

Together For Children

Annual Report
2020 - 21





From the CEO's desk

Dear CRY Supporter,

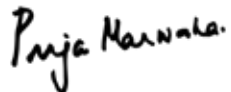
2020-21 has been an exceptionally challenging year for everyone. Each one of us has battled the pandemic in innumerable ways; it has been a time of debilitating uncertainty and chaos. But the worst hit by this crisis have been India's underprivileged communities; especially their children. Unable to go to school or get proper nutrition and healthcare, they have been forced into child labour and child marriage to ease the financial pressure on their families.

In such dire times, YOU have been our beacon of hope.

Thanks to your continued support, we have stood united against the pandemic and impacted the lives of over 6 lakh children this year alone. Behind these affirming numbers are inspiring stories of courage that have shown us the light. Stories of adolescent girls in Madhya Pradesh who came together to make face masks for their entire village and of community members like Parvati Bai who walked 5 kms to ensure the delivery of critical relief supplies to marginalized families in rural Maharashtra.

As the proverb goes, it takes a village to raise a child. With you by our side, we have been able to stand strong because your contributions have helped us bring change even when it seemed impossible. We cannot thank you enough for everything that you've done for our children and I'm truly grateful to have you as our partners. As we continue to battle the crisis, I hope that you will continue to stand by us to ensure that India's most vulnerable families not only survive but also thrive in these trying times.

In solidarity,



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,

2020 has certainly been a tough year but it has also shown us the resilience of the human spirit.

Together, we are the village for India's underprivileged children – it has been so incredible to see our donors, volunteers and partners come together for India's children and stand in solidarity with us against the crisis.

Your support to CRY has not only helped marginalized communities brave the ongoing pandemic but also given their children a chance at a brighter future. A future where they'd be able to rise to their truest potential and make India proud.

As we continue to ensure that underprivileged children are able to stay protected and get an education as well as proper nutrition and healthcare even in these troubled times, we hope that you'll continue to support us in transforming their dreams into reality- from the smallest steps in the right direction to giant leaps into a promising future.

Thank you for leading by example; we are truly grateful for everything that you do for the children we serve.

On behalf of all the trustees,

With faith and goodwill,

A handwritten signature in black ink, appearing to read 'Praveen Kadle', is written over a horizontal line.

Praveen Kadle
Honorary Treasurer



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Vision & mission

Our 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.

Our 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.

Mobilising 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.

Our areas of 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



Government

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



Children

Addressing their immediate/ critical needs



Community

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



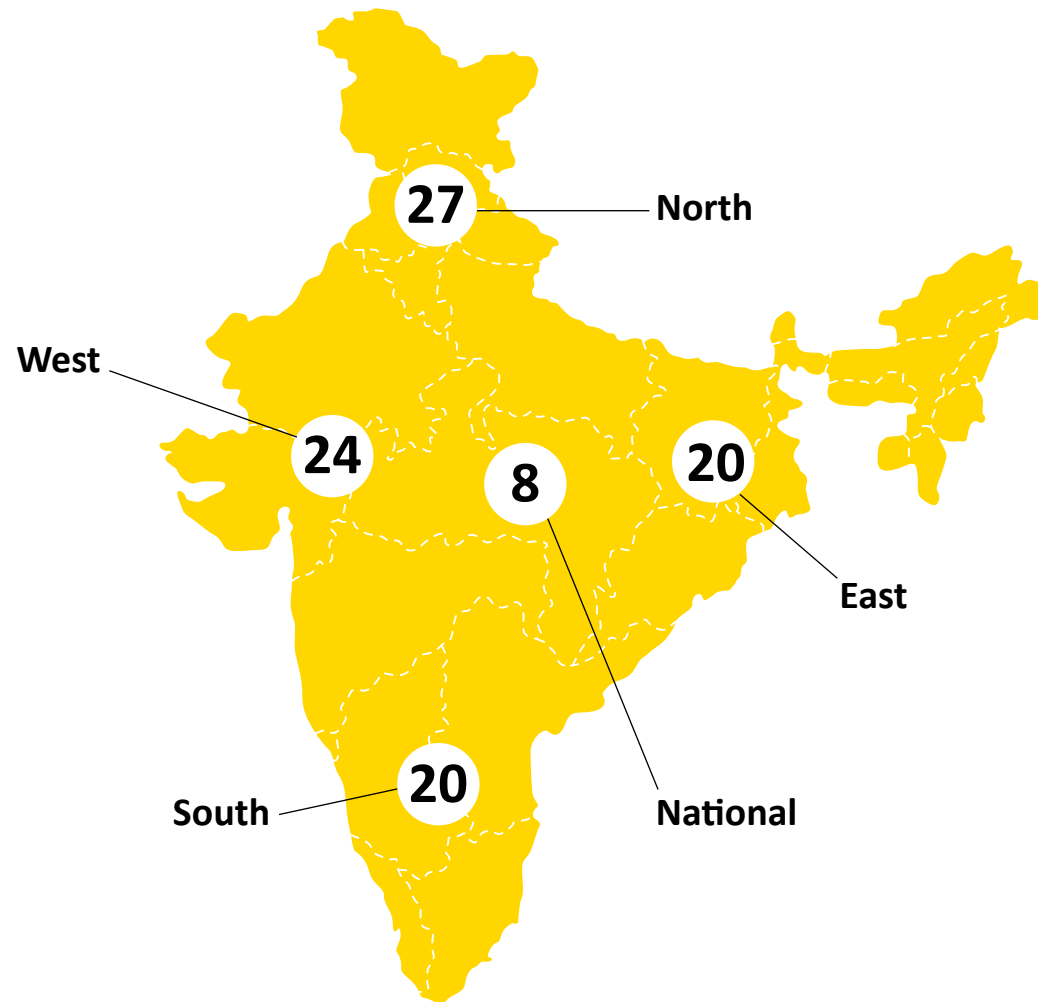
Public

Sensitising 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 2020-21, we partnered with 99 grassroots projects across 19 states in India to positively impact the lives of India's children.





COVID response & way forward

The COVID-19 pandemic is one of the biggest humanitarian crises that the world has ever seen and India's underprivileged communities and their children have been one of the worst hit.

As a response, we created an agile plan to ensure that India's most vulnerable families stay protected. This plan focused on:

Prevention

- Providing PPE kits, pulse oximeters, thermal scanners, BP monitors and medicines to all frontline healthcare workers.
- Distributing urgent medical equipment like oxygen refill cylinders, oxygen concentrators, thermal scanners and pulse oximeters to public health centres as well as project teams.

Nutrition

- Providing dry ration kits that include cereal, pulses, spices, oil, sugar, salt, potatoes and soy chunks to ensure basic nutrition for children and their families.

Health & hygiene

- Distributing sanitary pads and soaps to enable adolescent girls to manage their health and menstrual hygiene for 3 months.

Education

- Distributing education materials and workbooks along with organising digital classes to ensure that children are able to continue learning while schools were closed.

Pandemic preparedness & management:

- Sensitising the communities about COVID-19 safety precautions by busting myths associated with infections, tests and vaccinations.
- Raising awareness on the available supply of vital medicines and oxygen.

Your support helped provide over 4 lakh children and their families across 19 states during this critical time.

However the pandemic continues to rage and to ensure that this doesn't become a child rights crisis in the long term, we've been working on a resilience and recovery plan for underprivileged children that covers:

Health & nutrition:

Given the loss of livelihoods and the closure of government mechanisms like primary healthcare centres/school midday meal scheme, children's health has been severely affected. They're unable to get proper nutrition, timely immunisation or proper healthcare and thus, we are focusing on:

- Ensuring ongoing vaccinations to avoid susceptibility to other deadly diseases
- Providing timely care to lactating and pregnant mothers
- Addressing malnutrition to reduce infant/child mortality
- Ensuring awareness around menstrual hygiene

Safety & protection:

There has been a significant rise in the cases of child labour, child marriage and trafficking in the first wave of COVID. Given the severity of the second wave, this number is at the risk of rising exponentially. To ensure children stay protected from abuse and exploitation, we are focusing on:

- Identifying and handling cases of children being forced into child labour or pushed to become child brides to reduce the financial pressure on the family
- Strengthening child protection mechanisms at the village as well as district levels
- Raising awareness on the negative impact of child labour and child marriage on children's future

Education:

The closure of schools for over a year and the severe lack of digital access has led to a gap in children's education. To ensure this situation doesn't become a permanent one, we are focusing on:

- Providing worksheets, guides and digital support to help children continue studying
- Conducting community based study sessions for children in small groups using online mediums like WhatsApp

We've already begun addressing the long-term repercussions on children in the aftermath of the Coronavirus outbreak, but we need your continued support to ensure that no child is left behind.

In the words of one of our children from a CRY project in Mumbai, *"I have faith in myself and in the world that we'll get through this"*.





Bend it like Gujjar



“I want to become like Ronaldo and Messi and I also aspire to be an IPS officer!”

When Sapna Gujjar, a young girl from a CRY project in Ajmer, Rajasthan said this, her community could never have imagined that one day, she would make it happen. Where she comes from, the idea of girls playing football outside the home, or even going out for school or work, is almost inconceivable. In fact, most girls are married off as child brides as soon as possible to uphold the family’s honour.

It was against this backdrop that Sapna, with CRY’s support, formed a small girls’ football team. Inspired by her experience at the CRY children’s collective, she decided

to take charge of her future. Initially, there was intense opposition from all corners of her village. People tried to physically stop them from playing and practicing but CRY worked to change the mindset of the community and the girls were determined to pave their own path.

The girls football team persevered through all challenges and at the ‘Sports For Change’ competition organised by HCL Foundation, Sapna led her team to victory! A victory that opened her community’s eyes to what girls are truly capable of.

Today, the village not only endeavours to send all girls to school but the football team also actively campaigns against child marriage with the community’s full support. Those who were once completely against the idea of girls playing football are now sponsoring them and many of the girls have gone on to win scholarships.

Sapna herself recently topped the higher secondary board exams with a whopping score of 93% and is on the path to making her dream of becoming an IPS officer come true!



Organisational impact

Even through the most unprecedented of times, it was your generous support that helped CRY impact the lives of **6,61,752** children in 2020-21.



80%

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

In the 15-18 group, which is most vulnerable to dropping out of school, our enrolment and retention rate is 14% -26% better than the prevailing average in similar areas where CRY is not present.

86%

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

Our malnutrition prevention rate is 14% -27% better than the prevailing average in similar areas where CRY is not present.



99%

of adolescent girls, in CRY project areas, between 11-18 years, protected from child marriage.

94%

children, in CRY project areas, between the ages of 6-18 years, protected from child labour.

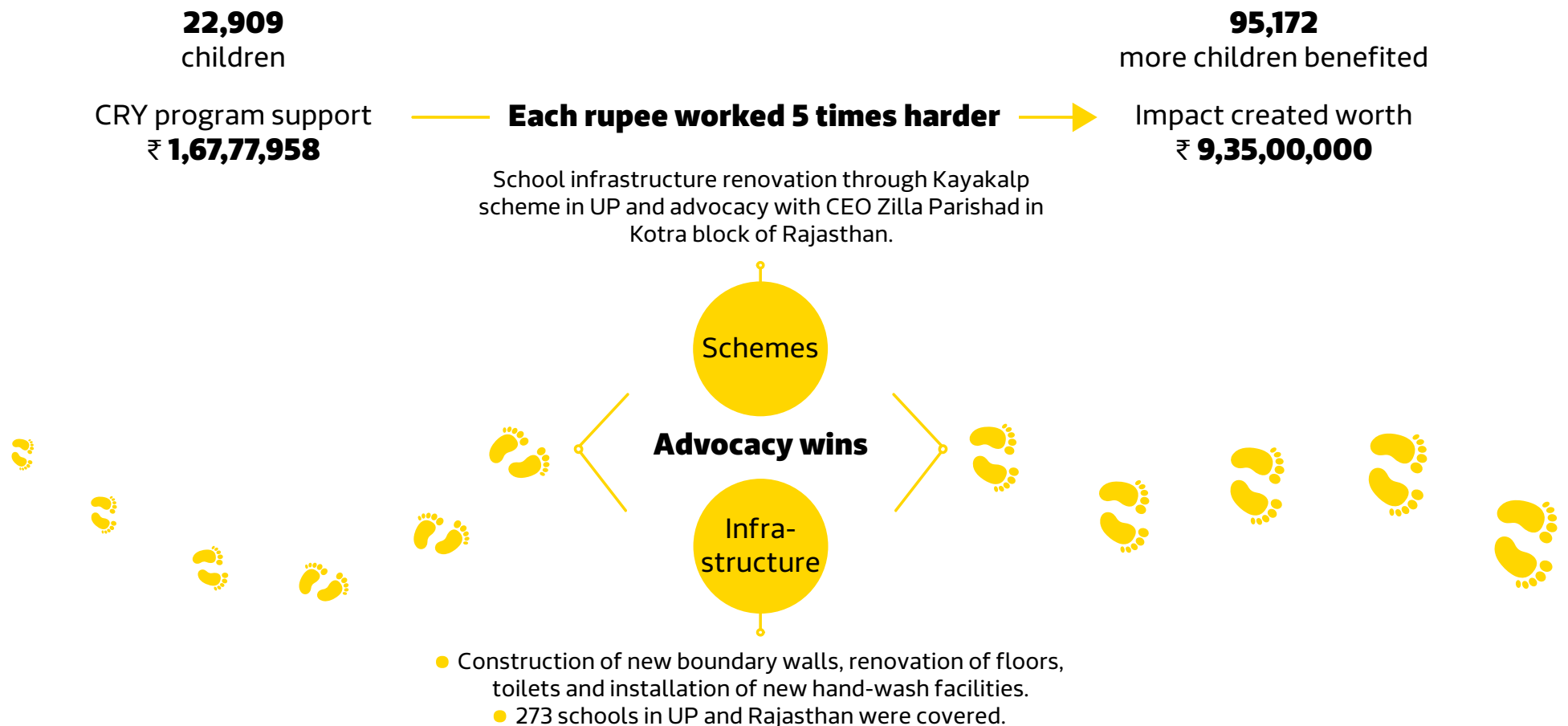




Our multiplier model

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 the North, where the measurable benefit to the community was 5 times the original investment!



Why donors choose CRY

Our donors enable happier and healthier futures for millions of underprivileged children in India. Here's what a few of them have to say:

“

CRY is doing a wonderful job. Many times we don't have the time to do something for the society, but by providing financial support to this organisation, it makes me feel happy. The work done by them is appreciable.

- Ekta Nautiyal

“

I really appreciate the work which CRY is doing in the rehabilitation of the not so fortunate children, especially during this pandemic. I wish CRY continues to do the good work and I'm grateful to be given an opportunity to do my little bit.

- Felix Lobo

“

I am of the view that no child should be deprived of getting an education because of the shortage of money. Since CRY helps underserved children, I support their efforts because every drop counts!

- Kamal Kishore

“

CRY is doing very good work. Children are the future of the country and giving them an education will make India shine bright.

- Mohit Arora

“

CRY is very close to my heart because they are working very well for the good of our society.

- Sromona Bose

“

I am always worried about underprivileged children. I trust that CRY is doing their best for their health and education. Hence I am donating to CRY and feeling better.

- **Malati Dhotre**

“

I am happy to be associating in a small way with CRY. The organisation has been doing yeoman service for the health, education and protection of children in India as is the need of the time.

- **Dharitri Ramaprasad**

“

The poor people of India are suffering in the COVID situation. CRY is providing the help to them, that's why I support CRY.

- **Geetha Krishnan**

“

I have been associated with CRY for many years now. I feel they are doing laudable work in this field, particularly in the present context when the pandemic has further worsened the condition of these children – with parents losing their livelihoods or even dying! I wish CRY success in their endeavours and hope that they will continue to serve this cause for those who cannot stand up for their rights- the children who are the future of the world!

- **Bijoya Goswami**

“

I want to thank CRY for giving me the opportunity to help people from the vast parts of our country. I have been donating to CRY for the past few years whenever I can and I really like to work with CRY because of the organized way of working and the proper documentation followed with every donation.

- **Shupriti Banerjee**



The power of the collective



When the going gets tough, the tough get going indeed!

Khajuraho is one of the most visited tourist places in India and when the news about the pandemic came to light, CRY's adolescent girls group immediately jumped into action.

Seema* knew that buying face masks, that were being sold in the market for Rs. 30-40, will not be affordable by all. She, along with other members of the group, took it upon themselves to find a solution and started discussing various prevention methods including hand-washing with soaps, using homemade masks and observing social distancing.

They went door-to-door to educate the community about these prevention methods, and to address the need for masks, collected unstitched good quality cotton cloth pieces.

Having divided themselves into four groups as per availability of sewing machines and social distancing protocols, these girls stitched around 750 masks in no time and distributed them within the community free of cost!

We're SO proud of our girls for demonstrating presence of mind, standing up for their community and setting an excellent example for the rest of us!

**name changed to protect the child's privacy*

Volunteer impact

Volunteers today. Heroes forever.

In 2020, our volunteers rose above seemingly insurmountable challenges to ensure that underserved communities got the support they urgently needed. From organising online sessions for children to resourcing influencers for fundraising, they really came through for our children and their families!



Volunteer speak



“

When you are doing something for children, you understand that it's much bigger than your individual problems and that thought is what keeps you moving.

- Mrtyunjay Kandpal



“

If there's one thing I've learned, it's the importance of being passionate. No matter what your age is, what your circumstances are or where you come from, there is always an opportunity for you to make a difference.

- Richa Thyagarajan



“

As much as we teach kids, kids also teach us. Seeing them happy with what they have is tremendous. It's a valuable life lesson.

- Shivam Singhal



How volunteering changed Ishita's life!



My childhood was a happy one; in no way did I have to face adversity, and my family supported me in everything I did. I had only read about social inequalities in textbooks, only learned about it from afar, but once I was exposed to the realities of inequality, I knew I had to give back to this community. That's how I started my journey as a volunteer. My aim was to use my privilege and resources to make their lives better.

Volunteering initially took a toll on me; it was heartbreaking. I looked at the children and the lives of deprivation they had been living. This made me angry, but it also made my resolve stronger.

During volunteering, every day was a novel experience. Looking at the faces of the children every time I entered the classroom filled me with hope and warmth. Interacting with them, teaching them, and seeing their eagerness and potential filled me with so much joy and pride. My favourite volunteer experience was helping a 15-year-old student through her exams. I taught her all the subjects, and she passed with flying colours! I was ecstatic, and this was very special for me as I had helped someone who is of the same age as me.

During the COVID-19 outbreak, I joined other volunteers to do crowdfunding for the first time. I raised Rs. 71,000, and I felt like I made a contribution that really mattered!

Volunteering has changed my life, given me a new perspective, and has made me a more grateful, sensitive, and kind person.

- Ishita Sarraf, CRY Volunteer

Driving policy & public advocacy

- Selected as a speaker at the ISCPAN International Congress, Milan for the paper titled, “Concerns for Cyber Safety and Internet Addiction among Adolescents – Evidences from India”
- Nominated as a member of NITI Ayog CSO Sub-Group on Child Rights and Child Protection
- Included as Knowledge Partner for National Conference on Children in Disasters and Emergencies organised by the Child Centric Disaster Risk Reduction Centre, National Institute of Disaster Management, Ministry of Home Affairs, GoI and made a presentation on Child Protection During Emergencies
- As member of Central Advisory Board on Child and Adolescent Labour, presented CRY’s point of view on Child Labour and COVID and the need to revisit the definition of hazardous occupations and processes under the Child and Adolescent Labour Act, 1986



- As member of NHRC Core Group on Children, presented CRY's point of view and made submissions on Interventions to Address the Issue of Missing Children during Covid-19 as well as Child Sexual Abuse Material
- Made a submission to the task force set up by the Government of India to examine matters pertaining to age of motherhood, imperatives of lowering MMR, improvement of nutritional levels and other related issues
- Made a submission to the Ministry of Women and Child Development on child protection interventions in CRY programme areas for the government report on UN Convention on the Rights of the Child (UNCRC)
- As an invitee to the CSO meeting on Mission Vatsalya and POSHAN 2.0 organised by Ministry of Women and Child Development, presented CRY's point of view on the issue of child protection and child nutrition
- A research paper titled "Effects of COVID-19 on children's lives: Early evidences based on an online survey in India" selected for publication in Children First- A Journal on Children's Lives by Delhi Commission for Protection of Child Rights (DCPCR)
- Joined the India Chapter of the Global Alliance 8.7- a global partnership committed to take immediate and effective measures to eradicate forced labour, modern slavery, human trafficking and child labour, in accordance with Target 8.7 of the 2030 Agenda for Sustainable Development
- Released 7 national and 5 state specific knowledge products pertaining to the impact of COVID on different aspects of children's rights and welfare. Click [here](#) to peruse the same.



Key events



#ItsAGirlThing

A conversation on India's girls leading the future

On the occasion of National Girl Child Day 2021, CRY hosted a virtual event for and by children to enable a dialogue between women leaders of today and our women of tomorrow on what the future holds for India's girls and how they can rise up to their truest potential.

The panel featured eminent women leaders Radha Goenka, Malishka Mendonca, Sutapa Sanyal and Sucharita Tyagi along with girls from CRY projects and the event saw participation from over 500+ participants.

#BeginRight

Enhancing the effectiveness of ICDS centre in Tamil Nadu

In collaboration with SUN TV Network, CRY refurbished 110 ICDS centres across 7 districts of Tamil Nadu. Along with holding capacity-building programs for Anganwadi workers and conducting awareness sessions at the village level, the centres were equipped with new furniture and made visually appealing through painting and artwork.





#YellowFellow 2020

#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.

Campaign highlights 2020

In 2020, the campaign reached over 2.6 Cr people through social media and saw participation through 1859 audience entries including 18+ influencers!

Visit www.cry.org/yellowfellow to know more!

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 and comfort and are representative of the joy of a happy childhood.



CRY in the spotlight

Awards



ET Kaleido award 2020-21

#NotYet, CRY's campaign on raising awareness on child marriage, won Silver in the 'Best Campaign in Not-For-Profit' category



Social Media for Empowerment (SM4E) award 2020-21

#OnlineSafetyForChildren, CRY's campaign to raise awareness on online safety for children, won in the 'Communication, Advocacy & Development Activism' category

Social media



4.68L



3L



57K



71K



6.1K



Media



564

coverages across television, print and online news mediums



32

op-eds by CRY leadership team members

Celebrity speak



“You cannot imagine how proud and privileged I am, even after 51 years of singing, to be a part of CRY since its inception. Because of the kind of work that they are doing for children and their rights and also for COVID, it's really fantastic to be able to say to all of you that yes, please support CRY!”

- Usha Uthup (Singer)



“I’m happy to work with CRY. I truly believe that investing in our girls today would help them achieve their dreams and rise up to their potential tomorrow. I have always believed in encouraging women to harness their inner strength and showcase that they are no less. I was glad to learn, listen and have a conversation with some inspiring young women!”

- Arjun Kapoor (Actor)



The walk of determination



Parvati Bai is not just a hero for us but also for the families in the remote tribal district of Jalna in Maharashtra.

Even before the lockdown, people like Parvati Bai – a community organiser from one of our projects in the district- were completely cut off from civilisation due to lack of transportation facilities and infrastructure.

But that didn't stop her then and it sure didn't stop her now – when she knew the community needed all the help it could get. She took the responsibility of ensuring that no underprivileged family was left behind during the distribution of COVID relief measures like dry rations and hygiene supplies.

With no way of transporting relief materials, she actually walked 5 kms on foot carrying all the relief material on her head so that children and their families residing in the interior areas could be taken care of and given what they critically needed to survive.

We're floored by her resilience and salute her courage!

Our corporate partners





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

“

GiveIndia was born to bridge the gap between the people who want to make a difference through giving back and those who are doing phenomenal work but need more support. With that vision, GiveIndia and CRY entered into a partnership during the COVID-19 pandemic. We quickly realised that COVID 19, though was a health crisis would eventually spiral into an economic crisis especially for children and families living in fragile economies like those in CRY's program areas. The partnership, using the full power of CRY's expertise and our funding, ensured that COVID-19 does not deny any child the right to be healthy, educated and safe.

- Sanchita Dasgupta, Manager, NGO Ecosystem - GiveIndia

“

Gender equality has always been at the core of Vesuvius' values. We believe that economic independence and empowerment will come only when we educate the girl child and hence, when CRY reached out to us to support 'Educate the Girl Project', it had an instant connect and appeal. We look forward to doing some impactful work in this field in coordination with CRY to bring about significant change in the lives of underprivileged girls.

- Rajeev Chalana, HR Director (FC & AR South East Asia) - Vesuvius India

“

We feel happy and proud to see how Project Ignite, true to its name, overcame COVID's impact on the closure of schools and helped children continue their studies. When CRY reached out to us, explaining the online implementation of the programme along with the activity-based sessions with children to de-stress and engage them joyfully, we did not think twice to support this initiative.

- Ashok Manaktala, Chairman - Topsel Toyota

“

B4U has been working continuously to create a positive social impact across communities. For our work in the field of child education, we see CRY as the right partner to help the children who have limited access to education and with our partnership with CRY, we aim to create a difference in the lives of thousands of students as a part of our ongoing CSR initiative.

- Priyanka Bhushan, Head of HR and Administration - B4U

“

The child activity centres under project Muktodhara are designed to be a space that promotes learning, creativity and self-efficacy among children with street connectedness. We are proud to see the positive impact the centres have had in ensuring that children continue to learn during the pandemic. We are certainly confident that these children will grow up as responsible citizens and successful individuals, thanks to CRY's consistent and sustainable efforts.

- R P. Yadav, CMD - Genius Consultants Ltd.



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 organisational 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 the 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.



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.



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.



Ramasubramanian
K. M.
Director - Finance

A Certified Management Accountant and a Law graduate with a career spanning over 30 years, Ram has worked in finance and operations across Southeast Asia, Asia Pacific, Middle East, Africa and India. Having worked with companies like ABB, IBM and the Tata Group, he thrives in a multicultural environment and bridges diversity to achieve high performance, continuity and compliance. Ram deeply believes in every child's right to a happy childhood and is excited to contribute to the cause through his work with CRY.



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 LLM 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.



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.



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 nonprofit that works in the areas of education and environment in Ladakh.

Financial statements

Balance Sheet

Child Rights and You (CRY)

Summary Balance Sheet As On 31st March, 2021 (Rs. in Lakhs)

	As on 31.03.2021	As on 31.03.2020
Sources Of Funds		
Corpus	862	856
Earmarked funds	2,045	1,674
Resources C/f (Note 1 below)	1,454	834
Total	4,361	3,364
Application Of Funds		
Properties net of depreciation	50	55
Other fixed assets net of depreciation	108	138
Investments (Note 3 below)	2,187	1,809
Net current assets (Note 2 & 3 below)	335	300
Cash, bank balances and deposits with Banks (Note 3 below)	1,682	1,061
Total	4,361	3,364

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

(2) For 2020-21- Current Assets 715.74 Lakhs, Current Liabilities- Rs. 380.96 Lakhs; Net Current Assets Rs. 335 Lakhs - For 2019-20- Current Assets 825.47 Lakhs, Current Liabilities- Rs. 525.30 Lakhs; Net Current Assets Rs. 300 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 1.04.2020 to 31.03.2021	For the period 1.04.2019 to 31.03.2020
Income			
Donations	I	3,679	5,475
Interest & others		214	157
Total		3,893	5,632
Income available for Deployment & Expenses	A	3,893	5,632
Establishment & Other Expenses			
Personnel		400	652
General Administration		284	545
Depreciation		59	73
Auditor Remuneration		9	10
Amount written off		-	-
Total Establishment Expenses	B	751	1,280
Net Income available for Deployment	A-B =C	3,142	4,353
Deployment Of Funds			
Fund Raising Costs	I	671	1,985
Child development initiatives	II	860	903
Awareness of Child Rights	III	281	819
Capacity building for supported initiatives	IV	422	723

Total	D	2,234	4,429
Surplus / (Deficit) c/f Balance Sheet	C-D	907	-76

Annexure - I,II,III,IV

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

	For the period 1.04.2020 to 31.03.2021	For the period 1.04.2019 to 31.03.2020
Income (Donations)		
India		
Corporates	953	486
Individuals	2,725	4,989
Donations In Kind	-	-
Total	3,679	5,475
Cost Of Mobilising Donations		
Fees And Consultancy Charges	0	1,052
Telecalling And Mailer Costs	106	207
Donor Servicing Charges & Other Fund Raising Costs	276	323
Personnel Cost	290	403
Total	671	1,985
Net Resources (1-2)	3,008	3,490

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

	For the period 1.04.2020 to 31.03.2021	For the period 1.04.2019 to 31.03.2020
Disbursals (Net of unspent balances)	835	615
Projects	810	547
Resource Organisations	26	68
Networks	10	186
Fellows	6	26
One time grants	6	16
Training and development	2	66
Total	860	909

Annexure III: Awareness (Rs. in Lakhs)

	For the period 1.04.2020 to 31.03.2021	For the period 1.04.2019 to 31.03.2020
Direct expenses	100	568
Personnel cost	154	223
Awareness division overheads	26	29
Total	281	819

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

	For the period 1.04.2020 to 31.03.2021	For the period 1.04.2019 to 31.03.2020
Direct expenses	0	0
Personnel cost	411	697
Capacity Building of Project Partners division overheads	11	26
Total	422	723

Total No. Of Initiatives Supported By CRY

	For the period 1.04.2020 to 31.03.2021	For the period 1.04.2019 to 31.03.2020
1. Implementing Organisations	68	73
2. Direct Implementation	13	-
3. Resource Organisation	13	5
4. Strategic Alliances	5	20
5. Fellows	5	18
6. Advocacy	4	11
7. One Time Grant	4	10
Total Initiatives	112	137

Salary Table

Child Rights and You (CRY)

Division Wise Personnel Costs to Total Income Ratio

Particulars	2020-21	2019-20
Total Income		
General Income	3893	5632
Donation towards earmarked fund	2394	1702
(Rs. in Lakhs)	6,287	7,335
Personnel Costs		
Resource Mobilisation	290	403
%	5%	5%
Development Support Unit & Awareness Costs	565	919
%	9%	13%
Establishment	400	652
%	6%	9%
Total	1,255	1,974
%	20%	27%

Disbursals

Child Rights and You (CRY)

Statement of Deployments for the year ended 31st March 2021

Sr. No.	Particulars	(Object to Trust-General) Amount (Rs.)
Projects - East		
1	Adolescent Empowerment and Prevent Child Marriage	1,08,000
2	Chale Chalo	10,36,951
3	Comprehensive Health And Rural Development Society	4,75,695
4	Diksha	1,81,615
5	Direct District Programme- Burdwan District	8,95,490
6	Gramya Vikash Mancha	8,54,558
7	Jawahar Jyoti Bal Vikas Kendra (JJBVK)	21,79,473
8	Kajla Jana Kalyan Samiti (KJKS)	7,91,184
9	Palli Alok Pathagar	5,17,700
10	Praajak- New Alipore Praajak Development Society	3,79,314
11	Rashtriya Jharkhand Seva Sansthan	10,36,024
12	Sanlaap	5,58,344
13	Sikshasandhan	19,17,952
14	Social Welfare Agency & Training Institute	1,53,300
15	Society for Promotion of Rural Education and Development (SPREAD)	14,79,872
16	Vikramshila Education Resource Society	3,99,007
17	Wide Angle Social Development Organisation	17,41,042
Sub Total East		1,47,05,521

Projects - North

1	Aim for Awareness of Society (AAS)	17,91,681
2	Asian Institute of Management (AIM) Trust	1,67,866
3	Association for Social Justice and Research (ASOJ)	1,04,524
4	Centre for Budget and Governance Accountability (CBGA)	9,25,000
4	Direct District Programme- Budaun District	5,84,482
5	Direct District Programme- North Delhi	2,61,312
6	Direct District Programme- North West Delhi	1,64,485
7	Direct District Programme- Faridabad (Haryana)	8,05,513
8	Direct District Programme-South East Delhi	10,36,620
9	District Bhopal	3,02,025
10	Doaba Vikas Evam Utthan Samiti (DVEUS)	9,86,418
11	Gramin Vikas Samiti (GVS)	4,07,050
12	JKASW- Jammu Kashmir Association of Social Workers	27,14,275
13	Koshish	32,12,491
14	Mahila Jan Adhikar Samiti (MJAS)	17,28,844
15	Matri Sudha	2,36,015
16	Nav Srishti	27,85,879
17	Navshrishti-Haryana	1,02,766
18	Pahal Multipurpose Social Service Organisation	30,56,916
19	Pahal-UD	1,000
20	Peoples Action for People in Need-PAPN (Haryana)	4,53,350
21	PRAYATN Santhan	15,93,096
22	Saksham-UD	7,000
23	Samagra Vikas Sansthan (SVS)	1,43,873
24	SAMVEDNA	15,00,036
25	Shree Jan Jeevan Kalyan Sansthan	12,55,290
26	Sonebhadra Vikas Samiti	5,66,920

27	SWATI-UD (Rajeev Neelu Kachwaha Public Charitable Trust)	10,66,037
28	Vikas Samvad Samiti (Shivpuri)	2,34,127
29	Vikas Samvad Samity (VSS)	10,30,087

Sub Total North	2,92,24,978
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Projects - South

1	Ananya Education & Empowerment Trust	4,000
2	Compassionate Rural Association for Social Action (CRASA)	3,33,766
3	Digital Education Centre at Vysarpadi Thru SCSTEDS	2,50,000
4	Direct District Programme- Krishna District	9,21,333
5	Empowering Girl child through Margadarshi	2,58,283
6	Human Rights Education and Protection Council (KALAM)	3,69,342
7	Margadarshi	2,11,461
8	Peoples Organisation for Rural Development (PORD)	4,12,732
9	Pragathi	2,37,273
10	Salem Peoples Trust (SPT)	14,700
11	Shramik Vikas Kendram (SVK)	2,62,782
12	Shruti Samskruti Samsthe	23,88,867
13	Slum Children Sports Talents Education Development Society (SCSTEDS)	11,58,119
14	Society for Rural Agriculturalists and Mass Awareness (SRAMA)	4,71,705

Sub Total South	72,94,363
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Projects - West

1	Adivasi Vikas Trust	1,08,046
2	Adolescent Empowerment and Prevent Child Marriage	2,25,200
3	Bahujan Samajik Trust (BST)	6,60,312
4	Direct District Programme- Devbhumi Dwarka	9,88,535

5	Gram Mitra Samaj Sevi Sansthan (GMSSS)	3,79,163
6	Gram Swaraj Sangh (GSS)	4,04,316
7	Gramya Vikas Trust	4,77,900
8	Habitat and Livelihood Welfare Association (HALWA)	14,05,520
9	JEEVAN DHARA	5,97,500
10	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	31,47,629
11	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	3,70,219
12	Navadhar Samajik evam Sanskrutik Vikas Manch	4,23,990
13	Path Pradarshak	2,06,224
14	Sahyog Charitable Trust (SCT)	3,19,542
15	SAMATA Charitable Trust	2,34,042
16	Sankalp Manav Vikas Sansthan (SMVS)	34,89,359
17	Sparsha Charitable Trust	10,26,328
18	Srishti- Jhadpatti	6,14,309
19	Vanchit Vikas Sanstha (VVS)	19,14,574
20	Vidhayak Bharati	10,38,937
Sub Total West		1,80,31,645

National Head Office Projects

1	CR Fellowship Year 11	2,600
2	COM Project	16,085
3	COVID19 R&R- CRY Direct Implementation	23,26,250
4	PR agency	2,10,040
5	Primary Research	16,35,350
6	Resource Person Payment	6,46,500
7	Research CB	61,000
8	Travel Policy & advocacy	13,078
9	CRY DIRECT SUPPORT- COVID 19 DISASTER RELIEF	1,03,89,371

Sub Total National HO Projects	1,31,21,524
Total- Projects	8,47,04,281

Fellowship

1	Anandi Lal	60,297
2	Mrs. Leelavathi & Mr. Nagapandiyan	1,03,050
3	Ramnaresh	29,000
4	G. Vijaya Lakshmi	2,12,000
5	J PRATHAP	2,36,630
Total- Fellows		6,40,977

One Time Grant

1	Strengthening Child Protection Mechanism in Jharkhand through Bal Sakha	34,740
2	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	2,31,971
3	Habitat and Livelihood Welfare Association (HALWA)	2,07,974
4	Sparscha Charitable Trust	1,59,980
Total- One Time Grants		6,34,665

Network Alliance

1	Madhya Pradesh Lok Sangarsh Sajha Manch (MPSSLM) through Vikas Samvad Samiti	79,122
2	West Bengal Education Network (WBEN)- thru Kajla	1,55,040
3	Voice of Child Rights in Orissa through SPREAD (VCRO)	68,620
4	People's Voice for Child Rights through SVK	71,600
5	Alliance for People's Rights Through Matrisudha	45,210
6	Campaign for Right to Education in Jharkhand (CREJ) thru Jago Foundation	90,100

7	HIFAZAT: A Coalition for Child Protection in MP through Vikas Samvad Samiti	1,34,923
8	People's Voice for Child Rights through Peoples Org for Rural Dev (PORD)	28,500
9	Bihar Bal Awaz Manch (BBAM)- thru CHARDS	1,68,400
10	Manipur Alliance for Child Rights- MACR thru Wide Angle	1,22,525
11	Chhattisgarh Bal Adhikar Abhiyan (CG-BAA) through Gram Mitra Samaj Sevi Sansthan	41,300
12	Bal Hakk Abhiyan through Kalapandhari Magasvargiya and adivasi gram vikas sanstha-KMAGV	12,000
13	Samajika Parvarthana Jan Andolana- SPJ through Shruti Samskruti Samaste	2,24,562

Total- Network Alliances	12,41,902
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Resource Organisation

1	Account Aid India	18,550
2	Right to ECD Alliance through Mobile Creches for Working Mother's Children	1,44,836
3	Sanjay Aditya and Co. LLP	13,87,900
4	Account Aid Consulting LLP	10,12,100
5	YUVA URBAN INITIATIVES	1,47,500

Total- Resource Organisations	27,10,886
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Trainings and Development

Travelling Costs	50,074
Training,Workshop and Capacity Building Programmes for Project Partners	1,27,817

Total- Training and Development	1,77,891
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Awareness Costs	1,26,86,761
Capacity Building Costs for Development Programmes	11,08,256
Donor Awareness & Fund Raising Costs	6,71,37,040
Personnel Costs of Development Support & Awareness building staff	5,64,98,331

Total Disbursals	22,73,93,490
Less: Refund of project disbursals	39,66,257
Grand Total	22,34,27,232

Financial Summary

Child Rights and You (CRY)

Extract of CRY Financials from Audited Financial Statements for the year ended 31st March 2021 (Rs. in Lakhs)

Particulars and Years	2020-21	%	2019-20	%
Income (A)	6,294	100%	7,455	100%
CRY India Income	5,841		6,574	
i) Individual Donors	2,764		5,031	
ii) Corporate Donors	3,077		1,543	
Overseas Income	239		724	
i) CRY America	239		674	
ii) CRY UK	0		49	
Investment and other Income	214		157	
Income available for Deployment & Expenses (A- B) = C	6,294		7,455	
Establishment Expenses (D)	751	12%	1,280	17%
Personnel	400		652	
General Administration	284		545	
Depreciation	59		73	

Auditor Remuneration	9		10	
Amount written off	-		-	
Net Income available for Deployment (C- D) = E	5,543		6,176	
Deployment (F)	4,635	74%	6,252	84%
Child Development Initiatives	3,026		2,479	
Committed Child Development Initiatives during Financial Year 2020-21	81		123	
Awareness on Child Rights	133		605	
Capacity building for supported initiatives	11		127	
Personnel Costs of Development Support & Awareness building staff	713		933	
Fund Raising Costs	671		1,985	
Surplus / (Deficit) c/f Balance Sheet (E- F)	907	14%	-76	-1%

Note: Extracted from the Audited Financial Statement for Financial Year 2020-21

You can help

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.



Donate



Once you've done so, write to us at receipts@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, HSBC 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 yamini.kapoor@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 Right 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 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 endeavors in media publications or blogs.



Contact us



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