



In Action

CHILD RIGHTS AND YOU

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Change Through
Education
and YOU



Children at an art workshop during 'Sabko Shiksha Samaan Shiksha' Campaign

No Children Without their Right to Learn

Dear Friend,

Education as we know is synonymous with childhood. Every child is expected to go to school, even if it's just learning to read and write.

At CRY - Child Rights and You, much has happened in the last year (and much more expected, going forward) in ensuring that every child born has access to his/ her right to free and quality education.

For India, 2009 was a landmark year - the Right of Children to Free and Compulsory Education Act, 2009 (RTE) came into force, to ensure every child's fundamental right to education between the age of 6 to 14. At CRY, though the act is welcome, it does leave much to be desired especially in implementation, monitoring and fulfillment of the guarantee of this right. To highlight these demands, CRY initiated a nationwide signature campaign - Sabko Shiksha Samaan Shiksha. At this initial stage, over 7, 78,000 individuals expressed their solidarity.

Lasting change is possible for children like Mahendra Rajak from Geenj, Allahabad through the right to an education. At the age of 6, Mahendra was breaking rocks in a quarry. Now 15, Mahendra is the local Bal Panchayat leader, spearheading the

movement for change. Made possible since CRY and its partner NGO Sanchetna convinced his parents to enrol him in a school and give him a better future. Mahendra is but one child of the many thousands who have been enabled and encouraged through community-driven processes in CRY supported projects to explore his full potential.

These are journeys that have just begun and there are many more miles to go - ensuring implementation of the Right to Education Act at the state level, ensuring education for every child, ensuring every right for every child.

It is your support, and active participation that pushes us ahead for change. Thank you for partnering us in our journey.

In faith and goodwill,

Puja Marwaha

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Chief Executive
CRY - Child Rights and You

CRY supported project Gram Swaraj Sangh (GSS), Rajasthan



LEARNING - Leading to Lasting Change

“I just want to study, grow up and do a respectable job. I don’t want anyone working in the quarries as I did.” Mahendra Rajak, 15, Bal Panchayat Leader

A remarkable journey of transformation through education, Mahendra’s story is just one of the many successes that CRY continues to enable across India.



Mahendra in a rally

“School was some place other children went, not children like us,” says Mahendra. At age 6, he worked in the stone quarry with his entire family and other children in Geenj, a village in Allahabad. “It was hard work. I had to break stones from 7 in the morning to 5 in the evening with only an hour’s break for lunch, “There was a contractor who did not allow any rest and threatened to deduct my money. I would be miserable.” For 9 hours of work, missing school, play or any care, Mahendra got a sum of Rs 70 per day.



Attending to their studies

Then CRY- supported NGO Sanchetna in Geenj, started work there. They persuaded Mahendra’s parents to send him to a non-formal learning centre since most parents couldn’t afford the private nursery school in the village.

“We realised that to free the children from hard labour, a free government school was needed,” recalls Pankaj Mehta from CRY. “After many repeated meetings and demonstrations at the state education department; Geenj got its first government primary school in 2002.”



Geenj girls at play

But with the struggle to get a school came the struggle to fill it in. “Since the children earned a regular income parents did not know how they could manage basic needs like food if that money didn’t come in” recalls the social worker from Sanchetna.



Children at school



“So we put all our energies into changing the hearts and minds of parents like Mahendra’s towards investing in their children’s future. Luckily for Mahendra’s family, his elder brother started earning by then, so his parents pulled him out of work. He finally started going to school at age 9.”



Mid day meal served at school

Already a Leader

“I was selected to become a Bal Panchayat leader” says an older Mahendra, today, with a gravity that belies his age, a quality picked up from his days of working. “Our Bal Panchayat, talks about whatever is going on in the village; if something is wrong we try to find solutions by bringing it to the notice of the authorities.”

One of the first issues that the Bal Panchayat took up was the lack of a playground. On Children’s Day, the children went to Allahabad and started playing on the streets of the city’s main road. “Soon people were

milling around, asking angrily why we were playing in the middle of the street,” recounts Mahendra. “We told them, this is Pandit Nehru’s town, we have come to play here on Children’s Day. We do not have a playground in the village.”

With this simple powerful statement, the children got the administration to build them a playground.

Mahendra and his friends are not isolated in their situation. Across India, children are scripting similar stories bringing about a change in their lives.

For villages like Geenj however, the fight for survival is an ongoing one. The CRY – Sanchetna partnership involves the local community’s adults and children in resolving issues by making them self-reliant in protecting their rights.



At the children's talent fair

CRY’s Role

CRY’s partnership with Sanchetana and 220 other NGOs goes beyond funding. CRY helps plan, monitor and evaluate effectiveness of the programmes to ensure children’s rights.

CRY also :

- Ensures funds are distributed optimally and effectively
- Facilitates training to build capacity and skills within the NGO
- Provides inputs for systems and processes to ensure accountability within the organisation
- Helps the partner NGO understand and address the linkages between child rights and the macro issues of livelihood and adult rights
- Facilitates the partner NGOs to network with other local, like-minded NGOs
- Amplifies the voices of children through media and advocacy



Sabko Shiksha Samaan Shiksha

In a country where only 53% of the habitations have a primary school and more than 50% of the girls fail to enrol in schools, can just a simple Act such as the Right to Education, correct the situation?

At CRY, we have always felt that the Right of Children to Free and Compulsory Education Act is a step that has the potential to right decades of wrong. But we feel that, for it to become a potent weapon, it needs to be more inclusive and address all-round issues and concerns. For example, what if there is no school in the vicinity or if the school lacks infrastructure or the number of qualified teachers are not adequate?



Campaign reaches different parts of Mumbai by bus

In a nationwide campaign called the Sabko Shiksha Samaan Shiksha (Equal Education for all), we placed CRY's perspective on the RTE Act. We went to the public at large explaining our position and seeking their opinion and support.



Charter signing in Kolkata



People signing the charter in Uttar Pradesh

We placed 3 simple demands:

- Include children below 6 years and those between 15 and 18 in the RTE act. Currently it is limited to children between 6 and 14 years of age
- Ensure a school with qualified teachers and proper facilities within 1 kilometre of any habitation.
- Allocate 10% of India's GDP to education



K M Shaw, MD, Biocon, signing the charter

In an on-ground campaign that touched all corners of India and saw volunteers, partners and employees of CRY participate and interact with the populace of India, CRY mobilised people to sign the charter of demands.

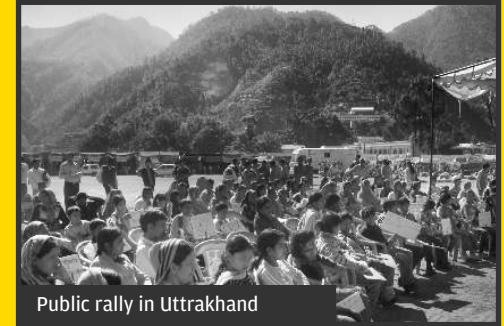


Public hearing in Tamil Nadu

People from different walks of life were involved in various activities across the country. Be it a workshop for children or a public hearing, a skit on child rights or a rally, overwhelming participation made every activity eventful. At the last count, 778,239 people from 18 states signed the charter endorsing CRY's stand seeking more inclusiveness in the RTE act.



Art workshop in Mumbai



Public rally in Uttarakhand



Public hearing in Andhra Pradesh

The charter of demands has already been presented to the Honourable President of India, Smt. Pratibha Patil. With this, we hope to see the Government realise the need to give the RTE Act some more strength.



Campaign culmination in Delhi



President of India receives CRY Charter



Movie star Prabhu Deva signing the charter



Newspaper coverage of the Campaign

Making Way for Change, Their Own Way

Our volunteer groups across India are the bedrock of change. Unswerving in intention, unconditional in attention, they spare no effort to reach out for child rights.

MUMBAI

Ensuring access to schools

Mumbaiites for Child Rights (M4CR) is a citizen's network initiated by CRY in the Bandra-Khar region and operates in 6 wards with 75 volunteers.

To increase enrollment, they distributed pamphlets in Hindi and Marathi in local communities to raise awareness of what children are entitled to in municipal schools.

School authorities have added one of the schools in their list for major repairs after M4CR members shared photographs of the school building in a dilapidated condition.

“Citizens are working with the Brihan Mumbai Corporation (BMC) Education Department urging for proper implementation of schemes and lobbying for positive changes. We understand what the ground reality is as we interact with children, teachers, principals and parents.” – Nitin Wadhvani (M4CR, Anchor volunteer)

Click Rights:

CRY and the Directors of Center for the Visual Arts (DCFVA) designed an interactive programme ‘Click Rights’ for photographers

to reflect and document child rights issues. Between February and March, 7 of them captured 6 stories of children in Mumbai and combined it into a single perspective ‘Why are children out of school?’

“To me this was a journey. I didn't know what exactly I wanted to find but I knew it was for children.”

Sowmya Parthasarathy,
Click Rights photographer

DELHI

Preventing a loss of schooling:

After reading reports in the newspaper that the Municipal Corporation of Delhi (MCD) was planning to demolish a government school in Rajouri Garden to make way for a multi-storey parking lot, volunteers acted to stop it. They made frequent visits to the area, interacted with the communities and made a formal complaint to the Delhi Commission for the Protection of Children's Rights (DCPCR) to ensure that over 800 students of the school were not left out in the cold.

Petition for change:

Volunteers ran an online petition to protest and garner public support against the death of

an eleven year old, who was mercilessly punished to death by her teacher in a govt. run primary school. The petition received over 200 signatures demanding action, justice and protection of children in schools. The responses were shared with the DCPCR who in turn used it as supporting for a case seeking justice for children in the Delhi High Court.

CHENNAI

Volunteers of the Kannagi Nagar (KN) Public Action Group (PAG) work specifically on the effective functioning of schools in KN. One Government Primary School was identified as lacking in basic facilities such as proper infrastructure and sufficient teachers. To gather more information on allocations for this school, the volunteers had filed four RTI applications in July 2009. In reaction, the Block Education Officer deputed two extra teachers at the school to pre-empt the RTI investigation and show that the school had three teachers on its payroll, not just one.

The Head Mistress of the school saw this as an opportunity to pressurise the authorities into making the deputed teachers as permanent staff. She is happy at the efforts made and stated that she would like to extend her support for working on education issues in KN.

BANGALORE

Space for Change:

After conducting in-depth surveys, interacting with the community and local officials, CRY Volunteers of the Public Action Group (PAG) in Madiwala, put forth their demands on the poor functioning of anganwadis (creches) to the Director and Joint-Director Women and Child Development Directorate in August 2009. Issues like the lack of space, non-existent educational material, poor teacher attendance due to irregular salaries and the lack of cooked meals came up. As a result, the Director initiated discussions with the anganwadi teachers to address the same. A building with another floor for a second anganwadi was also built in December 2009.

KOLKATA

Responding to disasters:

In June 2009, over 10 CRY volunteers worked actively in disaster response for Hurricane 'Aila' by mobilising resources for the affected communities in the Sunderbans. They raised funds to purchase mosquito nets as well as to pool in essential items like clothes, medicines and dry food. In coordination with CRY partners in the field these items were distributed to over 550 people across the affected villages where relief was yet to reach.

Campaigners for Inclusion:

After the Right of Children to Free and Compulsory Education Act 2009 was passed, a



protest rally was organised by the Campaigners for Inclusion in May 2009 as there was no mention of children with disabilities in the Act. Nearly 200 people attended the rally at Gariahat Crossing in Kolkata as part of a national-level silent rally against the non-inclusive nature of the Act. Related modifications are now under process to make the Right to Education Act more friendly towards children with disability.

SPREADING THE 'RIGHTS' MESSAGE

CRY's alliances and networks with like-minded groups including its 220 grassroots partners highlight and influence policies to ensure child rights is made a priority.

KERALA

The Kerala State Alliance, Jana Munettam, of which CRY is a member, organised a state-level campaign highlighting the government's education policies. The campaign protested at the government's move to declare 3414 schools as uneconomic and eligible for closure. The campaign was joined by several civil society groups. The campaign demanded that the state uphold constitutional values and not negate the educational rights of underprivileged communities. Public meetings were conducted in the Trivandrum, Kollam, Kottayam, Ernakulam, Palakkad, Kozhikode and Idukki with more than 200 people.



Learning from Play

Collective action strikes the right chord as people step forward to win all children their right to education.

STANDARD CHARTERED MUMBAI MARATHON

The right to education movement got a headstart at the Standard Chartered Mumbai Marathon 2010. 8 corporate houses and 60 CRY donors and volunteers campaigned for the Right of every child to equal and quality education. Enthusiastic CRY employees, donors and their families, and spectators cheered runners, taking part in the CRY workshops held there as well.



At the Standard Chartered Mumbai Marathon 2010

SUNFEAST WORLD 10K RUN, BANGALORE

Nearly 600 people participated in the Sunfeast World 10K in Bangalore in May 2009. Over 300 were employees of Oracle running in support of CRY. Notable amongst the participants were also Hindustan Global Solutions Limited (HGSL).

“HGSL appreciates CRY for its efforts to generate awareness as well as to enable action through events like the Sunfeast World 10K Run.”

Dr. Partha Sarkar, CEO, HGSL

10TH CRY CADENCE CORPORATE CITIZENSHIP CHALLENGE (5Cs)

This year marked a milestone for 5Cs as the CRY-Cadence partnership completed 10 years. The new mini-Olympic format saw huge success this year too. Over 650 employees

from 13 organisations competed in 8 sports events over a November weekend. Olympian Gold Medallist, marksman, Abhinav Bindra, flagged off the event. Mrs. Gursharan Kaur, wife of the Prime Minister of India, addressed the felicitation ceremony and endorsed our message of Equal Education for Every Child.



Olympian Abhinav Bindra at 5Cs

RIGHT PERFORMANCE

In December 2009, Bol Jamoore, the annual theatre festival was organised in Kolkata by CRY with Theatre Forum for Child Rights. Ten groups used theatre to spread awareness on child rights, especially education.



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 some of them and their efforts in partnering us.

Institutional Partnerships

PAYROLL GIVING (PRG) - The company's employees contribute by sanctioning an automatic deduction from their monthly salaries.

Axis Bank continued to support CRY for the 3rd year involving 540 employees across branches in India.

eClerx has taken its partnership with CRY forward this year by involving its employees in a PRG programme, with the company matching their contribution. Mr. P D Mundhra, co-founder and executive director, eClerx says, "For the third consecutive year, eClerx has chosen to partner with CRY in many ways which includes directly funding the People's Rural Education Movement (PREM) that continues to uplift the villages in Melghat region, matching a growing number of employee contributions (over 100) through the PRG and associating with CRY for cause related marketing in events such as the Standard Chartered Mumbai Marathon where eClerx employees ran for the cause of education. We feel that CRY continues to do a fantastic job and has truly made a leap from advocating child relief to child rights."

Keane India, an IT services company based out of Bangalore has 356 employees from 16

offices across India signed on to the PRG programmes in support of child rights.

Vesuvius India, a Kolkata based company has 40 employees who have been regularly donating to CRY via this programme.

DIRECT PROJECT FUNDING (DPF) - Companies choose to support an entire project or just a part of it.

This year marked the beginning of a 3 year partnership between **Aviva Life Insurance Company** and CRY, with the company lending support to 7 CRY projects across India. It is part of Aviva's global 'Street to School' campaign and has a very strong involvement from the management and employees.

FedEx continued its partnership with CRY for the 3rd year by funding Swaraj - a CRY supported initiative in Jharkhand to bring about sustainable change for children in tribal communities.

Project Shiksha, the **Procter&Gamble** - CRY partnership, continues to grow its focus on Right to Education for all children, this year too.

Steel Authority of India continues to support

CRY for the 3rd year. For the last 2 years they have funded project 'Chote Taray' in J&K working with differently-abled children.

Other Partnerships

BGC Partners, Singapore chose CRY as one of the beneficiaries of their charity day held in 2009 to commemorate the attacks of September 11, 2001. Celebrities from the worlds of music, stage, screen and sport graciously joined BGC's brokers to help raise money.

At the re-launch of their store in Pune, **Cotton World Corporation (CWC)** donated proceeds from the first 2 days sales to CRY. They also convinced prominent entrepreneurs featuring in their advertising campaign to contribute their professional fees from the campaign to CRY. CWC continues to partner CRY through the sale of their cotton bags.

Around 150 employees of **Shaw Rolta Ltd.** contributed a day's salary towards CRY supported programmes.

Trend Micro partnered CRY to sponsor an SMS campaign. This participatory initiative encouraged mobile phone users to support CRY by simply sending an SMS.

Individual Partnerships

Mr B. K. Ghosh, a supporter of CRY, made a special contribution in memory of his wife Smt. Sibani Ghosh. It was utilised to purchase computers, one each for 9 CRY supported projects and a printer each for 5 of them.

A donor since 1999, Mr. Navin Kohli funds a CRY supported initiative in Delhi. He says, "My support is very small. It is the effort of the team at CRY that does the hard work which causes the difference to the lives of the children. Keep it up".

A group of enthusiastic students from United World College, Singapore – Ayushi Chauhan, Anshul Singhania, Varun Saxena, Vanya Saxena, Mallika Miglani, Saisha Panjabi, Sanya Mansoor and Ahana Das – set up a CRY Global Concern cell in their school. They held various fund-raising events like selling calendars, candies, cakes and more to raise money for a young CRY Fellow working with children affected by communal violence in Gujarat.

Great Products. Greater Intentions.

CRY World offers unique attractive products, perfect to use as a gift or even to buy for yourself. By buying a product, you support our ongoing journey to ensure the basic rights of children.



CRY World stall at Hirco, Mumbai



Media Coverage: Pressing for Change

Highlighting the issues of lack of quality education and other child rights violations through the media has been a significant step for CRY in creating awareness. Supporting us amply in this endeavour has been the media across the country.



CRY's impact in 2009-2010



43,401

No of children covered through health check ups



30,427

No of children mainstreamed into government primary schools



1,288

No of health centers activated and retained



580

No of child labourers removed from workforce

Yes, I believe children must have a right to childhood.

I wish to ensure that by Supporting CRY

CRY-Child Rights and You,

Mumbai and Pune: 189/A Anand Estate, Sane Guruji Marg, Mumbai- 400 011. Tel : 91-22- 23096845/ 6472/ 2306 3651

Bangalore: Madhavi Mansion, 12/3-1, Bachammal Road, Cox Town, Bangalore- 560 005. Tel : 91-80-2548 4952/ 8574

Chennai: No.11, 16th Avenue, Harrington Road, Chennai- 600 031. Tel : 91-44-2836 5545/ 5546

Kolkata: 152, Kalikapur, Gitanjali Park, New No. 8, 2nd Street, Kolkata- 700 099. Tel : 91-33-2416 9507/ 2772

Delhi: DDA Slum Wing, Barat Ghar, Bapu Park, Kotla Mubarakpur, New Delhi- 110 003. Tel : 91-11-2469 3137/ 4790/ 3159

Hyderabad [representative office]: Ms. Sravanthi Mocherla, C/o E2E Serwiz Solutions Pvt Ltd, 1st Floor, Gowra Trinity, Chiran Fort Lane, Begumpet, Hyderabad - 500 016, Mobile: 09948097127;

Global Operations [for people based overseas]: DDA Slum Wing, Barat Ghar, Bapu Park, Kotla Mubarakpur, New Delhi- 110 003, Tel : 91-11-2469 3137/ 4790/ 3159



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Stand up for what is Right