Jammu and Kashmir working with differently-abled children.

Synergy Corporate Interiors Pvt. Ltd helped provide financial support to underprivileged children and their communities in 8 villages of Srinagar district in Jammu and Kashmir.

Tata Trust is supporting CRY interventions in Uttar Pradesh, Rajasthan and Madhya Pradesh for three years, helping ensure children's rights through the support of 14 partner organisations.

CAUSE RELATED MARKETING

Companies provide a platform for CRY or donate proceeds from the sale of a product or service.

Project Shiksha

In its 4th year, the P&G - CRY partnership, continues to focus on the 'Right to Education' for India's children. In 2008, Shiksha set 87,000 children on the path to education. With the help of CRY, Shiksha spans projects that work with State Education Departments to (a) re-look at existing education policies (b) create awareness to build more schools with better infrastructure and basic amenities like water, electricity, healthcare (c) enroll more children into formal schools (d) promote retention in schools and (e) build all-round development systems for children.

Styled Apparels (Cotton World) has been partnering CRY since 2007. They have introduced eco-friendly cloth bags in their stores, made by CRY World especially for them, contributing part proceeds from the sale of each bag towards CRY.

OTHER PARTNERSHIPS

DanZas AEI (Dubai) employees had a month long benefit drive called the Mosember Drive - an innovative and fun way to engage employees and motivate them for a cause. Men across DanZas had to leave their moustaches unshaven for a month. Each participant had to get sponsors to contribute to the growing of the moustache. At the end of the month a panel judged the best and worst moustache. Each individual and sponsor contributed to CRY.

Friends of CRY, Kuwait organised a Kids' cricket match in January 2009. The tournament has been a platform for CRY to create awareness on child rights each year. Despite unpredictable weather conditions the tournament continued and concluded by the end of March.

Gulf Indian School (Kuwait) have supported CRY for 5 years now with donations as well as advocating the issue of children. This year they have included a message from CRY in their school magazine.

Maharashtra Mandal (Singapore) offered space to CRY to put up stalls in their events and allowed CRY volunteers to create awareness on Child Rights.



Mckenna International (Australia): Andrew Mckenna contributed to CRY on behalf of his clients.

YS Productions (Singapore) sent out e-greetings to their clients with a card design chosen from the CRY e-greetings range. Besides contributing to CRY they also promoted our efforts to ensure Child Rights on their website.

Shree Ganesh Jewellery House continued their support to CRY. Initially, an individual donor, they now support CRY as an organisation.

Industrial Research Corporation, the owners of popular stationery brand "Bril", **Cross-Tab**, a premier online market research company, and **Aravind Labs**, have been consistent CRY supporters for a long time and renewed their support to the cause this year too.

INDIVIDUAL PARTNERSHIPS

A long-time donor of CRY, **Ketan Khant**, looks for ways and means to participate in and empower the CRY mission. Besides CRY featuring on his official website as a favoured NGO; he conducted two workshops for 50 Balwadi teachers from our grassroots partner organisations. Besides guiding on innovative, interactive and interesting ways to teach children, it imparted basic values and skills to break down social barriers.

Roopkumar TV, a CRY supporter partly sponsored our online marketing initiative for 6 months, aimed at reaching out to more people across India.

Ross Buckley, an author of legal books in Australia contributed to CRY from the royalty he earned from the sales of a book.

Subodh Verma, a long time supporter, he committed to fund a CRY-supported project in UP

this year. He feels strongly for the situation of children in India and takes every opportunity to do his best for the cause.

MEDIA PARTNERSHIPS

Buzzar.com a website catering to NRIs in Singapore has displayed CRY banners on their home page for over a year now at no cost.

MTV (India) has been airing CRY communication frequently at no cost since 2006.

Zee TV (Middle East, North Africa and Pakistan) has partnered CRY for the last 3 years by airing the CRY TVC. The TVC and a CRY button also featured on their website this year.

CRY World

CRY World is a space to see, know, and do what's right for India's children, especially the marginalised. By buying a product you support us in our ongoing journey, of standing



STATIONERY SET



PIN DOLL SET



PYRAMID LAMP



CHEQUE BOOK HOLDER

To shop online log on

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Project Gram Swaraj Sangh (GSS), Gujarat.

Every day 17 million children will go to school, not work. Every school will have a roof, a room for every class and a teacher too. And every boy and girl will finish school. Because we believe in doing what's right for them. 200 partners, communities in 6700 villages and slums and 1.5 lakh individuals have already sent over 2 lakh children to school. But there are millions more to go. Join in and the day every child is learning won't be far.

Yes, I believe every child has a Right to a Childhood

Name:.....

Address:.....

Tel.No..... Mobile: Email:.....

Payment options By Cheque/ DD in favour of CRY -Child Rights and You
 By directly debiting my Credit Card

Issuing bank name..... (Master/ Visa/Diners/Amex)

My Card No.: Card Expiry date:/.....(mm/yyyy)

Cardholder's signature:

Tax Exemption: All donations to CRY are 50% tax exempt u/s 80G.

Check this box to avail of 100% tax exemption u/s 35 AC or 80GGA.

Mail this coupon along with your donation and we will send you a receipt.



I WOULD LIKE TO DONATE (Please tick one)

Rs. 1,200 Rs. 4,800 Rs. 2,400 Rs. 10,000 Rs. _____

My contribution will be used to ensure children their basic rights to live, learn, play and be protected.

MY DONATION WOULD BE (Please tick one)

Monthly Yearly Quarterly Half yearly CRY does not ask for/ accept donations in cash

You can also donate online at www.cry.org. It is the most cost effective channel for collecting funds at CRY.

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