

CRY IN ACTION

Restoring
Children's Rights by
Mobilising Communities



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DEAR FRIEND,

At a recent meeting to discuss the plans for CRY's 25th year, next year, the extent of our achievements in these years of working together struck us. From 1979, when we raised Rs. 30,000 to support a home for children. To the realisation that providing temporary relief to children was not adequate and that the only way to have a permanent impact on their lives was to address the root cause of their current situation. Therefore, unless the livelihood issues of the family and community were addressed, CRY's support would be just another band-aid for the child's problems - not a permanent cure.

This approach over the years has crystallised into CRY's philosophy of community mobilisation - a philosophy that this issue of 'CRY in Action' is dedicated to. In this issue you will read about how we have witnessed time and again that irreversible change can be brought about by helping communities to help themselves. By empowering communities to tackle the root causes of their poverty and exploitation.

Across the 171 projects that CRY supports, we have witnessed thousands of stories of transformation - bonded labourers who now have education and sustainable livelihoods, burgeoning health centres, functioning schools, micro credit societies and self help groups, girls who could not have dreamed of getting

an education who now teach children. Full communities finding the awareness, self confidence and hope permitting them to take charge of their futures.

At CRY, we have seen that strong collective action can influence local governance and even government policy. That, if people are aware and united, anything is attainable.

It is with this conviction that we continue the journey towards ensuring the magic of childhood for all children in India. We have a long road ahead of us - but we know that the powerful momentum we have gained along with your support will enable us to achieve everything we have set out to and more.

With faith and goodwill,

Ila D. Hukku
Director

Restoring Children's Rights by Mobilising Communities



The Indian Constitution does not distinguish between children and adults when it comes to the rights of an individual. So by law, children enjoy the same fundamental rights as an adult. In 1992, India signed the United Nations Convention on the Rights of the Child (CRC) which grants children 4 basic human rights - the right to survival, the right to protection against any form of exploitation, abuse and neglect, the right to development (to fulfill one's potential as an individual) and the right to participate in the decisions affecting one's life. By signing this Convention, the Indian

Government acknowledged children as a distinct group of individuals whose concerns needed to be addressed separately under law and policy.

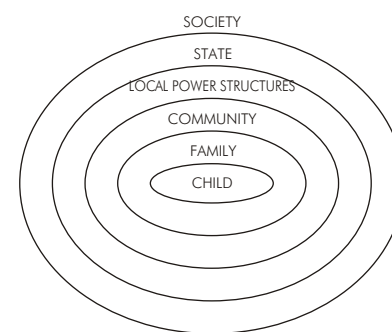
Reality however is different from what law and policy says it should be. Indian society is ridden with inequalities on the basis of class, caste, religion, ethnicity and gender. Whole communities like the Dalits are victims of feudal practices such as bondage and untouchability. Indigenous communities like the tribals in India face isolation and alienation on account of cultural differences. Lack of access to education, health care and economic opportunities make it extremely difficult for these communities to break the vicious cycle of poverty and exploitation. So, children from these communities, religious minority communities, girl children, physically and mentally challenged children are unable to claim their rights.

Which is why, CRY believes that children's rights are inextricably linked to the larger issue of human rights in any society, that issues - both global and local that affect society, affect children. Because children are very much a part of society at large.

The role of the community:

CRY believes that children are the nuclei of any society. It's almost like the rings in a tree trunk, with the child in the centre and the State at the outer-most periphery. Thus it is obvious that the issues affecting

children can only be addressed if those affecting the family and the community are dealt with first.



We believe the position the child's community occupies in society is a crucial one. It can definitely influence the child's family, and if united, it can even influence local power structures and State policy. This influence can go a long way in reducing political, economic and social inequalities, thus greatly improving the lives of children.

Mobilisation of community in CRY-supported initiatives:

It is this strong belief in the power of an aware and united community that CRY carries forward in each of its interventions. Conventionally, grass root level organisations have mobilised communities to form Parent Teacher Associations to monitor the running of non-formal education centres, Mahila Mandals (women's groups) for vocational training and Village Committees to look at issues affecting the village. While all these efforts do continue in CRY's projects, CRY encourages its project partners to go further and do much more with the power of a mobilised community.

CRY's project partners are no

longer just service providers - they do not just run non-formal schools and health centres. They are actively encouraging the communities they work with to become aware of the policies affecting their lives and those of



their children. These communities are empowered to take stances on these policies and put pressure on local bureaucracy and the government to reform them. They are being mobilised to demand these services - of education, of health care, of the establishment. This is what we at CRY believe constitutes peoples' power and a peoples' movement!

We are beginning to see the effects of this people power. Irreversible changes are occurring at the village and community level. Villages are becoming child labour-free, common diseases are being reduced and children are going to government schools that were once non-existent. The issues of poverty are being addressed as once landless agricultural labourers are beginning to own land and collective farming is becoming a successful alternative to bonded labour.

CWS - An Example of the Sheer Strength of a Mobilised Community:

One of the best examples of the successful mobilisation of a community leading to the realisation of child rights is that of

This is what we at CRY believe constitutes peoples' power and a peoples' movement!

Children's Welfare Society (CWS). CWS is a CRY-supported organisation that works in Ghoraval in Sonbhadra district in U.P. The organisation was founded to address the growing problem of child labour in the carpet industry. None of the Adivasi children across the 5 villages where CWS worked were in school. Most of their parents were bonded labourers, forced into bondage because of the accumulation of huge debts caused by crop failure. The children worked alongside the parents to ensure the survival of the family.

CWS started non-formal classes for the children who were working, so they would get a chance to educate themselves in spite of having to work. Simultaneously, the organisation worked with the parents and the village community to make them aware of their rights and agitate for a higher wage that would ensure that their children

would not need to go to work. This agitation spread to 28 neighbouring villages and became a true peoples' movement. CWS also worked with the villagers to force the return of community land expropriated by the local landlord.



Collective farming was started on this land with inputs from experts on farming methods and marketing of produce.

Today 98% of the Adivasi children are in schools. There are 17 primary schools and 2 middle schools in Ghoraval. Erstwhile bonded labourers have become village pradhans and women's self help groups and micro-credit societies have been formed.

Both CRY and CWS are nearly redundant in this area because today the community is so aware and empowered that they do not need intervention from CRY and CWS to tell them what they need to do. For us at CRY, this is the finest example of how child rights can be restored by the power of an empowered community.

- Article contributed by Subhasis Chakravarti

The Art of Giving

Everyone can make a difference



Everyone can make a difference.

Mr. M. M Narendranath's late wife had always wished to help underprivileged Indian children. In honour of her memory, Mr. Narendranath has instructed his bank to contribute Rs. 1,200 every year to CRY. This contribution will remain even after he is deceased (his daughter will continue donating from the same bank account). Mr. Narendranath, your CRY family is truly touched by your actions.

Dr. Shweta Arya from Faridabad graduated from an Ayurvedic medicine course last year during which she received Rs 29,000/- as stipend for the internship. She was interested in helping children in India and donated the entire amount to CRY. Dr. Arya, we salute this magnanimous gesture!

The daily offerings from the prayer area of **Mr. Rajesh's** Denim Blues shop at Lajpat Nagar, New Delhi, is donated by him to CRY periodically. What better way to demonstrate one's faith!

Mr. Subhash Kamath, Vice President at Ambience Advertising, thought of a novel way to contribute to CRY. Instead of buying

the standard give-away presents for his daughter's birthday, he donated money to CRY. Each child was then given a thank you plaque specially designed by CRY.

Yassmen, the Sales Development Manager (East) of Tupperware brightened the lives of 900 children from CRY projects - Jabala, Prajak and Nabadisha by sending sweets for them. A small gesture, which made a big difference!

Companies that Care

After a rewarding association last year, **Corporation Bank** renewed its commitment to contribute Rs. 5 for every savings bank account opened between August 12 and October 12, 2002, to CRY. The amount resulting from this simple exercise was Rs. 596,000. The Corporation Bank Chairman, Mr. Cherian Verghese also took time out from his busy schedule to visit a Bangalore based project - Paraspara. We cannot thank the organisation enough for their consistent support.

Tata Chemicals Ltd., in a unique scheme, contributed 10 paise for every kilo of Tata Salt sold between August 15 and September 14, 2002. The Rs. 33.14 lakhs raised will be utilised to support 6 child

development initiatives across the country. Yet another commendable example of corporate commitment to the nation's children.

Bakers World, a shop known in Kolkata for its delicious confectionery decided to make a difference to the children of CRY. Every month they donate Rs. 5,000 from their sale proceeds to CRY. To celebrate Christmas with CRY this season, Bakers World arranged for a Santa, a big cake and gifts for children from the Nabadisha project. Needless to say, the children enjoyed themselves thoroughly!

Pizza Hut, Kolkata ushered in New Year's Eve in a truly special way this year. It invited 15 children from CRY-supported projects and treated them to an afternoon of dancing and singing on a karaoke system with Usha Uthup. This was followed by many gifts and some delicious pizza. Quite an unforgettable New Year bash for the children!

Levi's Strauss with its history of philanthropic activities across the globe entered into a local association with CRY by covering the education component of Mythri Sarva Seva Samithi in Bangalore.

city. The amount committed for the year was Rs. 1,40,000.

Flextronics Technologies adopted the entire Kaingkarya project in Chennai, for a sum of Rs. 5,73,000. We, at CRY, as well as the students from this project thank Flextronics for their support.

A unique tie up started with **Pantaloons, Kolkata** in July 2002 - a CRY donation box was placed next to the telephone counter in two outlets in Kolkata. Pantaloons does not charge its customers for making telephone calls. Instead, they request their customers to donate that amount to CRY. Rs. 28,000 has been collected till date. Further, for a CRY fund raising movie show, Pantaloons allowed CRY volunteers to sell tickets to customers from two of their outlets. A wonderful gesture indeed!

The employees of **Vesuvius India Ltd, Kolkata**, joined hands to make a difference through a Pay Roll Giving Scheme. Some of the employees contributed a part of their salary to CRY. So far, approximately Rs. 23,000 has been raised.

BPL Mobile partnered with CRY in Maharashtra, Kerala and Goa this Christmas. An appeal was sent to all BPL subscribers requesting them to contribute to CRY. The appeal was communicated via SMS as well as on the cover of the billing envelope. Subscribers who sent an SMS to the number 279 (which stands for CRY) had Rs. 10 added

to their bill. We raised Rs. 85,000 through this novel scheme. Thank you BPL Mobile for enabling us to reach out to more people who wish to make a difference!

Pfizer Pharmaceuticals Ltd. partnered with CRY in a Cause Related Marketing scheme on their product Protinex. For every tin of Protinex sold, Pfizer gave CRY Re. 1 for the period of six months. The total amount collected through this was a commendable Rs. 9 lakhs.

HDFC Bank entered into a marketing promotion 'Papa Kehte Hain' with CRY on its product 'Kid's Advantage Account'. For every such account opened, it contributed Rs. 5 to CRY during a three month period. It contacted children in 225 schools across 10 cities in India for the programme. CRY raised Rs. 25,000 from this promotion.

DSP Merrill Lynch partnered with CRY by putting up information on CRY as well as other NGOs on their intranet. As a result of this activity, 11 employees collectively donated Rs. 74,000 and the organisation matched this contribution. A good effort indeed!

Renowned hairstylist **Javed Habib's** involvement with CRY started with him being the celebrity auctioneer at an event organised by CRY. He is now a strong CRY supporter and contributes in many ways. He has instituted the 'Chair of Thousand Smiles' - a chair each in his two salons- part proceeds from the haircuts on these chairs

come to CRY. Also initiated were 10 Habib's hair styling scholarships for talented children from CRY projects. Further, every month the Habib's team is out in CRY projects giving free haircuts to the children there! Thank you Habib's for bringing sunshine into the lives of so many children!

This Diwali, **Sharda Exports, Meerut**, decided to contribute the amount it usually spends on gifts for its business associates to CRY. A communication was sent out by CRY thanking all its business associates for having sponsored the education of a child. An amount of Rs. 1.35 lakhs was raised through this novel initiative. Continuing the support, Sharda Exports is sponsoring one child's education and healthcare for every container of carpets sold on an ongoing basis. Thank you Sharda Exports for your ongoing support!

The association with **Swarnakshar Prakashani Pvt. Ltd.** started in 1997 and they have supported us ever since. They started by contributing Rs. 700 per week - this amount has now gone up to Rs. 10,000 per quarter. We truly appreciate the unfailing faith that has been exhibited by this organisation.



Youth in Action



The Telegraph in School is a popular newspaper amongst school children in Kolkata with articles contributed by children from 64 different schools. Youth Wing, Kolkata, took some of these students to visit CRY projects. They in turn wrote about the projects and their experience as students who have always taken education for granted. This was a wonderful way of spreading awareness amongst the more privileged about issues relating to underprivileged children.

On November 29, 2002, CRY Kolkata's Youth Wing Division

organised **Vibgyor** - a sit and draw competition where children from different backgrounds came together to draw their perspectives on Child Rights. There were 51 entries from 21 schools and 2 projects. The eminent painter Mr. Sunil Das judged the contest and was impressed by the level of talent exhibited. This was followed by a play on Child Rights performed by children from Jabala, a CRY-supported project.

The volunteers of CRY Chennai got together this Independence Day to paint **Vanna Kanavugal** at the **Mary Clubwala Jadav School** for the hearing impaired. The result was a crèche that was brighter and more cheerful. Asian Paints sponsored the two day painting activity. Also, on August 15, the volunteers put up a play for these children. The children couldn't have had a better Independence Day gift!

CRY Bangalore, launched the **'Educate a Child' donation campaign** through its volunteers, the 'Friends of CRY'. Potential donors were given an option to donate Rs. 1,000 from which Rs. 800 would go towards the education of a child for a year and the remaining Rs. 200 would be for a T-Shirt (which spreads the message of education). The campaign brought in Rs. 44,100 for CRY.

Sunshine, the playroom for children in the pediatric ward of the Sassoon General Hospital in

Pune completed a year this August. This is the result of the efforts of volunteers of CRY and the Prachiti Medical Wing of the BJ Medical College. For the children, Sunshine means a little fun and play to distract them from their illness and the gloomy atmosphere of the wards. A new water filter, playground equipment, freshly painted beds and happy wall paintings are just the beginning of the transformation of the pediatric ward under the project 'Dream a little Dream'.

Ritesh Thakkar volunteered the time and resources of his student group 'Kshana' at CRY Mumbai in April, 2003. He then revamped the volunteer database and organised groups of volunteers for CRY events - setting the office buzzing with enthusiastic volunteers. Ritesh also arranged for volunteers to conduct surveys in slums for project partners and started an e-group for working and student volunteers. We thank him for this tremendous effort.

There was a requirement for **computer training of children at KISLAY**, a CRY - supported project in Delhi. The 'Friends of CRY' core team comprising Usha, Amit, Vijaylakshmi, Devender and Charanjit visited KISLAY and observed that more than computers, the urgent need was for a good foundation in English. They along with the help of MACS (Make a Child Smile initiative) started weekend English classes for the children. After six months of hard



Delhi. On being denied permission to paint the ward, they made paintings to hang on the walls and painted the ward doors in bright colours. The children were of course thrilled with their new surroundings!



Helping hands from around the world.

work, the first phase of the curriculum was completed with very good results. We commend the dedication of these volunteers - they have made an incredible difference to the future of children at KISLAY.

The Volunteers of Youth Wing, Delhi, organised **Bachpan Ke Rang - a one day cultural event** for CRY project children on March 22, 2003. The volunteers managed to raise a sum of Rs. 17,000 and resourced gifts for the children. The event was made a fun-filled one with performances by volunteers and talent competitions for the children. The dance competition was won by children from Aanchal. It was a day the children will not forget for a while!

Volunteers from Youth Wing, Delhi, decided to brighten up the pediatric ward at the Safdarjung Hospital, New

Our Global Operations Division based in Delhi looks at partnering with individuals and corporates across the globe. What follows is an overview of the activities in various countries.

Indonesia

'The Festival of India' in Indonesia included a number of activities that benefited CRY. Volunteers Priya Tuli, Ajit Varma and Shaila Mallik took control and organised the events to perfection. The highlight of the festival was a special screening of the movie 'Salaam Mumbai' with the proceeds coming to CRY.

UK

Tara Sood, a 7 year-old from London decided to gift a smile to her underprivileged counterparts back home. For her birthday she requested her friends to give her money in unmarked envelopes instead of gifts. She collected a

total amount of 250 pounds which she then sent to CRY.

The Imperial College Union in U.K. organised a cultural show at Hammersmith Apollo, a prestigious London venue on February 4, 2003. Part proceeds amounting to Rs. 2 lakhs were given to CRY.

Dr. Seema Mehrotra from the U.K. on her visit to Delhi volunteered to teach the children from the CRY-supported project Kislay. For that one month she coached 'formal' school dropouts who were appearing for their class ten exams, for three hours a day. At the end of the month, this is what she had to say: "...And the 'farewell' I received on my last day will live on in my memory forever. In that brief month, I hope I was able to contribute to their education and mind expansion as much as they did to mine. I came away having made so many friends- Jaya, Babita, Subhash, Sanjeev, Kailash and Suhail - just to name a few. I have promised myself to return."

Qatar

Rajeev Nair sold CRY products worth Rs. 1 lakh and worked towards generating awareness about CRY's activities by putting up posters and distributing leaflets to Indian associations in Qatar.

Events that made a splash.

Come Share My World

On February 2, 2003, close to 300 CRY donors from across Bangalore met for an event called 'Come Share my World'. This annual event is meant to give donors an opportunity to interact with the CRY project children and see for themselves the difference they are making to their lives.

This year's event started with a fun activity for both adults and children. This was followed by speeches by Dr. Regi George, head of a CRY-supported project, Tribal Health Initiative and Nanjunda, a 21 year-old law student from the



Odanadi shelter. The programme concluded with performances by children from the CRY-supported projects, APD and Paraspara Trust as well as children of volunteers.

Celebrating Children's Day with a difference

Students from the ninth and tenth standards of National Public School (Rajajinagar), Bangalore, celebrated Children's Day differently this year. For their school fest, they staged a theatrical performance on the lines of a street play. Through their play, these children conveyed the importance of education for all children irrespective of their backgrounds. Not to be left behind, students from the other classes also participated by decorating their classrooms with awareness generating posters and banners. Others raised money from the sale of bookmarks, cards, painted pots, diyas, paper bags, candles and beaded jewellery, all made by the students. All proceeds were then donated to CRY.

Children's Day - Pencil Campaign

CRY Mumbai celebrated Children's Day this year through a widespread 'Pencil' campaign. To symbolize CRY's focus on education for underprivileged children, special

CRY yellow and black pencils were created with the message 'You can make a difference'. These were sold for Rs. 10 across schools and colleges, retail outlets and restaurants, corporate offices and other organisations.

More than 8,000 pencils were sold in Mumbai, raising more than Rs. 80,000 for the education of children. The campaign was a great success and was proof of how simple it is for people from all walks of life to reach out and make a difference.

CRY Pals

On November 17, 2002 a group of 8 to 10 members from 'CRY Pals', the children's volunteer wing of CRY, came together to celebrate 'Children's Day with a Difference'. They organised an afternoon of fun and games for a group of 50 underprivileged children from a slum community in Yeshwantpur, Bangalore.

CRY kids go to the movies

On June 21, 2003 a group of dedicated CRY volunteers in Kolkata organised a private viewing of the children's movie 'Makdee' for 200 children of Project Nabadisha. The volunteers managed to resource everything



for that day, from treats for the children to the buses that they travelled in.

'Stuart Little' film show

CRY Kolkata organised a fundraising film show of the movie 'Stuart Little 2' for children at the Priya Cinema Hall. Children attending the show were asked to bring along a painting done by themselves and prizes were given away for the 5 best entries. The event raised Rs. 29,070.

Kolkata Product Launch

On October 25, 2002, the new range of CRY products was launched by Ms. Dona Ganguly, actor Mr. Arjun Chakravarty and his wife, Neelanjana at The Conclave. Children from a CRY-supported project put up a small skit on child labour at the event.

'An Unforgettable Evening with

Jagjit Singh'

A ghazal concert with Padma Bhushan Shri Jagjit Singh, was held at The J. W. Marriott Hotel, Juhu, Mumbai, on March 16, 2003. The show was sponsored by PLUS Business Machines and co-sponsored by State Bank of India. The event was a huge success with the final turnout exceeding capacity. We raised approximately Rs. 2.5 lakhs from the proceeds of this show.

Girl Child Day

Noted film personality and ardent CRY-supporter, Raveena Tandon, joined hands with CRY to commemorate Girl Child Day on September 24, 2002. At a function at 'Crossword' bookstore, Raveena signed the CRY Girl Child Pledge to express her solidarity with CRY. Thereafter, she engaged girl children from CRY's project, Saathi, and privileged children in a delightful story-telling session.

Numerous guests at the function, and customers walking into the 'Crossword' store through the week, also signed the pledge to demonstrate their commitment toward the girl child. Special bookmarks were also created with the pledge and given to customers across all 'Crossword' outlets in Mumbai through the week.

'The Man of La Mancha'

CRY organized its first event in Pune, the staging of the Broadway musical 'The Man of La Mancha' on November 8 and 10, 2002. The event was unique as it involved a

dedicated troupe of young, amateur performers who contributed their time and talent in order to make a difference to children. The show raised Rs. 75,000 for CRY.

CRY Cadence Corporate Cricket Challenge

The 3rd CRY Cadence Corporate Cricket Challenge was sponsored and co-organised by Cadence Design Systems, a software company based in NOIDA Export Processing Zone. The annual event is one that brings together corporate teams together to raise funds for CRY's ongoing programmes for underprivileged children. This year teams from 24 corporate organisations participated in about 125 matches over a three-month period. Their efforts were rewarded with a whopping amount being donated by the main sponsor. A cheque for Rs. 20.25 lakhs was presented to CRY by Mr. Jaswinder Ahuja, Corporate Vice President and Managing Director, Cadence Design Systems (India). Cadence head office matched the amount generated through CRYCC and individual contributions by Cadence employees under its world wide Spirit of Stars and Strikes programme. This amount will benefit 3,500 children across India.

As part of the same tournament, a special fund-raising match was played between members of the media and the corporate sponsors. The match was unique as every run made by the teams, every catch taken and every boundary hit



contributed towards educating a child through CRY. This event raised Rs. 42,000 for CRY.

'Makdee' in Chandigarh

A special show of the children's film - Makdee, was organised in Chandigarh. The show, being sponsored by Airtel and Indian Express, was kicked off with a fancy dress competition for children below twelve. The enthusiasm of the children and parents was highly encouraging. Besides creating awareness about underprivileged children, a sum of Rs. 25,000 was generated through the sale of tickets.

FACT (Free A Child Today) 2003

The FACT corporate quiz is an annual event that has been organized in the best traditions of CRY events. It is a quiz which decides the best corporate quizzing team in the region. This year Maruti Suzuki came in as the Lifetime Sponsor with Digital Globalsoft as the national co-sponsor for the all-India event. With renowned quiz master Derek O'Brien conducting the quiz, regional winners from the five metros, met at the national final in Delhi on May 10, 2003.

The Kolkata round of FACT was held at Hotel Hindustan International

on April 24, 2003. With 22 teams participating, Lafarge India Ltd. was finally declared the winner after a few tough rounds with Derek O'Brien. Eveready and HSBC were adjudged the winners in the second and third place. Co-sponsorship and gifts came in from Samsung, Hotel Hindustan International, Indian Airlines, Sterling Resorts, The Ffort Radisson, Chandrani Pearls, Earth Lifestyle, Sasha and Tupperware.

FACT Mumbai took place on Friday, May 25 and saw 32 teams participating. Co-sponsored by ICICI Bank and UTI Asset Management Company, the winners were Ogilvy and Mather. Held at the Orchid Hotel, the winners won a host of exciting prizes from Zeba, Café Coffee Day, Club Mahindra, Pantaloon, Shoppers' Stop, The Bombay Store, J. W. Marriott Hotel, Kodak, Indigo, Ambassador Hotel, Sony Music, Starters & More and HLL.

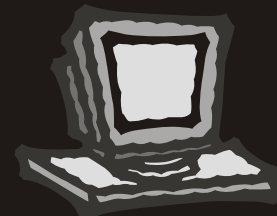
Sunday, May 27, 2003, was the day corporates in Bangalore dared to show they cared. 57 teams competed with just six making it to the semi-finals at the regional level. Motorola walked away with the winners trophy followed by the team from Cisco. Titan was the

national time-tab sponsor and ACCPAC India Pvt. Ltd. sponsored the prizes for the winners.

FACT in Delhi saw participation from 35 corporate teams. The Bates India team clinched the first place with Delphi Automotive Systems coming in a close second. Media hype was created in the city thanks to sponsors HT Careers for the regional and final national round. Hospitality sponsors Uppals' Orchid also came in for the regional and final round in Delhi.

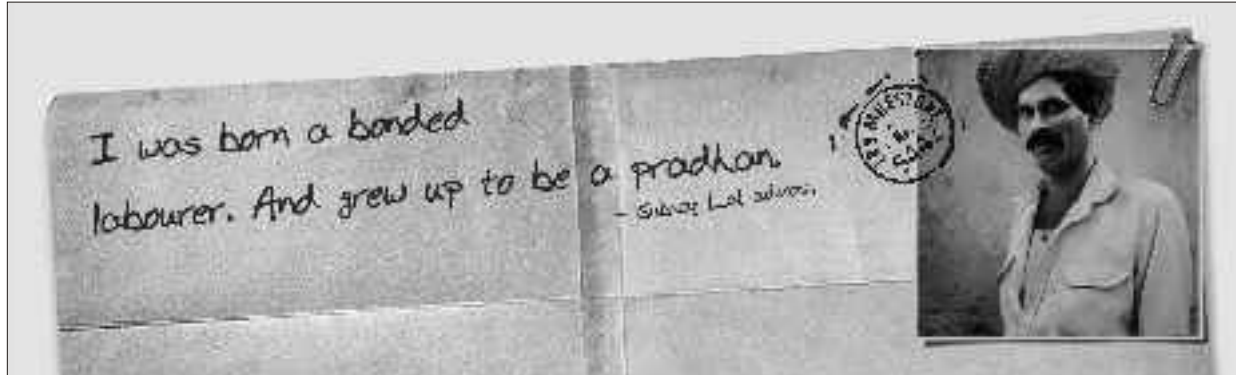
The last of the regional semi-finals was held in Chennai on April 28 at Vani Mahal with a total of 16 teams participating. The first two places were taken by the two teams from Citibank followed by Sify in third place. An interesting thought that came from one of the participants was, "We are here because we want to participate for children, winning comes next".

The national Maruti Suzuki FACT 2003 trophy was won by Citibank (Chennai) followed by Motorola.



www.cry.org

After the CRY site was revamped, we saw an overwhelming response from donors. We were complimented on how the site was far more user-friendly and made donating very simple. Finding out more about CRY, buying products and sending cards online, was now a click away. In fact the response to the site can be gauged by the significant amount raised in just a short time - Rs. 60 lakhs was raised in nine months.



Today as a pradhan, Subhag Lal ensures every child goes to school. But there was a time, when children from his community spent their childhood weaving carpets. Abject poverty, debts and exploitative landlords were other factors, which greatly crippled the growth of this adivasi community in Ghoraval, U.P. Children's Welfare Society (CWS), a CRY-supported organisation, closely worked with the adivasis. They started evening classes. They made them aware of their rights. This led to a movement, which spread to 28 villages. The villagers eventually got 250 acres of their land back. 17 primary schools were started. Ghoraval is an example of how an entire community can be empowered. CWS is just one of the 171 child development initiatives which CRY supports all over India. It is because of your contributions, however small, that CRY can help organisations like CWS, which work towards the betterment of thousands of underprivileged children, and help CRY create more milestones like Subhag Lal.



CRY Milestones. Changing lives forever.

And every little bit helps. You can further make a difference by buying CRY cards. For more information log on to www.cry.org, or call us at: Bangalore 080-548 4952, Chennai 044-2467 1828, Kolkata 033-2414 8118, Mumbai 022-2306 3651, New Delhi 011-2469 3137.

I would like to rewrite the future of a child by contributing towards

One year of education for 5 children for Rs. 4,000/- 3 children for Rs. 2,400/-
 1 child for Rs. 800/- _____ children for Rs. _____

One year of education and healthcare for 5 children for Rs. 6,000/- 3 children for Rs. 3,600/-
 1 child for Rs. 1,200/- _____ children for Rs. _____

Support a physically/mentally challenged child for a year 5 children for Rs. 15,000/- 3 children for Rs. 9,000/-
 1 child for Rs. 3,000/- _____ children for Rs. _____

I would like to donate, but after I know more about CRY
 I would like to volunteer my time my skills other
 CRY often benefits by mailing out offers and information to its donors on behalf of other organisations. Please tick to unsubscribe.

I would like to donate to CRY by directly debiting my credit card cheque DD
 Issuing Bank Name: _____ Master/Visa/Diners/Amex
 Card No: _____ Cardholder's date of birth: _____
 Card expiry date: _____ C.V.V. No.* _____
 Name: Mr. / Mrs. _____ Tel.: _____
 Address: _____
 _____ Pin: _____

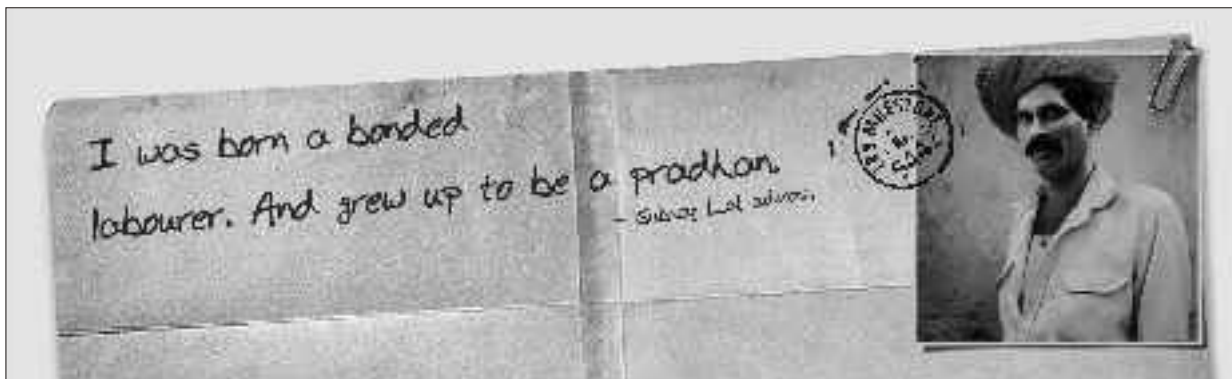
Email:

In order to avail 100% tax exemption, I would like to donate under CRYSID** (CRY supported initiatives for development) for the above schemes.

Signature: _____ Co. Seal (if donation is being made by company)

CRY does not ask for cash donations: **Please tick the 100% tax option above or specifically ask for the same in your letter to CRY. We need this and your signature/Co. seal to offer you 100% tax exemption under section 35 AC or 80GGA. In any case, all donations are eligible for 50% tax relief under section 80 G. Cheque/DD to be made in favour to CRY-Child Relief and You. To enable us to send you a receipt, mail your donation along with this coupon to CRY - Child Relief and You **Delhi:** DDA Slum Wing, Barat Ghar, (Bapu Park), Kotla Mubarakpur, New Delhi- 110 003. Tel: 011-24693137 / 4790 / Fax : 2463 2302. E-mail : cryinfo.del@crymail.org **Mumbai:** 189A, Anand Estate, Sane Guruji Marg, Mumbai - 400 011. Tel: 022-2309 6845/ 6472/ 8324 Fax: 2308 0726 E-mail: cryinfo.mum@crymail.org **Bangalore:** Madhavi Mansion, 12/3-1, Bachammal Road, Cox Town, Bangalore -560 005 Tel: 080-548 4952/8574 Fax: 548 735 E-mail: cryinfo.blr@crymail.org **Chennai:** 57/2 P.S. Sivaswamy Salai, (Sullivan Garden Road), Mylpore, Chennai- 600 00 Tel: 044-2467 1828/2241 Fax: 2467 2407 Email: cryinfo.mds@crymail.org **Kolkata:** 172, A Jodhpur Park, Kolkata- 700 068 Tel: 033-2414 8118/8055 Fax: 2414 8030 E-mail: cryinfo.cal@crymail.org **Website:** www.cry.org

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Today as a pradhan, Subhag Lal ensures every child goes to school. But there was a time, when children from his community spent their childhood weaving carpets. Abject poverty, debts and exploitative landlords were other factors, which greatly crippled the growth of this adivasi community in Ghoraval, U.P. Children's Welfare Society (CWS), a CRY-supported organisation, closely worked with the adivasis. They started evening classes. They made them aware of their rights. This led to a movement, which spread to 28 villages. The villagers eventually got 250 acres of their land back. 17 primary schools were started. Ghoraval is an example of how an entire community can be empowered. CWS is just one of the 171 child development initiatives which CRY supports all over India. It is because of your contributions, however small, that CRY can help organisations like CWS, which work towards the betterment of thousands of underprivileged children, and help CRY create more milestones like Subhag Lal.



CRY Milestones. Changing lives forever.

And every little bit helps. You can further make a difference by buying CRY cards. For more information log on to www.cry.org, or call us at: Bangalore 080-548 4952, Chennai 044-2467 1828, Kolkata 033-2414 8118, Mumbai 022-2306 3651, New Delhi 011-2469 3137.

I'd like to rewrite the future of a child by contributing towards

One year of education and healthcare for 5 children for Rs. 6,000/- 3 children for Rs. 3,600/-
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I am an Indian citizen with an Indian Passport Yes No My Passport Number: _____

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Name: Mr./Ms. _____

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You can also donate online at www.cry.org.

CRY does not ask for cash donations. We accept donations in all currencies. Tax exemption is valid only in India. Cheque/Demand Draft to be made in favour of CRY- Child Relief and You. (DD to be made payable at Mumbai, India.) To enable us to send you a receipt, mail your donation along with this coupon to **CRY Child Relief and You, Global Operations, DDA Slum Wing (Barat Ghar), Bapu Park, Kotla Mubarakpur, New Delhi 110 003, India.** Tel: 91-11-2469 3137/4790/3159. Fax: 91-11-2463 2302. E-mail: ic.del@crymail.org. Website: www.cry.org.

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