



Ensuring **happier childh****ds** for India's children!

Annual Report 2019-20





FROM THE CEO'S DESK

Dear CRY Supporter,

I want to take this opportunity to thank you for everything you've done for us and the children we serve!

Thanks to you, we've been able to impact the lives of over 6.8 lakh children in just 2019-20 alone. Today, when I look at Kavita, who overcame societal barriers to win the Beti Gaurav award, or Rohit who went from working as a child labourer to being accepted in the Bihar Military Police - I feel deeply grateful for your unwavering support that has helped us ensure brighter futures for India's underprivileged children.

Thank YOU for truly being our superpower!

With the Coronavirus outbreak, 2020 is proving to be a challenging year - the pandemic is leaving a trail of destruction for marginalized communities and their children. But I have faith that with you by our side, we'll be able to do everything we can to help them survive and thrive even in a COVID world.

This may be the toughest crisis that we'll face in our lifetimes but together, we can ensure that coming generations continue to hope of a brighter future.

With faith & goodwill,

A handwritten signature in black ink that reads "Puja Marwaha".

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,

You have helped us make 2019-20 a truly wonderful year! Thanks to you – our donors, partners and volunteers – we've been able to create lasting change in the lives of so many children this year.

Your generosity helped children get proper nutrition and a chance at a better education. Your contributions ensured that they were protected from practices like child labour/child marriage and were able to chase their dreams instead. Your unwavering support helped create happier childhoods for India's children and we cannot thank you enough!

With the Coronavirus pandemic bringing a new set of challenges this year, we're trying to do everything we can to ensure that India's most vulnerable children and their families stay protected. But we cannot do this without you.

In these times of crisis, we sincerely hope to continue transforming children's lives with you by our side!

On behalf of the Board of Trustees,



Praveen Kadle
Honorary Treasurer



INDEX

Our vision & mission	01	Our corporate partners	21
Areas of our intervention	03	Key events	25
Our approach	04	#YellowFellow 2019	28
Our reach	06	CRY in the spotlight	29
Rohit's story	07	Muthumanoranjini's story	31
Organizational impact	10	Managing committee	33
Our multiplier model	11	Board of trustees	37
Why donors choose CRY	13	COVID-19 relief & recovery efforts	41
Kavita's story	16	You can help!	51
Volunteer impact	17	Our financials	53
Driving policy & public advocacy	19	Contact us	72

OUR VISION & MISSION

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.

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

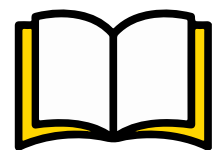
To make people discover their potential for action and change.

Inspiring 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.

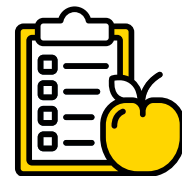


AREAS OF OUR INTERVENTION



Education

Ensuring that children go to school and complete their education



Health & Nutrition

Increasing access to proper nutrition and quality healthcare



Safety & Protection

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



Child Participation

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

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



Community

Mobilizing community stakeholders like teachers, Anganwadi workers and village child protection committees to take action for children



Children

Addressing their immediate/critical needs



Government

Partnering with district, state and national level governments to strengthen policy and advocacy systems for children



Public

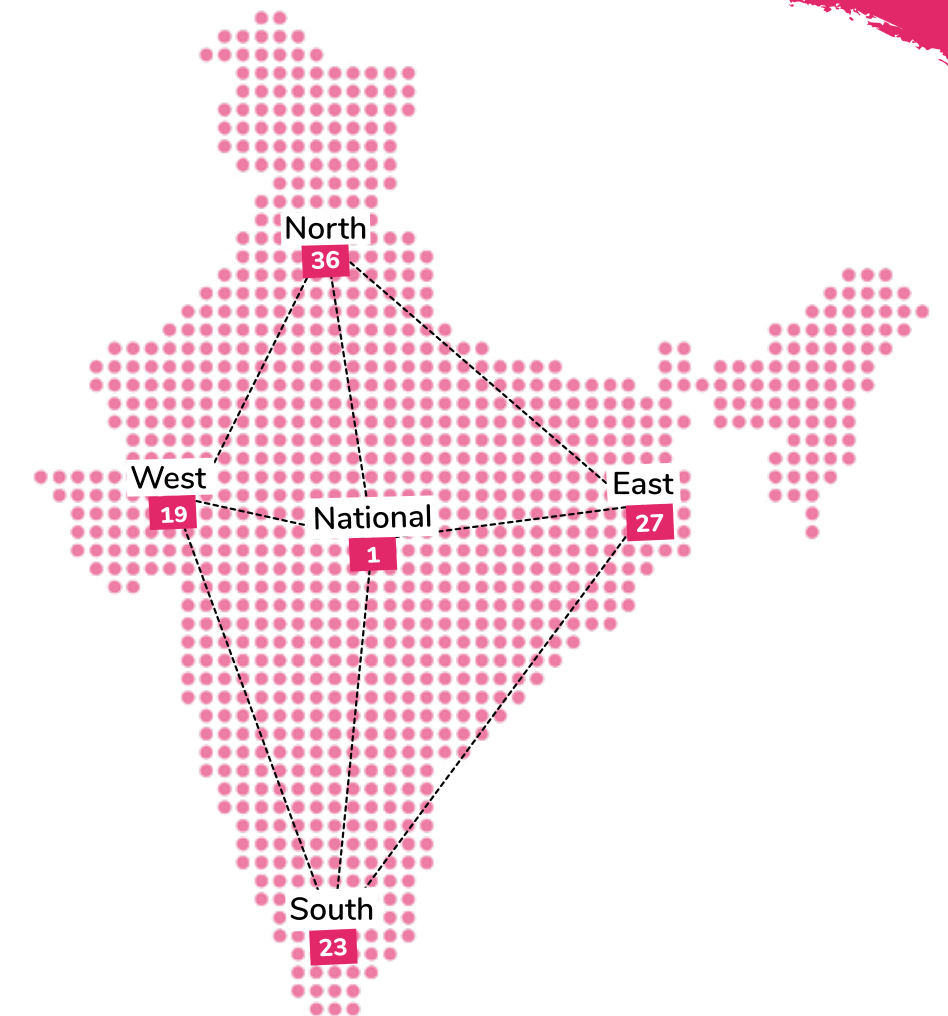
Sensitizing society to create an ecosystem where children are a priority



OUR REACH

At CRY, we aim to reach the last child in the hope of enabling brighter futures for children everywhere.

In 2019-20, we partnered with 106 local projects across 19 states in India to positively impact the situation of India's children.



ROHIT'S STORY

How Rohit became a military police officer!

Working as a child labourer

Rohit comes from a single parent family – his father was a rickshaw puller in Bihar with severe health problems and was forced to stop working when his condition deteriorated. Left without any source of income, Rohit had to drop out in 10th grade and work as a security guard in Gujarat to make ends meet.

Going back to school

CRY project DEEP was able to intervene and speak to Rohit's father about how it would be beneficial for him to complete his education. They also advised him on the issues that children face as child labourers and how Rohit was at risk of being stuck in the same cycle of poverty if he were to continue on this path. They even helped mobilize resources from his tribe's Traditional Governance Unit to fund his education!

Finding his true potential

Rohit went back to school, passed his exams and was accepted into the Bihar Military Police in 2018! Today, he is undergoing their training program and is full of dreams for a brighter future. "I'm excited about the opportunity to serve my country – this would never have been possible if I hadn't gone to school!" he says.





ORGANIZATIONAL IMPACT

With your support, we were able to impact the lives of 6,80,490 children in 2019-20.



1,63,541

children in CRY project areas,
between the ages of 6-18 years,
in school



97%

children in CRY project
areas, under the age of 1
year, immunized



88%

children in CRY project areas,
under the age of 5 years, free from
malnutrition

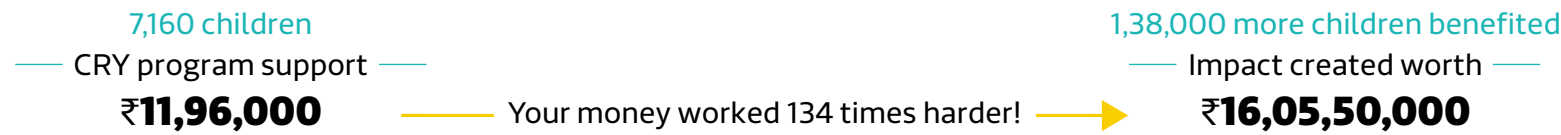


2,064

children in CRY project areas
rescued from child labour, child
marriage & child trafficking

OUR MULTIPLIER MODEL

CRY endeavours to multiply the impact of every rupee spent by getting infrastructure and services from the state that benefit the entire community in perpetuity. Here's an example from a CRY project in Delhi, where the measurable benefit to the community was over 134 times the original investment.



● Reviving the sanitary pad scheme with the Delhi government through RTI, public advocacy and media

Schemes

Our advocacy wins

Infra-structure

● Renovating community bathrooms for children's use

● Sanctioning 5 Anganwadi centres and opening 3 of them to be fully functional



WHY DONORS CHOOSE CRY

Our donors enable transformational change in the lives of millions of underprivileged children in India. Here's what a few of them have to say:

“A childhood well spent is an empowered society. I believe that caring for underprivileged children is the noblest service and CRY has been doing a fabulous job in this field for the last four decades. I believe it is the duty of every privileged person to contribute to this cause and as the most trusted NGO, CRY is the most deserving institution to fulfil this dream of creating happier and healthier childhoods.

- Girish Nadkarni

“Our children are our assets and the future of our country but thousands of underprivileged children do not get proper education. Organizations like CRY take the effort to uplift their lives but they need our support. Please support CRY generously.

- Nagji Shah

“I have been contributing to CRY for about ten years because I understand that CRY gets the most out of every rupee and does not bother with fripperies. Children must be cared for above all else. I am a typical urban middle class person but I know that I am a direct or indirect beneficiary of many people's kindness. To repay that debt, if I can't go out and work for children myself, I can at least contribute money to CRY's work.

- Aparna Tulpule

“I have always been donating to CRY because of their goodwill and the work they do for children. I am happy to do my bit for children and CRY.

- Amalendu Nath

“I love children and I am happy that I am able to help them through CRY. I know that I can trust my money with CRY.

- Paramita Dasgupta

“I chose CRY because I trust that whatever is contributed will be used for the right cause, will reach the intended recipients and will not be misused. The programs are typically far reach programs and also region-specific, which I really like.

- Deepak Palasamudram

“CRY's committed approach towards the protection of child rights enthralled me to become a part of the noble cause. I am glad to be with CRY in playing a pivotal role in reconstructing the lives of millions of children for a promising future.

- C. Vani

“It's been a few years that I have contributed to CRY and I feel good that they send me details of their work on mail and even WhatsApp which shows their commitment to the cause of children.

- Abdur Rahaman

“My association with CRY started in the late nineties and in a small way. CRY was the organisation I always thought of first whenever I had the funds to donate. CRY would update me on the projects and then guide me to understand what all could be done to help. I never believed in cheque book charity but once my association with CRY started, I was very confident that the funds given by me were 100% being utilized in the best way possible. It's a great organisation filled with dedicated staff who are committed and work with only one aim and that is child rights. When you join their efforts, you become a part of this journey – as is reflected in their name itself - Child Rights and You.

- Naveen Kohli



KAVITA'S STORY

How Kavita transformed herself and her community!

Dreaming big against all odds

Kavita hails from an extremely poor family. Her father sells paan in the local market while her mother works as a domestic help. Their residential area is not only a bastion of patriarchal mind-sets but is also notorious for crimes against women and children. Two of Kavita's elder sisters were married off even before they reached 18 years of age and the same fate awaited her. However, she always aspired to continue her studies and play cricket – her love for the sport grew while watching her elder brothers playing in the locality.

The power of self-belief

One day, Kavita saw Santlal (founder of CRY project Saksham) teaching cricket to three girls in a playground and mustered the courage to request him to let her join. Convincing her parents was not easy but Santlal helped them understand how sending Kavita to Saksham and becoming a part of the girl's cricket team would be beneficial. But her struggle didn't end there. Kavita had to brave jeering by local boys as well as taunts from neighbours objecting to her tomboyish behaviour and late night matches. Kavita stood her ground; she overcame her fears and not only mastered the sport through hard work but also began to use it as a tool to inspire gender equality in her community.

An inspiration to the community

Kavita's persistence paid rich dividends! Under her captainship, CRY project Saksham's cricket team won the Amul Milk Cricket Tournament and she bagged the woman of the series award in the 18 state National School Cricket Game. She then played for India in the under-19 T20 International championship. Given an opportunity to bowl to Michael Clarke as a part of a CRY intervention, she clean-bowled the renowned cricketer! Her commitment to uplifting other children from her community won her the state sponsored Beti Gaurav Award and also made her a proud runner up in the DLF Pramerica challenge. Recently selected by the BCCI to be a part of the T20 women's under-23 Arunachal Pradesh team, she is fast emerging as a promising cricketer and is working hard towards her dream. "I want to become like Mithali Raj and play for the Indian Women's Cricket Team one day. I also want that every girl should get the opportunity to realize their dreams," says Kavita.

VOLUNTEER IMPACT

At CRY, we believe that everyone can make a difference in their own special way. No matter who our volunteers are or what they do, they help create happier childhoods for children everywhere.

Our volunteers are truly our everyday heroes!



Volunteer speak



“ I strongly consider it my duty to lend a helping hand to others, especially those who are not as fortunate as I am. Having volunteered with CRY India for a year and half and having seen so many like-minded people come together and make a huge impact strengthens my resolve to continue working towards the cause of children's rights!

- Harsh Modi



“ The happiness which I see on children's faces due to our little efforts gives me immense satisfaction and this is what motivates me to contribute towards something so genuine and pure. I'm glad to be a CRY volunteer and do my bit in making this society a better place. Thank you CRY for this wonderful opportunity!

- Shreya Pol



“ With my work at CRY, I want my kids to be able to tell 'studying' & 'learning' apart. I am happy to be a part of a movement that fills gaps in the education of underprivileged children so that they too, can be put on a fairer path to excellence and can one day reach their greatest potential.

- Gargi Mishra

DRIVING POLICY & PUBLIC ADVOCACY

International

- Selected as a speaker at the ISPCAN International Congress, held in Oman, and presented a paper titled “Enroute to ‘Child Labour Free Villages’ - the CRY intervention model”.
- Participated in the ‘CRC Coalition 5th Asia Pacific Meeting On Child Rights’ at Bangkok, as part of the Indian delegation and made a presentation on ‘Budget for Children’ highlighting the need for increased budgetary allocations for children in India. CRY also presented best practices on coordinated efforts to end child marriage in India.

National

- Presented a legal analysis of the Schedule under the Child & Adolescent Labour (Prohibition and Regulation) Act, 1986 as evidence to the Ministry of Labour and Employment to revisit the definition of hazardous occupations and processes. One national and two state level consultations in Bihar and Madhya Pradesh, in collaboration with the Campaign Against Child Labour (CACL) were held to build civil society consensus on the same.
- Conducted 4 CSO led reviews of ‘National Policy for Children 2013’ and presented a detailed report to the Ministry of Women and Child Development.
- Included as a member of the steering committee to contribute to the preparation of the UNCRC monitoring report; which was also submitted to the Ministry of Women and Child Development.
- Made one submission titled as ‘Children and bonded labour’ to the ‘NHRC Core Group on Bonded Labour’ and two submissions, ‘Addressing the issue of quality education for all children in India and attaining SDG goal 4’ and ‘Addressing the issue of child malnutrition in India’ to the ‘NHRC Core Group on Children’.
- Co-organized a consultation with NITI Ayog and other CSOs on ‘Voluntary National Report 2020’.

State

- Conducted a research study titled ‘Online Safety and Internet Addiction’ amongst adolescents in Delhi-NCR and organized a consultation in New Delhi to share findings.



OUR CORPORATE PARTNERS



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

“ Marks & Spencer is proud of our association with CRY India since the launch of our Sustainability Programme – Plan A in 2016. Our selection of CRY India to support the community was due to the fact that they are one of the oldest NGOs working to protect child's rights and have done commendable work over the years of their operations. Our projects together have included our volunteers working with the team to paint their children activity centres / government schools and giving them a brighter environment so that the children are encouraged to attend school. During our interactions, we have experienced that the team members are passionate, humble, true to the cause and a pleasure to work with on projects. The credit goes to their organizational values and the passion of their leadership team. Through CRY India, we are happy to be doing our bit to support the community!

- TG Ganesh

**Head – Sustainability
Marks & Spencer Reliance India P Ltd.**

“ Benetton India is proud of its association with CRY on Project Samvedna for the upliftment of the girl child. The values of gender equality and dignity for all women have always been upheld by Benetton. These form a part of our core DNA.

- Namrata Wakhloo

**Sr. Vice President - CSR
Benetton India**

“ Our employees in Jamshedpur were actively engaged in the project that we did in partnership with CRY. We are grateful to CRY for creating the space for our employees to get involved. It goes a long way in keeping our employees motivated and to ensure that children get what they truly deserve.

- Anurag Garg

**Vice President - Logistics
TM International Logistics Limited**

“ Imagicaa's 'Share The Joy' initiative sowed the seed for our long standing association with CRY since 2016. It's indeed our honour to be instrumental in driving change for lesser-privileged children's lives. It began with the annual Christmas initiative of distributing toys, books, stationery etc. which has enabled us to spread happiness beyond the boundaries of our world class parks. It is indeed our pleasure to see endlessly smiling faces of kids while receiving the gifts or hearing their laughter piercing through the park when they visit. That is what makes this association fulfilling and also resonates with our brand ideology. We highly appreciate the dedication and commitment of work undertaken by CRY in the various spheres of children's education and welfare. Our sincere gratitude to CRY for providing us the opportunity to make a difference in the society. We will work towards strengthening this bond with CRY and further strive towards exploring newer initiatives to support and serve those in need so as to 'Share The Joy' together.

- Dhimant Bakshi

**Joint CEO
Imagicaa world Entertainment Limited**

“ Working with CRY during the initial days of the COVID-19 induced lockdown strengthened our relief efforts and helped us reach the most critically disadvantaged population - children and families of tea garden workers, who were among the worst affected. The efficiency, effectiveness, commitment and sensitivity with which the relief operations were undertaken at the tea estates by the volunteers of CRY deserve special mention.

- Bala Sarda

**Founder and CEO
VAHDAM Teas Private Limited**

KEY EVENTS

#TogetherForChildren I Mumbai, Delhi, Kolkata

#TogetherForChildren was a series of events, held in pro-bono collaboration with renowned artists, to raise awareness for every child's right to a happy childhood.



Mumbai

A comedy fundraiser, with stand-up artists Rohan Joshi, Ashish Shakya and Preeti Das, was held at the Royal Opera House



Delhi

An indie music concert fundraiser with Indian Ocean was held at the NCUI Auditorium, Delhi



Kolkata

A series of masterclasses by eminent artists from different creative fields for children from CRY projects

Soccer For Child Rights I Bangalore

The sixth edition of Soccer For Child Rights was held in Bangalore and saw participation from 16 corporate teams and 1 children's team from CRY projects to raise funds and awareness for children's rights.





#YELLOWFELLOW 2019

#YellowFellow is an award winning campaign that was launched in 2018 with the objective of building public awareness for children and their right to a happy childhood.

What is #YellowFellow?

A fun yet meaningful engagement activity where people are encouraged to stand up for children and their rights by becoming a #YellowFellow.

How Does One Become A #YellowFellow?

All one must do is wear a pair of yellow socks in quirky or unusual ways and post a photo of themselves on their social media as a way to show their support for happy childhoods.

Why Socks?

Socks symbolize warmth & comfort and are representative of the joy of a happy childhood.

Campaign Highlights

In 2019, the campaign reached over 1.4 million people through social media and saw participation through 1875 audience entries including 38+ influencers. #YellowFellow became one of the most talked about social campaigns and also won an award for 'Best Multi-Channel Campaign By An NGO' at the MCube Awards 2019.

CRY IN THE SPOTLIGHT

Social Media



4.67L

Followers



32K

Followers



32K

Followers



2.93L

Followers



4.87K

Subscribers

Media



1082

coverages across
television, print
and online news
platforms



29

op-eds by CRY
leadership team
members

Celebrity speak

“ Every child should be entitled to opportunities. I’m happy that being a musician today, I get an opportunity to collaborate with CRY and hope that everyone in their hearts feel that they can do their bit as well, just like I am!

- Shalmali Kholgade (Singer)



“ Every child deserves a happy, healthy and creative childhood – where they can laugh, grow, play, express themselves and just be children. Yet there are millions of children in India who still don’t have access to their basic rights. India’s children deserve better. I support every child’s right to a happy childhood – CRY does some incredible work in ensuring that children go to school, have access to quality healthcare and proper nutrition and stay safe from practices like child labour, child marriage. This is why I support CRY and you should too.

- Vivek Oberoi (Actor)



MUTHUMANORANJINI'S STORY

Reaching For The Stars!

Aiming high for the sky

When Muthumanoranjini read about Kalpana Chawla as part of her English curriculum, she was in awe of the fact that a small town girl was able to reach for the stars. A part of the Dalit Pallar community in Tamil Nadu, she wasn't sure if she'd be allowed to dream big. Having been a part of CRY children's collective meetings in Tirunelveli, Ranjini was aware of her rights but didn't think she would be able to exercise them in the face of her circumstances. An excellent student in school, she worked hard and topped - presented with the opportunity of being the first in her family to go to college, she asked her parents whether she could study aeronautical engineering.

Overcoming societal hurdles

Unfortunately, her parents felt that it was a male-dominated profession and didn't agree to send her for the course. "At first I cried a lot. Then I realized that I need to make this happen." she remembers. Ranjini, as she is fondly called, contacted the CRY project HREPC who spoke to her parents, making them realize how this choice could potentially change the course of their daughter's life. CRY also arranged for Ranjini and her peers to get counseling on higher education and helped them get merit based college scholarships.

Moving closer to her dream

Today, she's pursuing her second year in aeronautical engineering, having secured first rank in her first year! When asked what her future plans are, she replies without batting an eyelid, "I'm going to do my post-graduation from Hindustan Aviation Academy in Bangalore and become an astronaut like Kalpana Chawla!"



MANAGING COMMITTEE



Puja Marwaha
Chief Executive

Puja believes that children are the very foundation of every nation's growth and development aspirations. It was this belief that fuelled her passion for children's rights and inspired her to become a full-fledged part of the social sector in 1994. A post-graduate in Human Resources from XISS Ranchi, Puja has worked with Citicorp in her previous avatar and joined CRY to set up the HR function. She went on to become the Chief Executive in 2010 and, over the past 25 years, has helped build a solid organizational framework for CRY which reflects the values of justice and equity for all children. Awarded the Olga Alexeeva Memorial Prize in 2018 for social innovation, she currently also serves on the board for VANI (Voluntary Action Network India) in an endeavor to strengthen public mobilization for social causes.



Vatsala Mamgain
Director - Resource Mobilization

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.



Kreeanne Rabadi
Director - West

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 with children for brands like Colgate Palmolive and Godrej Foods. She joined CRY in 2000 to lead the Resource Generation team in 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

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.

**Priti Mahara****Director - Policy, Research, Advocacy and Documentation**

A post graduate in Child Rights and Laws, Priti has extensive experience with social development issues in children across India and Southeast Asia. Having previously worked with Plan International and SOSCV International areas, her areas of expertise include evidence based research, policy advocacy, program management and capacity building. Priti's first volunteering experience was with CRY and her trust in the organization finally inspired her to come on board and contribute to the cause for happier childhoods.

**Sridhar Guduthur****Director - Finance & IT**

A Chartered Accountant with over 35 years of experience across industries, Sridhar joined CRY as General Manager – Finance in 2006 and took on the role of Director – Finance and IT in 2010. Having previously worked on several World Bank projects, he believes there is no other organization in India that reaches the last child the way CRY does and is proud to be a part of the movement for children's rights.

**Trina Chakrabarti****Director - East & Volunteer Action**

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.

**Karthik Narayanan****Director - South**

Karthik has over 2 decades of experience in advertising, marketing, consumer research and brand consulting. An MBA from NMIMS and an ILSS alumnus from Ashoka University, he has previously worked with Lintas, ORG-MARG, Unilever, GSK and Innate Motion. Karthik firmly believes that children are the future of our country and hopes that his time with CRY will help him contribute towards brighter futures for them.

**Sathyasree Goswami****Director - Development Support**

Sathyasree comes with 22 years of experience in the gender and child rights domain. She has led several grant and legislative policy projects at a national level which have been successfully implemented across multiple states in India. Currently pursuing her Ph.D. from the Tata Institute of Social Sciences (TISS), she has previously served as the Director – Programmes at the National Foundation of India as well as an Organizational Effectiveness consultant at the Feminist Approach to Technology. A trained psychotherapist, Sathyasree firmly believes in ensuring justice, equality and dignity for every child.

BOARD OF TRUSTEES



Ratan J. Batliboi
Board Chair & Hon. Trustee

Ratan, 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

A Chartered Accountant from the Institute of Chartered Accountant of India, Praveen Kadle currently serves as the Chairman of Tata AutoComp Systems Limited. Erstwhile Managing Director and Chief Executive Officer of Tata Capital Financial Services, he has been recognized as the country's 'Best Performing CFO' by CNBC-TV18 in addition to being awarded the prestigious 'Indian Business Leader Of The Year' by Horasis. Praveen has been CRY's treasurer since 2005 and brings a wealth of financial expertise to CRY's operations.



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 LL.M 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 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.



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 non-profit that works in the areas of education and environment in Ladakh.



Dr. Ritu Priya
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.

COVID-19 RELIEF & RECOVERY EFFORTS

CRY's COVID-19 Relief Response

CRY's tactical relief intervention has been focusing on 3 key areas:



Dry Rations:

Includes cereal, pulses, spices, oil, sugar, salt, potatoes and soy chunks to ensure basic nutrition for children and their families.



Hygiene Kits:

Includes soaps, sanitizers, face masks, gloves, sanitary napkins and study materials in addition to protective gear and disinfectant supplies for government healthcare workers.



Awareness Generation:

About preventative measures, recommended hygiene practices and information about available medical facilities and government schemes.

Scale Of Impact



1,94,350
Households



3 Lakh +
Children



4650
Volunteers/Interns



CRY's COVID-19 Resilience and Recovery Plan

CRY's COVID-19 Resilience and Recovery Plan is in action to ensure that the ongoing crisis doesn't become a child rights crisis in the long term. It focuses on:

Tackling malnutrition in COVID times

The challenge

2/3 child deaths, below 5 years, caused by malnutrition

COVID-19 pandemic
lock down

closure of

midday meal systems + govt. healthcare facilities

loss of livelihoods

lack of adequate and nutritious food

Increased levels of malnutrition
Severe physical, intellectual and cognitive deficits
Stunted growth & decreased immunity
Lifelong poor health. Death in extreme cases

3 LAKH

children may die of malnutrition in next 6 months

The solution



Partnering with local govt. systems and healthcare workers

Enabling homegrown kitchen gardens to address nutritional needs



Ensuring children get food in the absence of midday meals

Supporting Anganwadi workers with provision of rations



Conducting surveys to assess community access to govt. entitlements like ration cards

Ensuring timely immunization in COVID times

The challenge

2 out of **5** children do not receive complete immunization

COVID-19 pandemic
lock down

loss of livelihoods

missed vaccinations

closure of healthcare centres

reduced access to healthcare facilities

Lack of timely vaccinations

High susceptibility to deadly diseases

Weak immune systems

Long term health problems
In extreme cases, death

Countless children estimated to have missed life-saving immunizations during the lockdown

The solution



Work with partners to enable access to healthcare facilities

Enable immunization drives at Anganwadis in compliance with safety protocols



Support ANM's to conduct door-to-door vaccinations & check-ups

Support ASHA workers to track & monitor children's immunization schedules



Conduct surveys to understand community needs

Ensuring maternal health in COVID times

The challenge

In India, a woman dies every **20 minutes** due to issues with pregnancy or childbirth

COVID-19 pandemic

lock down

loss of + closure of

livelihoods

healthcare centres

(lack of nutritious food + missed vaccinations + reduced access to doctors)

! Lack of prenatal & postnatal care

Pregnancy/childbirth complications

Increased risk of infections and miscarriages

Lower no. of live births

Underweight babies with health issues

In extreme cases, mother's death

The solution



Enable support for pregnant & lactating women at Anganwadis, in compliance with safety protocols

Work with partners to enable access to healthcare facilities



Support ASHA workers and ANM's to conduct door to door vaccinations and routine check-ups



Conduct surveys to monitor maternal health and understand community needs



Ensuring adolescent girls health in COVID times

The challenge

39.5% girls, between 10-19 years, are severely anaemic

42% girls, between 15-19 years, do not practice menstrual hygiene

COVID-19 pandemic

lock down

loss of + closure of + halt in livelihoods healthcare centres transportation

(lack of nutritious food

reduced supply of IFA tabs and sanitary pads)

Increased levels of Anaemia

Affects growth & development

Decreases immunity

Diminishes learning capacity

Delays menstruation

! Lack of menstrual hygiene

High susceptibility to deadly infections

Increased risk of cervical cancer

The solution

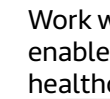


Conduct surveys to assess the needs of adolescent girls

Enable adolescent girls meetings in compliance with safety protocols



Ensure availability of sanitary pads and hygiene supplies



Work with partners to enable access to healthcare facilities



Advocate for the provision of govt. entitlements like menstrual hygiene products

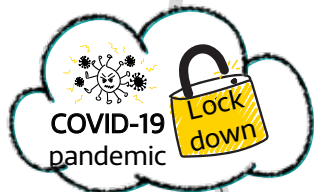
Ensure supply of IFA (Iron Folic Acid) tabs through Anganwadis



Addressing the impact of COVID-19 on children's education

The challenge

An estimated **46** million children were out of school before the pandemic



Loss of livelihoods + Closure of schools =

Children drop out of school indefinitely to support their families

Impact on children who drop out of school

Forced into labour
Married at an early age
Vulnerable to abuse and exploitation
Trapped in the cycle of poverty

More than **247 million** children in India have been impacted due to closure of schools during the COVID crisis

The solution



Assessing learning gaps in children & psychological effects of the pandemic on their mental health

Conducting teacher sensitization on protective measures to be followed prior to opening of schools



Monitoring of schools to ensure that government norms are being followed strictly

Providing access to subject & course content – through worksheets/CDs



Providing digital aids based support (telephone/Whatsapp etc.)

Restoring the provision of mid-day meals in schools



Running community awareness campaigns on education through IVRS



Online classes conducted for children by CRY on Whatsapp



Child Activity Centre (CAC) teachers from a CRY project in Kashmir holding open air classes following safety protocols



Children studying at home using course worksheets provided by CRY



Addressing child marriage in COVID times

The challenge

1 in every 3 child brides in the world is from India

COVID-19 pandemic
Lock down

Loss of livelihoods
↓
Question of survival
= Parents get their daughters married early to ease financial burden

Impact of child marriage

Discontinue their education



Become vulnerable to abuse and exploitation

Face health risks with early pregnancy

Number of child marriages estimated to rise rapidly during the on-going crisis



The solution



Building awareness on the ill-effects of child marriage among Panchayat leaders and VCPC members

Conducting online counselling sessions with adolescent girls & organizing home visits to high risk homes



Tracking potential cases of impending child marriages and getting help from the police to stop them

Connecting parents with MNREGA job opportunities



Ensuring that girls are able to go back to school post the lockdown

Addressing child labour in COVID times

The challenge

33 Million child labourers in India

COVID-19 pandemic
Lock down

Closure of schools
+ Loss of livelihoods
= Children forced to work to support family income

Impact of Child labour

Vulnerable to abuse & exploitation

Working in hazardous conditions



No opportunity to learn and play

Unable to realise skills & true potential

Trapped in the cycle of poverty

Number of child labour cases estimated to rise during the ongoing crisis

The solution



Identifying child labour cases.

Conducting awareness drives with parents on negative impact of child labour.



Ensuring children are able to go back to school post the lockdown.

Connect families to livelihood schemes to help reduce financial burden.



YOU CAN HELP!



Donate

- Online: The simplest and easiest way to donate! Just click on the donate button in the emailers you receive from us or log on to www.cry.org directly to make a contribution.
- Cheques/Demand Drafts: You can send these to us either directly or contact us for a pick up.
- UPI Code: Scan our UPI code from any of the payment apps on your phone to donate. Once you've done so, write to us at donorservice@crymail.org with your transaction number and personal details like name, email ID, mobile number and PAN number so that we can issue your tax exemption certificate.



- Reward Points: If you own a credit card by RBL Bank, HDFC Bank or Standard Chartered 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 reach out to us for more details.
- CSR Partnerships: Send us an email on chanda.peswani@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.
- Student Volunteer: If you're still in school but want to explore the spirit of volunteering, you can become a 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, running for CRY at marathons 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.

OUR FINANCIALS

BALANCE SHEET

Child Rights and You (CRY)

Summary Balance Sheet As On 31st March, 2020 (Rs. in Lakhs)

	As on 31.3.2020	As on 31.3.2019
Sources Of Funds		
Corpus	856	855
Earmarked funds	1,674	1,591
Resources C/f (Note 1 below)	834	867
Total	3,364	3,313
Application Of Funds		
Properties net of depreciation	55	61
Other fixed assets net of depreciation	138	123
Investments (Note 3 below)	1,809	1,433
Net current assets (Note 2 & 3 below)	300	(78)
Cash, bank balances and deposits with Banks (Note 3 below)	1,061	1,775
Total	3,364	3,313

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

(2) For 2019-20 - Current Assets 825.47 Lakhs, Current Liabilities - Rs. 525.30 Lakhs; Net Current Assets Rs. 300 Lakhs - For 2018-19 - Current Assets 454.19 Lakhs, Current Liabilities - Rs. 532.35 Lakhs; Net Current Assets Rs. (-) 78.17 Lakhs.

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

Summarised from Accounts audited by M/s Haribhakti & Co. Chartered Accountants for even period

INCOME & EXPENDITURE ACCOUNT

Child Rights and You (CRY)

Summary - Income & Expenditure Account for the year ended 31st March 2020 (Rs. in Lakhs)

	Annexure	For the period 1.04.2019 to 31.03.2020	For the period 1.04.2018 to 31.03.2019
Income			
Donations	I	5,475	5,492
Interest & others		157	108
Total		5,632	5,599
Cost Of Mobilising Income			
Generating Donations	I	-	-
Total		-	0
Net Income			
Donations	I	5,475	5,492
Interest & others		157	108
Income available for Deployment & Expenses	A	5,632	5,599

Establishment & Other Expenses

Personnel		652	499
General Administration		545	510
Depreciation		73	62
Auditor Remuneration		10	11
Amount written off		-	-
Total Establishment Expenses	B	1,280	1,081

Net Income available for Deployment	A-B =C	4,353	4,518
-------------------------------------	--------	-------	-------

Deployment Of Funds

Fund Raising Costs	I	1,985	1,735
Child development initiatives	II	903	894
Awareness of Child Rights	III	819	690
Capacity building for supported initiatives	IV	723	601
Total	D	4,429	3,919

Surplus / (Deficit) c/f Balance Sheet	C-D	(76)	599
---------------------------------------	-----	------	-----

ANNEXURE - I,II,III,IV

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

	For the period 1.04.2019 to 31.03.2020	For the period 1.04.2018 to 31.03.2019
--	--	--

Income (Donations)**India**

Corporates	486	443
Individuals	4,989	5,048
Donations in kind	-	1
Total (1)	5,475	5,492

Cost Of Mobilising Donations

Fees and Consultancy Charges	1,052	989
Telecalling and Mailer Costs	207	112
Donor Servicing Charges & Other Fund Raising Costs	323	294
Personnel cost	403	340
Total (2)	1,985	1,735

Net Resources (1-2)	3,490	3,757
---------------------	-------	-------

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

	For the period 1.04.2019 to 31.03.2020	For the period 1.04.2018 to 31.03.2019
Disbursals (Net of unspent balances)	615	583
Projects	547	543
Resource Organisations	68	40
Networks	186	191
Fellows	26	24
One time grants	16	17
Training and development	66	79
Total	909	894

Annexure III: Awareness (Rs. in Lakhs)

	For the period 1.04.2019 to 31.03.2020	For the period 1.04.2018 to 31.03.2019
Direct expenses	568	521
Personnel cost	223	161
Awareness division overheads	29	7
Total	819	690

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

	For the period 1.04.2019 to 31.03.2020	For the period 1.04.2018 to 31.03.2019
Direct expenses	0	0
Personnel cost	697	572
Capacity Building of Project Partners division overheads	26	29
Total	723	601

Total No Of Initiatives Supported By CRY

	For the period 1.04.2019 to 31.03.2020	For the period 1.04.2018 to 31.03.2019
1. Implementing Organisations	73	76
2. Resource Organisation	5	5
3. Strategic Alliances	20	20
4. Fellows	18	17
5. Advocacy	11	13
6. One Time Grant	10	35
Total Initiatives	137	166

SALARY TABLE

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

Particulars	2019-20	2018-19
Total Income		
General Income	5,632	5,599
Donation towards earmarked fund	1,702	1,702
(Rs. in Lakhs)	7,335	7,301
Personnel Costs		
Resource Mobilisation	403	340
%	5%	5%
Development Support Unit & Awareness Costs	919	733
%	13%	10%
Establishment	652	499
%	9%	7%
Total	1,974	1,571
%	27%	22%

DISBURSALS

Child Rights and You (CRY)
Statement of Deployments for the year ended 31st March 2019

Sr. No.	Particulars	(Object to Trust-General) Amount (Rs.)
Projects - East		
1	Adarsh Seva Sansthan (ASES)	15,905
2	Chale Chalo	2,73,404
3	Comprehensive Health And Rural Development Society	33,810
4	Development Education And Environmental Programme	31,810
5	Diksha	16,905
6	Gramya Vikash Mancha (GVM)	15,66,626
7	Jago Foundation	63,620
8	Jawahar Jyoti Bal Vikas Kendra (JJBVK)	6,33,210
9	Palli Alok Pathagar (PAP)	67,620
10	Praajak - New Alipore Praajak Development Society	11,07,616
11	Rashtriya Jharkhand Seva Sanstha	12,64,110
12	Samagra Seva	3,79,915
13	Sikshasandhan	4,06,038
14	Social Welfare Agency & training Institute	5,69,665
15	Society for Advancement in Tribes, Health, Education, Environment (SATHEE)	63,620
16	Society for Promotion of Rural Education and Development (SPREAD)	13,41,761
17	Vikramshila Education Resource Society	19,94,248

18	Wide Angle	1,364,100
Sub Total East		11,193,983

Projects - North

1	Aim for Awareness of Society (AAS)	1,91,500
2	Asian Institute of Management (AIM) Trust	78,564
3	Association for Social Justice and Research (ASOJ)	3,09,664
4	Centre for Budget and Governance Accountability (CBGA)	14,40,000
5	Doaba Vikas Evam Utthan Samiti (DVEUS)	1,01,430
6	Education Resource Society (ERS)	16,905
7	Flexi - Disbursals	7,24,122
8	Gramin Vikas Samiti (GVS)	16,905
9	Jan Mitra Nyas - JMN	1,76,755
10	JKASW - Jammu Kashmir Association of Social Workers	40,15,375
11	Koshish	27,37,028
12	Kotra Adivasi Sansthan	1,23,754
13	Matri Sudha	12,53,815
14	Navshrishti	4,52,222
15	Navshrishti - Haryana	6,11,451
16	PAHAL	2,13,064
17	Peoples Action for People in Need (PAPN)	2,18,222
18	PRAYATN Santhan	2,85,107
19	Rural Organisation for Social Advancement (ROSA)	13,44,827
20	SAKSHAM	16,905

21	Samagra Vikas Sansthan (SVS)	1,77,628
22	SAMVEDNA	4,45,928
23	Sonebhadra Vikas Samiti	14,93,515
24	Vikas Samvad Samity (VSS)	17,33,628
25	Adolescent Empowerment and Prevent Child Marriage	4,44,255
26	View Finder Project	5,61,295

Sub Total North		191,83,864
-----------------	--	------------

Projects - South

1	Ananya Education & Empowerment Trust	47,007
2	Bangalore Oniyavara Seva Coota (BOSCO)	5,42,730
3	Compassionate Rural Association for Social Action (CRASA)	3,05,100
4	Empowering Girl child through Margadarshi	3,68,258
5	Human Rights Education and Protection Council (KALAM)	67,620
6	Margadarshi	15,87,010
7	PEOPLE	5,53,032
8	Peoples Oragnisation for Rural Development (PORD)	47,715
9	Pragathi	1,13,134
10	Rural Workers Development Society (RWDS)	20,905
11	Salem Peoples Trust (SPT)	10,05,458
12	Shramik Vikas Kendram (SVK)	79,525
13	Shruti Samskruti Samsthe	25,22,175
14	Society for Rural Agriculturalists and Mass Awareness (SRAMA)	15,905

Sub Total South	72,75,574
-----------------	-----------

Projects - West

1	Adivasi Sarvangi Vikash Sangh	7,95,360
2	Adivasi Vikas Trust	7,39,105
3	Advocacy Maharashtra	277
4	Bahujan Samajik Trust (BST)	10,75,935
5	Gram Mitra Samaj Sevi Sansthan (GMSSS)	4,14,620
6	Gram Swaraj Sangh (GSS)	15,905
7	Gramya Vikas Trust	2,82,805
8	Habitat and Livelihood Welfare Association (HALWA)	16,88,555
9	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	15,905
10	Navadhar Samajik evam Sanskrutik Vikas Manch	7,30,705
11	Paras Swayam Sevi Sanstha	1,74,290
12	Path Pradarshak	67,620
13	Sahyog Charitable Trust (SCT)	13,18,265
14	SAMATA Charitable Trust	6,32,905
15	Sankalp Manav Vikas Sansthan (SMVS)	12,16,865
16	Sparsha Charitable Trust	11,20,478
17	Srishti - Jhadpatti	16,905
18	Vanchit Vikas Sanstha (VVS)	33,810
19	Vidhayak Bharati	33,28,300
20	Vikas Samvad Samiti (Shivpuri)	16,905

Sub Total West	136,85,515
----------------	------------

National Head Office Projects

1	Documentation - P & A	1,59,687
2	Fellowships - (P & A)	3,28,601
3	CR Fellowship Year 10	303,825
4	CR Fellowship Year 11	3,57,250
5	Overseas media	2,86,000
6	Translation and Printing	27,939
7	Press conference	78,066
8	PR agency	23,23,010
9	Primary Research	11,51,179
10	Resource Person Payment	14,29,496
11	Travel Policy & adovacacy	8,95,556

Sub Total National HO Projects	73,40,609
--------------------------------	-----------

Total - Projects	586,79,545
------------------	------------

Fellowship

1	Anandi Lal	2,39,001.00
2	Mrs. Leelavathi & Mr. Nagapandiyan	2,08,260.00
3	Siya Dulari Advasi	47,100.00
4	Walter Peter	1,20,825.00
5	Ramnaresh	1,74,000.00

6	Erugu Laxmaiah	62,300.00
7	G. Vijaya Lakshmi	4,22,775.00
8	John Baptist D'souza	2,23,299.00
9	KRUPA M.K	1,18,500.00
10	M. Rajeshkumar	61,050.00
11	M. Venkata Ramanamma	6,450.00
12	Marri Lakshmi	1,67,400.00
13	Prathap Jeera	3,62,650.00
14	N.P. Nagapandy	66,000.00
15	Vanjari Alisha	14,300.00
16	Geddarn Srirama Venkata Satyanarayana	85,800.00
17	Palle venkatesham	1,14,800.00
18	Thangaraj N Thru SPT (Programme Cost)	89,738.00
Total - Fellows		25,84,248

One Time Grants

1	Navshrishti -UD	4,98,000
2	JKASW - Jammu Kashmir Association of Social Workers	9,980
3	Koshish	9,901
4	Society for Rural Agriculturalists and Mass Awareness (SRAMA)	1,40,063
5	Dr. Shambhunath Sign Research Foundation (SRF)	99,358
6	Gramya Vikash Mancha	5,00,000
7	Development Education And Environmental Programme	772

8	Digital Education centre at Pragathi	85,500
9	Social Welfare Agency & training Institute	2,00,000
10	Evidence Gathering - Status of ICDS Centers in Urban Cities of South India	20,000
Total - One Time Grants		15,63,574

Network Alliances

1	Alliance for People's Rights through Matrisudha	8,93,814
2	Bal Adhikar Abhiyan (BAA) through GMSSS	28,949
3	Voice Of People (through ERS)	8,78,563
4	Madhya Pradesh Lok Sangarsh Sajha Manch (MPSSLM) through Vikas Samvad Samiti	22,34,707
5	West Bengal Education Network (WBEN) - through Kajla	6,29,700
6	Strengthening Child Protection Mechanism in Jharkhand through Bal Sakha	10,55,668
7	Coalition for Child Rights to Protection (CCRP) Bihar - through Bal Sakha	8,05,054
8	Voice of Child Rights in Orissa through SPREAD (VCRO)	6,95,450
9	People's Voice for Child Rights through SVK	14,99,349
10	Campaign for Right to Education in Jharkhand (CREJ) through Jago Foundation	6,28,700
11	HIFAZAT: A Coalition for Child Protection in MP through Vikas Samvad Samiti	11,23,117
12	Sama Kalvi Iyakkam - Tamil Nadu through Salem People Trust	10,10,685
13	People's Voice for Child Rights through Peoples Org for Rural Dev (PORD)	10,38,554
14	Manipur Alliance for Child Rights - MACR - through Wide Angel Social Development Centre	12,63,717
15	Samajika Parivarthana Janandolana through Margadarshi	3,64,600
16	Mehfooz Alliance through Doaba Vikas Evam Uthan Samiti	6,76,137
17	Bal Bigul through Peoples Action for People in Need	5,35,150

18	Bihar Bal Awaz Manch (BBAM) - through CHARDS	9,49,000
19	Bal Hakk Abhiyan through Kalapandhari Magasvargiya and adivasi gram vikas sanstha-KMAGV	756,850
20	Chhattisgarh Bal Adhikar Abhiyan (CG-BAA) through Gram Mitra Samaj Sevi Sansthan	241,825
21	Samajika Parvarthana Jan Andolana - SPJ through Shruti Samskruti Samaste	13,30,500
Total - Network Alliances		186,40,089

Resource Organisations

1	Account Aid India	6,815
2	Sanjay Aditya & Associates	1,58,029
3	Right to ECD Alliance through Mobile Creches for Working Mother's Children	18,72,245
4	Account Aid Consulting Pvt Ltd	1,06,200
5	Impact PSD Pvt. Ltd	20,56,740
6	Sanjay Aditya and Co. LLP	13,14,551
7	Account Aid Consulting LLP	11,90,250
8	Mahila Jan Adhikar Samiti (MJAS)	67,620
Total - Resource Orgnisations		67,72,450

Trainings and Development

1	Travelling Costs	61,72,215
2	Training,Workshop and Capacity Building Programmes for Project Partners	4,43,849
Total - Training and Development		66,16,064

Awareness Costs	596,56,411
Capacity Building Costs for Development Programmes	25,97,800
Fund Raising Costs	1984,84,423
Personnel Costs of Development Support & Awareness building staff	919,06,094
Total Disbursals	4475,00,697
1 Less: Refund of project disbursals	45,97,978
Grand Total	4429,02,719

FINANCIAL SUMMARY

Child Rights and You (CRY)

Extract of CRY Financials from Audited Financial Statements for the year ended 31st March 2020 (Rs. in Lakhs)

Particulars And Years	2019-20	%	2018-19	%
Income (A)	7,455	100%	7,301	100%
CRY India Income	6,574		6,438	
i) Individual Donors	5,031		5,092	
ii) Corporate Donors	1,543		1,346	
Overseas Income	724		754	
i) CRY America	674		596	
ii) CRY UK	49		158	
Investment and other Income	157		108	
Cost Of Mobilisation (B)	0	0%	0	0%
India Mobilising Costs	0		0	
i) Personnel Costs	0		0	
ii) Other Costs	0		0	
Overseas Mobilising Costs	0		0	
i) Personnel Costs	0		0	
ii) Other Costs	0		0	
Income available for Deployment & Expenses (A - B) = C	7,455		7,301	

Establishment Expenses (D)	1,280	17%	1,081	15%
Personnel	652		499	
General Administration	545		510	
Depreciation	73		62	
Auditor Remuneration	10		11	
Amount written off	-		-	
Net Income available for Deployment (C - D) = E	6,176		6,220	
Deployment (F)	6252	84%	5621	77%
Child Development Initiatives	2,479		2,197	
Committed Child Development Initiatives during Financial Year 18-19	123		361	
Awareness on Child Rights	605		529	
Capacity building for supported initiatives	127		52	
Personnel Costs of Development Support & Awareness building staff	933		747	
Fund Raising Costs	1,985		1,735	
Surplus / (Deficit) c/f Balance Sheet (E - F)	-76	-1%	599	8%

Note: Extracted from the Audited Financial Statement for Financial Year 2019-20



CONTACT US

Mumbai

189/A Anand Estate, Diagonally Opposite Arthur Road Jail, Sane Guruji Marg, Mumbai – 400 011
Tel: 022 23063647

Delhi

632, Lane No.3, Westend Marg, Near Saket Metro Station, Saiyad-ul-Ajaib, New Delhi – 110 030
Tel: 011 29533451

Bengaluru

Madhavi Mansion 12/3-1, Bachammal Road Cox Town, Bengaluru – 560 005
Tel: 080 25488574

Kolkata

152, Kalikapur, Gitanjali Park, New No. 8, 2nd Street, Kolkata – 700 099
Tel: 033 24160007

If you reside outside of India, please get in touch with us at ic.del@crymail.org

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



Most trusted NGO in
India



One of the top 100
non-profits in the world



Trusted for transparency
and accountability



Recognized for a high
performing work culture