



43 YEARS

**of ensuring happier
childhoods**

Annual Report
2021-22

From The CEO's Desk

Dear CRY Supporter,

2021 was a year of hope & resilience. Our country battled the devastating second and third wave of COVID-19 virus. From the havoc of providing critical access of oxygen cylinders to patients, to the unfortunate instances of children losing their primary caretakers - we witnessed a true battle of survival. But we also witnessed hope through the COVID-19 vaccination.

In these trying times, your support gave us the strength to go beyond our abilities to ensure that India's most vulnerable children and their families stay protected. We at CRY, restructured and realigned our programs to address their most critical needs - from enabling access to government health centres, to ensuring access of oxygen cylinders, to addressing vaccine hesitancy.

Due to the digital divide and closure of schools, children were getting disconnected from education and being pushed into labour, trafficking and marriage. To address this, CRY started the bridge school centres to ensure that children get a safe space to continue learning and thereby stay protected.

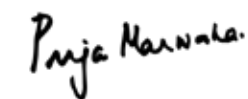
The fight wasn't easy, but you made the impossible seem possible.

As a result of all the initiatives, with your help, we were able to impact the lives of 9 lac+ children and their families in 2021.

Our supporters, volunteers, donors & children themselves - united under the single mission of protecting the lives and futures of our children. Behind this affirmation, are inspiring stories of determination - from Shahzada, a CRY Child Activity Centre teacher, who single-handedly helped in vaccinating an entire village in Kashmir to Revathi - whose transformational journey from a small village to India's top IT firms inspires us everyday!

With you by our side, we can move mountains. This year, with your continued support, our goal is to bring children back to learning environments and continue to provide them with all the opportunities to learn, grow and dream. 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.

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,

YOU helped us make a positive difference in the lives of 9 lac+ children in 2021!

The COVID-19 vaccinations helped us bring back hope and regain normalcy, after the devastation caused by the pandemic for 2 years. But it isn't over until our children stay completely protected from the impact created by it. From lack of healthcare access, to school closures, to facing the digital divide, our children have faced extreme difficulties this year. It was your support that helped us stay firm & take timely measures to attend to the immediate as well as the long term needs of underprivileged children and their families.

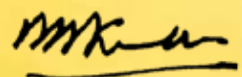
One of the biggest ways in which we combatted the impact the pandemic and its closures had on children's learning and ability to stay protected was the start of the Bridge School Program. The focus of these centres is to provide children with a safe space to learn and play, reconnect them with their peers and teachers, and to keep them protected from child labour, child marriage and the possibility of being trafficked. We witnessed incredible journeys of grit & determination from our stakeholders, communities, volunteers and our children themselves; reinforcing our belief that everything is possible if we come together.

In a roller-coaster year, YOU helped us reimagine a world of opportunities, good health and education for children. We are counting on you for your continuous support to ensure that children keep marching forward into a brighter future!

Thank you for being the strongest pillar for us and our children, we are so grateful.

On behalf of all the trustees,

With faith and goodwill,



Praveen Kadle
Honorary Treasurer

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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.

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



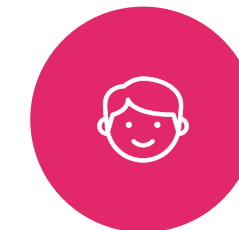
Family

Changing their behaviours, attitudes and practices towards children



Government

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



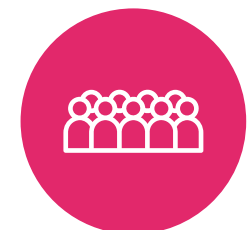
Children

Addressing their immediate/critical needs



Community

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



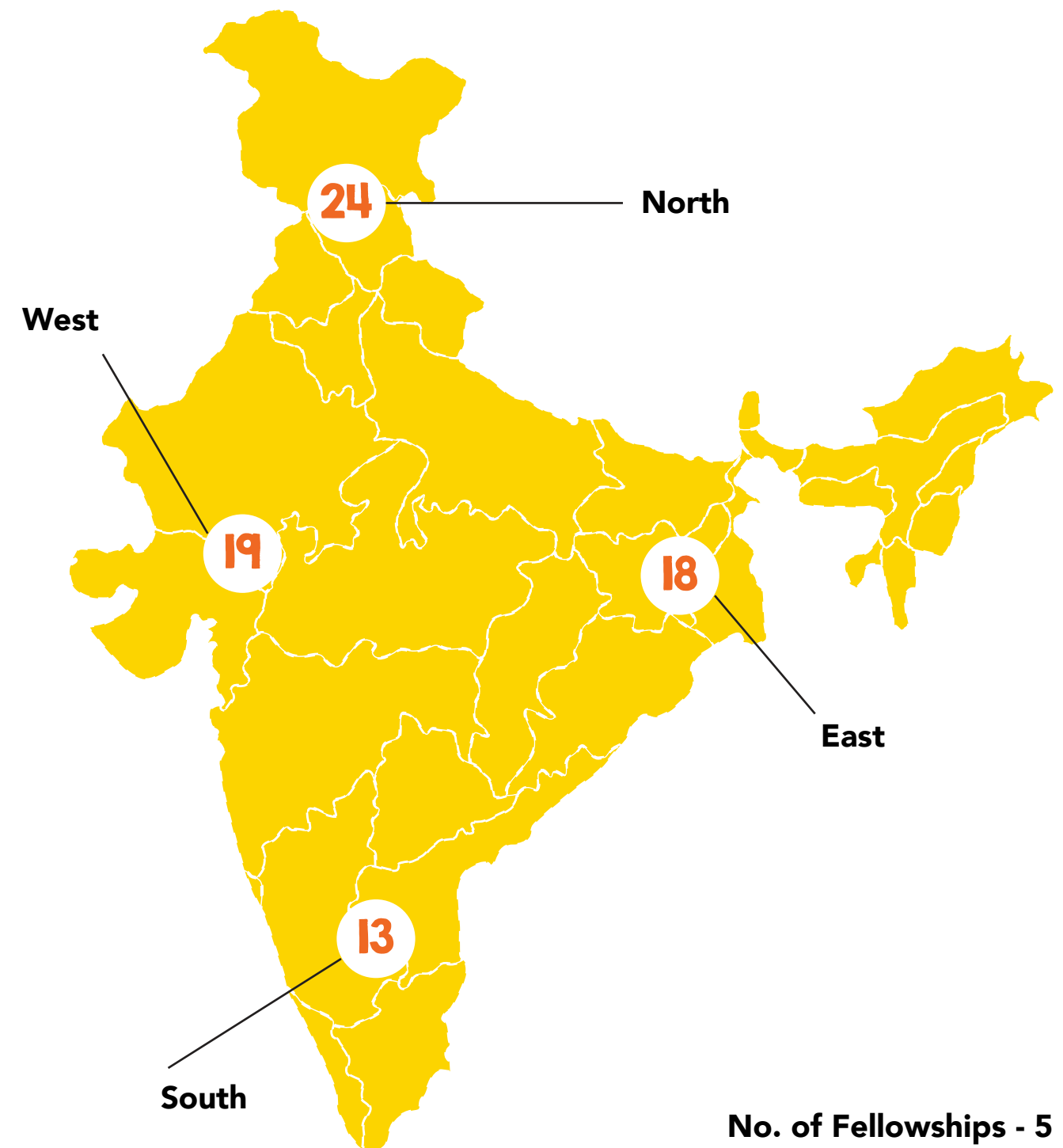
Public

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 2021-22, we partnered with 79 grassroots projects across 19 states in India to positively impact the lives of India's children.



CRY's response to COVID-19 second wave and vaccination hesitancy

The second wave of COVID-19 in 2021, left many underserved communities vulnerable, especially children. In those unprecedented times, CRY worked hard to ensure that children and their families stay safe and proactive in fighting further spread of coronavirus with awareness, preventive measures, and medical facilities. Along with our project partners, CRY assessed the situation and created an emergency plan to address the immediate protection, health, nutrition and safety needs of children and their families.

- Distribution of oxygen cylinders and concentrators to government hospitals and centres in hard to reach geographies.
- Awareness campaigns with communities utilising means like posters, loudspeakers, IEC material etc.
- Online sessions on generating awareness and strategizing activities for community awareness regarding COVID.
- Awareness generation against COVID vaccine hesitancy.

Addressing Vaccine Hesitancy

Poverty, lack of access and illiteracy further compounded by lack of awareness and superstitions threatened mass vaccination initiatives within the underprivileged communities. This made vaccine hesitancy a bigger battle to fight. CRY worked at multiple levels to help resolve the situation:

- Online sessions, IVRS programs on Mobile Vani, one-on-one counselling

over phone with communities and important stakeholders across different states to raise awareness regarding the importance of vaccinations.

- Awareness generation and sensitization held in the communities regarding the COVID-19 vaccines to build confidence among the community - through wall writings, small group meetings, and door-to-door visits in all the states.
- Vaccination camps at the Panchayat level where, along with providing vaccines the Panchayat members stepped forward to take the vaccine first, to positively influence the communities.
- Adolescent children were informed on the scientific procedure of invention of vaccines and its physiology of effective prevention of particular disease by animated video clippings on YouTube. This allowed them to become a positive influence for their families.
- Creative materials, audio/video visuals were developed to encourage people to opt for vaccination.
- Help Desks were created at various points in the community to share knowledge about vaccination and ensure vaccination within the community.
- Community vaccination drives were initiated to improve the confidence among the people on administering the vaccines to fight the hesitancy.

On account of the overall initiative, a total of 3.5 lakh adults were vaccinated through the awareness campaigns, helping keep our children safe.



Ground reports also suggested that one of the main, emerging worries during the second wave was the increasing number of children being affected by the virus. To ensure that this doesn't become a child rights crisis in the long term, CRY created a resilience & recovery plan for underprivileged children that focused on:

Pandemic Preparedness & Management:

- Sensitising communities about safety precautions by busting myths associated with infections, tests and vaccinations.
- Raising awareness on the available vital medicines and oxygen supply.
- Organising awareness drives on managing COVID-19 illness at home and preventing its spread.
- Providing psychosocial support to children to help them cope with the distress caused by the closure of schools for over a year.

Health & Nutrition:

Given the loss of livelihoods and even bread earners in case of certain families, the closure of government mechanisms like primary healthcare centres and the school midday meal scheme, children's health had been severely affected. They were unable to get proper nutrition, timely immunization or proper healthcare and thus, CRY focussed on:

- Conducting programs to enable timely vaccinations through government health centres, to avoid susceptibility to other deadly diseases.
- Providing timely care to lactating and pregnant mothers.
- Ensure prevention of malnutrition to reduce infant/child mortality by connecting families to government healthcare centres.
- Ensuring awareness around menstrual hygiene.

Safety & Protection:

To ensure children stay protected from abuse and exploitation, and to curb the increasing cases of child labour and child marriage, CRY focussed 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 led to a gap in children's education. CRY therefore focussed on:

- Starting bridge school centres, a strategic program to address the learning and psychosocial deficits in children due to school closures in the past 2 years. These centres provided children with a safe space to play and learn and allowed them to reconnect with their peers and teachers.
- Conducting community based study sessions for children in small groups using online mediums like Whatsapp.
- Providing worksheets, guides and digital support to help children continue studying.

Ensuring urgent care & protection of children without parental supervision.

Children continue to remain the unseen victims of the pandemic. We need to continue the fight against the lasting impact of the Coronavirus outbreak on India's underprivileged children so that their futures stay protected.

Shahzada's Story

One who helped the entire village get vaccinated in Kashmir!

During the second wave of COVID-19, hesitancy due to apprehensions and myths around vaccination had reduced the uptake, especially within the underserved communities, thus making them more vulnerable. Also, with a majority of the population living in remote areas, access was a challenge, making it even more difficult to keep everyone vaccinated and safe. Brinjan in Kashmir was one such village.

When the government started their vaccination campaign, CRY along with its partners had an outreach plan to help the people in the farthest areas of the country to get them vaccinated. A lot of health workers, ASHA workers, and teachers joined this campaign. One of them was Shahzada, a teacher working at the Child Activity Centre (CAC) run by a CRY partner in Brinjan, Kashmir. Shahzada, a diligent worker with a zeal for bringing a change in society and making a difference in people's lives played an important role in vaccinating the people of Brinjan.

As expected, when the drive began in a health centre located 2 kilometres away from the village, the turnout was extremely low. That's when Shahzada stepped in to encourage the villagers to take the vaccine that will protect them from the virus. To inspire them, Shahzada got all her family members vaccinated first, which went a long way in clearing the misconceptions amongst the villagers. She went door to door covering

200 families, making them understand the importance of vaccines. She prepared flashcards, banners and posters to disseminate the information to as many people as possible. She even involved the children who came to the CAC centres informing them about the vaccines so that they can pass on the information to their parents. To motivate people, she often went inside paddy fields, orchards, and shops, and as a result, a large number of people showed up at the vaccination centre. She also took health officials along with her for door-to-door and on-site vaccinations.

With her continuous and brave efforts, Shahzada was finally able to vaccinate the entire village population of Brinjan that was above 45 years of age despite the challenging terrain, extreme weather conditions, hostility, fatigue and long working hours!

It's because of her determination, Shahzada's hard work paid off and made an impossible task possible.



Organizational Impact

With a key focus of protecting children from the impact of the COVID-19 pandemic, CRY was able to positively impact the lives of 9,08,479 children in 2021.

85% children, in CRY project areas, between the ages of 6-18 years, in school. *In the 6-14 age group, our enrolment and retention rate are 15% better than the all India enrolment status. *based on the ASER report

86% children in CRY project areas, under the age of 5 years, protected from undernourishment. *Only 17% children in CRY project areas are underweight, as compared to 32% all India status. *NFHS 5

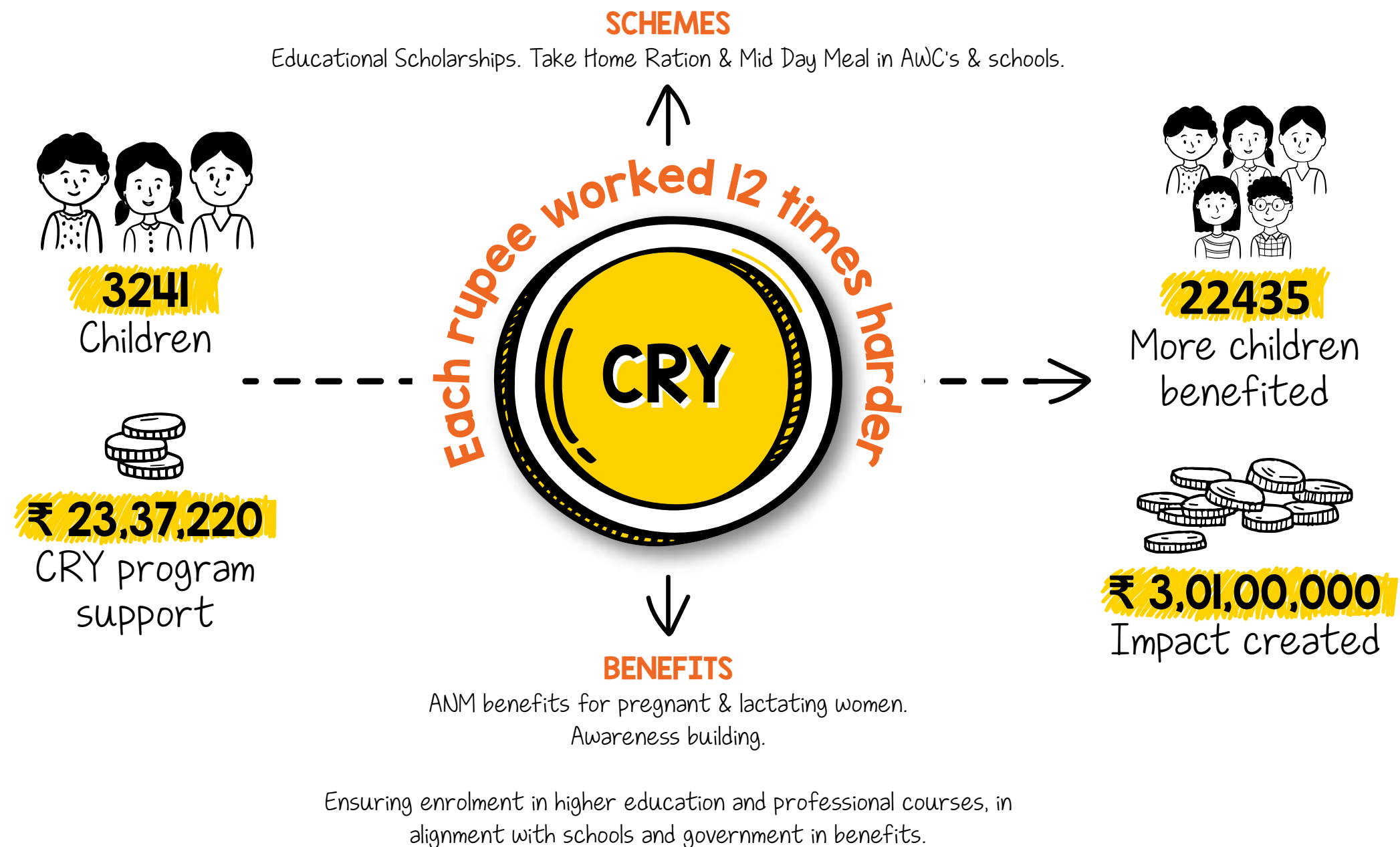
99% of adolescent girls in CRY project areas, between 11-18 years, protected from child marriage.

96% 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 facilities and services from the state that benefit the entire community in perpetuity. Here's an example from a CRY project, where the measurable benefit to the community was 12 times the original investment!



Why Donors Choose CRY

Our donors continue to give us the strength to enable brighter futures for millions of underserved children in India. Here's what a few of them have to say:

“ Every child deserves an equal opportunity towards growth. CRY has been shouldering this responsibility for many decades. We feel proud of such selfless NGO's who work to honour the rights of India's children.
- **Mrs. Zephyr Nangia**

“ Dear CRY, I would like to share a few words about my journey with you. It all started during the 90's, when I saw a small advertisement in a newspaper. That advertisement caught my attention and I believed it. I started sending donations annually. At that time it was a small amount of Rs.400/- or something. During all these years you expanded in providing care and assistance to the underprivileged and needy children. Your projects are thoroughly thoughtful and meaningful. Especially the transformation from providing food and clothing to including health and education is marvellous. The support you extended in bridging the gap in learning during pandemic needs a special mention. Please continue your projects to bring cheer to these little angels. Thank you.
-**M R Narasimha Rao**

“ CRY brings true commitment to the work that they do - it is my privilege to be part of their efforts in whatever small way possible.
- **Mr. Deepak Menon**

“ Children are the greatest wealth of our society. Unfortunately, even today, a huge number of our country's children suffer from lack of opportunities and even struggle to get their basic needs fulfilled - food, shelter, health, education. CRY is a major organization working for the rights of our children and we should all stand by them.
- **Mr. Dipanjan Guha**

“ I feel happy and proud to be a donor of CRY as I feel that it is very important to come forward and do our bit for the children. My husband was associated with CRY for a very long time and now after his sad demise I plan to take the legacy forward.
- **Mrs Chandana Bandopadhyaya**

“ The service to humanity by CRY is great. Keep it up.
- **Mr. M Thevar**

Revathi's Story

From a small village to working for India's largest IT company

"My dream has always been to get a good education and have my own voice"

Growing up in a marginalised family did not stop Revathi from dreaming big for herself. Revathi was born in a small village in Andhra Pradesh where her parents are farmers. Though a shy kid, right from the beginning she was a curious and fast learner, trying to get to the crux of everything. When Revathi's village did not offer secondary education, her parents moved Revathi and her sister to their grandparents' home in a nearby town to pursue their education. Her grandparents' house was located in a neighborhood that was not a safe place for girls and thus she couldn't go out of the house much. Hence the exposure to the external world was very limited, until a project partner of CRY intervened.

During the partner's door-to-door campaign, they invited Revathi to be a part of their children's collective meet. Revathi was happy to be a part of this exciting initiative, and the initial reluctance from her grandparents was assuaged by both the CRY partner as well as Revathi. According to Revathi, she found her calling here, and it was hereon that she paved a new journey for herself. The space gave her endless opportunities to explore what it meant to be a young citizen of India, with her own rights and responsibilities to herself, her family, her community and the world. It gave her the confidence she needed to make a mark in the outside world. She made sure to take part in all discussions and activities that took place in the collectives. The partners recognized the zeal she had to create change and

made her the child resource person for the community and trained her to talk and mobilize people about child rights at different forums. She visited different schools where she spoke on child rights. Going further, she even started a conversation on menstrual health in the children's collective and was made the child rights ambassador. The team always ensured to keep the spark of curiosity in her alive and guided her to study better. They also helped her with future educational opportunities. After completing her 12th grade, she was selected for the prestigious Ashoka Youth Venturer Fellowship, nominated by and mentored by CRY. The fellowship helped in developing soft skills and strengthening her decision-making skills, grooming her to be what she most wanted - a changemaker in this world. This experience allowed Revathi to seek a new direction for the future and gave her the confidence to dream big, and achieve heights no one from her family or community have ever done.

Today, Revathi has successfully completed her BTech and is a project engineer in one of India's largest and most prestigious IT companies. Revathi is a shining example of what is possible when girls are given a chance to explore their voices and agency.





Volunteer Impact

‘There ain't no mountain high enough’ – for our amazing volunteers and 2021-22 was yet another year where they proved it! Battling the impact of the pandemic themselves, they left no stone unturned in ensuring that children stay protected and that their education continues. From online classes, to fundraising to supporting awareness campaigns, our volunteers continue to positively impact the lives of children.

No. of active volunteers - 4,933

No. of interns - 1,464

Total children impacted - 10,383

Total funds raised - Rs. 88,00,000

Key Highlights:

- CRY was selected as the nodal organisation to anchor the Volunteer Management cell in the state of Karnataka to support Child protection issues and children impacted by Covid-19. 300 volunteers were recruited and 150 volunteers actively worked in this initiative.
- Around 750 on-ground volunteers were involved in research activities like data assessment, and documentation, along with conducting extracurricular activities at Public Action Groups, and Employee Engagement activities.
- Over 1800 volunteers participated in programs curated online especially for schools and colleges.

Volunteer Speak



More than sharing awareness and knowledge with the buoyant children whose glittery eyes invariably shine with perpetuity of hope, we shared bilateral LOVE. The warm feeling of your intuition reminding you that whatever you are doing is for a bigger and better thing, supplemented by the cordial smile that the children extended at almost every thought exchanged, made my visits beyond pure and genuine, so much so that I'm falling short of words to judiciously express them.

**- Shashank Aggarwal
20 years, Student**

At CRY, volunteer work is rewarded with the sweet laughter of the children. Thanks to all the gratitude and love mixed in every communication at CRY, it makes me kinder towards the world.

**- Anwesha Basu
23 years, Student**

Being a Child Rights Leader as a part of the CRY program has enabled me to grow as a person with able leadership qualities. It's indeed an honour to be volunteering with CRY, which has broadened the horizon for learning in me. From learning about the status of the underprivileged children in a classroom to actually giving a workshop to those kids, I have come a long way. As a law student, this has helped me in a holistic manner. I thank CRY for all the opportunities that it has given me.

**- Poornashree
20 years, Student**

Volunteering is one the finest ways towards enlightenment. I have experienced this in CRY, it's all about vision and collective efforts; we have made a difference in the learning of children.

**- Vaibhav Khanna
26 years, Lawyer**



Driving Policy and Public Advocacy

Knowledge Products: Highlights

- 11 knowledge products under the project of 'Importance of Secondary Education for Girls' created including a primary study titled "Demand-side Aspects of Secondary Education – Barriers and Challenges" and an economic analysis study titled "Cost Benefit Analysis of Secondary Education and the Economic Cost of Child Marriage and Teenage Pregnancy".
- 1 National Report and 4 State-level case studies on Public Provisioning for Girls' Secondary Education.
- 1 Study on Impact of COVID-19 on Children.
- 1 Study on Early Childhood Care and Education.
- Paper titled "Effects of COVID-19 on Children's Lives: Learnings from an Online Rapid Survey in India" published in Children First Journal of Delhi Commission for Protection of Child Rights.

Multi-stakeholder Engagement

- Organised 4 National-level Stakeholder Engagements through Consultation Workshops and Webinars with more than 1,800 participants.

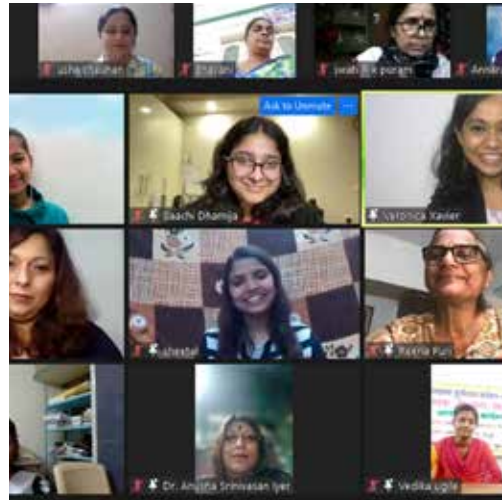
With Ministries and Statutory Bodies

- NITI Aayog Empowered Group (EG-3) meeting on Welfare Measures of Orphaned Children.
- NIDM national consultative meeting: Third wave preparedness – children's vulnerability and recovery.

Presence in International/National forums

- 5 national networks: RTE Forum, ILO Global Alliance, Campaign Against Child Labour (CACL), India Inequality Alliance, and National Action & Coordination Group for Ending Violence Against Children (NACG-EVAC).
- 3 international platforms: ISPCAN, Girls not Brides, and Child Rights Coalition (CRC) Asia.

Key Events



Rising Against All Odds

On the occasion of International Women's Day 2022, CRY hosted a virtual event 'Women of Tomorrow: Rising Against All Odds'. 11 panelists with 7 prominent women leaders from different industries along with 4 girls from CRY projects came together for the inspiring session attended by 600+ people.

The panel featured eminent women leaders namely Reena Puri, Kena Shree, Meghna Peer and Anusha Iyer.



Click Rights

CRY organised the Click Rights Photo Exhibition, to showcase the impact of COVID-19 on the lives of children, through children. Children were asked to capture their experience during the pandemic through photos and share their stories. The themes were 'Life in the times of COVID', 'Together and Apart' and 'Hope'. Students from across

81 schools, from 16 states in India, UAE and US participated sharing their experience through pictures. A lot of powerful and gratifying photos were received, all of which were exhibited in a 3-day long exhibition held at the India Habitat Center and also across 7 colleges.



Changemakers for Latur

A group of concerned citizens and companies came together with CRY to enhance the lives of adolescent girls in Latur, Maharashtra, and the Collective against Child Marriage was born. Launched in Apr 2021, Neha Mehta is the founder and champion behind this force. The three year program focuses on ensuring girls complete 12 years of

formal education, have a sense of agency and do not get married till after 18 years. The circle of donors supporting the project include - Pranay Mehta and Maniben Smarak Nidhi Trust; Priyanka Talwar and Brilliant Polymers Pvt. Ltd; Nirlon Ltd; Preeti and Manav Futnani; Shweta Sheth and Safset Agencies Pvt. Ltd; Shalini Saboo and Ranidevi Taparia Foundation; Sheetal Shah and Sri Mahesh Shah Charitable Trust; Rekha and Rakesh Jhunjhunwala; Arpana Panjabi.



#YellowFellow 2021

#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 2021, 2483 #YellowFellows came forward to show their support towards creating happier childhoods for India's underprivileged children. The campaign saw a massive reach of over 3.2 crores on social media.

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

CRY In The **Spotlight**



Facebook
4.72 L



Twitter
3 L



LinkedIn
74 K



Instagram
74 K



YouTube
6.1 K

Media

770 coverage across print, online, wire and electronic media.

18 op-eds by CRY leadership team members

Awards



CRY won SILVER at the ET SPOTT Awards in the 'Social awareness through short film' category for the campaign Poori Padhai Desh Ki Bhalai.



CRY won the ZEE Kyoorius Creative Award under 'Public Service Announcements – Digital Media' category for the campaign film Poori Padhai Desh Ki Bhalai.



Story of Taratala Girls

Kickboxing their way into a brighter future!

Due to the COVID-19 pandemic, a lot of girls were forced to discontinue their education and had also lost parental support for pursuing further schooling. This was the case in a small district of Kolkata called Taratala too. With no schooling, most of them were forced to shoulder most of the household chores. Many girls faced confidence issues and were scared to step out of home alone.

Through CRY's intervention in January 2021, under the Girl Child Education project, a total of 50 girls took up self-defence classes. Here they were taking karate and kick-boxing lessons. These self-defence training sessions are a part of a larger program to support girl's education and empower them with wholesome personality development through extra-curricular activities like music and sports.

11-year-old Rupali was the youngest among the 50 girls who took training for the self-defence classes. She impressed everyone with her performance in the competition! Amongst the girls, were Laxmi and Puja too, a super sister-duo who showed extreme skill and determination during practice.

A total of 13 girls from the group took part in the state-level kickboxing championship at Jalpaiguri. They had a lot of amazing experiences as

they shared the stage with different schools. The outcome was outstanding and the girls excelled! Rupali, Laxmi and Puja won gold and silver medals at the championship! They are now all set to represent the state at the National level championship; putting in hours and hours of training. Laxmi is now a black belt in karate, while Rupali now dreams of becoming a professional boxer.

We are hopeful that extra-curricular activities apart from studies will help more girls overcome their fears, contribute to the process of holistic learning and empower them to face any challenge that lies in their way.





Our Corporate Partners

accenture



BlackRock



IISCO STEEL PLANT





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

“ Over the last decade or so, it has been a pleasure to work with CRY in various initiatives to make an impact at the grassroots level. Expedia India is committed to supporting social development parameters with a focus on Girl Child and Women empowerment. In this endeavor, CRY is a valued partner in helping us channelize our efforts and ensuring that the deserving people are the real beneficiaries.

- **Faisal Nadeem Saiyed (Senior Director – APAC People at Expedia Group)**

“ Asha Kiran – A ray of hope is Rotary India Literacy Mission's program to send children back to school through improving their learning level. CRY has been a valued partner of this initiative and has put in tremendous effort in mainstreaming vulnerable children in J & K. RILM is elated to scale this program in 4 states with CRY to mainstream 4000 children. Community mobilization activities, which is CRY's strength, will be undertaken to prevent early marriage, child labour and other barriers that hinder children's education. We are proud to be partnering with CRY.

- **Kamal Sanghvi (Past Rotary International Director and Chairman - Rotary India Literacy Mission)**

“ We thank CRY for creating this wonderful platform that we could trust to carry out our CSR Activities for the underprivileged section of society. We came across CRY 3 years back when as Business Head of CIRIA India, I was looking to tie up with some CSR groups. We are very impressed with the process, transparency and clarity the organization has exhibited. We appreciate all help and support from team CRY to us.

- **Subrata Chakraborty (Head of Operations, CIRIA India 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 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 Mangain **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 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.

John Roberts
Director – South

Holding specialised degrees in Liberal Theology, Sociology and Anthropology, John is a post graduate in Human Resource Management (Xaviers Institute of Management, Mumbai). He joined CRY in 1997 as a part of the Development Support team and went on to take on the role of Director for the South region. John strongly believes that children's right to life, dignity, health, nutrition, education and security are paramount above everything else, and that India will be high on the development matrix only when the children are thriving.

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.

Subhendu Bhattacharjee
Director - PRAD (Policy, Research, Advocacy)

Subhendu comes with more than 22 years of experience in human rights and child rights in the arena of research, policy analysis, media advocacy, and Child Rights programming. He has done his Master's in Mass Communication and M.Phil. in Communication from Assam University. Subhendu admired CRY's work early on during his secondary school days through CRY cards and their messages for upholding children's rights. He believes that marginalized children need more support so that their voices are heard. Through CRY he wishes to create an enabling environment for them so that they can enjoy their rights to their fullest potential.

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 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.

Dr. Ritu Priya Mehrotra
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.





Financials

Balance Sheet

Child Rights And You (CRY)

Summary Balance Sheet As On 31st March, 2022 (Rs. In Lacs)

	As on 31.03.2022	As on 31.03.2021
Sources Of Funds		
Corpus	867	862
Earmarked funds	1,603	2,045
Resources C/f (Note 1 below)	2,498	1,454
Total	4,969	4,361
Application Of Funds		
Properties net of depreciation	45	50
Other fixed assets net of depreciation	91	108
Investments (Note 3 below)	2,146	2,187
Net current assets (Note 2 & 3 below)	409	335
Cash, bank balances and deposits with Banks (Note 3 below)	2,279	1,682
Total	4,969	4,361

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

(2) For 2021-22 - Current Assets 806.91 Lakhs, Current Liabilities - Rs. 398.17 Lakhs; Net Current Assets Rs. 408.74 Lakhs - For 2020-21 - Current Assets 715.74 Lakhs, Current Liabilities - Rs. 380.96 Lakhs; Net Current Assets Rs. 335 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 2022 (Rs. in Lakhs)

	Annexure	For the period 1.04.2021 to 31.03.2022	For the period 1.04.2020 to 31.03.2021
Income			
Donations	I	3,703	3,679
Interest & others		257	214
Total		3,960	3,893
Income available for Deployment & Expenses	A	3,960	3,893
Establishment & Other Expenses			
Personnel		541	400
General Administration		366	272
Depreciation		51	59
Auditor Remuneration		10	9
Amount written off		-	-
Total Establishment Expenses	B	967	739
Net Income available for Deployment	A-B =C	2,993	3,154
Deployment Of Funds			
Fund Raising Costs	I	710	683
Child development initiatives	II	558	860
Awareness of Child Rights	III	295	281
Capacity building for supported initiatives	IV	381	422

Total	D	1,944	2,246
Surplus / (Deficit) c/f Balance Sheet	C-D	1,049	907

Annexure - I,II,III,IV

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

	For the period 1.04.2021 to 31.03.2022	For the period 1.04.2020 to 31.03.2021
Income (Donations)		
India		
Corporates	900	953
Individuals	2,803	2,725
Donations in kind	1	-
Total (1)	3,704	3,679
Cost Of Mobilising Donations		
Telecalling and Mailer Costs	0	106
Donor Servicing Charges & Other Fund Raising Costs"	353	288
Personnel cost	357	290
Total (2)	710	683
Net Resources (1-2)	2,994	2,996

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

	For the period 1.04.2021 to 31.03.2022	For the period 1.04.2020 to 31.03.2021
Disbursals (Net of unspent balances)	583	835
Projects	558	810
Resource Organisations	25	26
Networks	-	10
Fellows	11	6
One time grants	6	6
Training and development	26	2
Total	626	860

Annexure III: Awareness (Rs. in Lakhs)

	For the period 1.04.2021 to 31.03.2022	For the period 1.04.2020 to 31.03.2021
Direct expenses	99	100
Personnel cost	156	154
Awareness division overheads	39	26
Total	295	281

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

	For the period 1.04.2021 to 31.03.2022	For the period 1.04.2020 to 31.03.2021
Personnel cost	355	411
Capacity Building of Project Partners division overheads	26	11
Total	381	422

Total No. Of Initiatives Supported By CRY

	For the period 1.04.2021 to 31.03.2022	For the period 1.04.2020 to 31.03.2021
1. Implementing Organisations	37	68
2. Direct Implementation	46	13
3. Resource Organisation	2	13
4. Strategic Alliances	0	5
5. Fellows	4	5
6. Advocacy	0	4
7. One Time Grant	2	4
Total Initiatives	91	112

Disbursals

Child Rights and You (CRY)

Statement of Deployments for the year ended 31st March 2022

Sr. No.	Particulars	(Object to Trust-General) Amount (Rs.)
Projects - East		
1	Chale Chalo	3,61,373
2	Jago Foundation	8,94,816
3	Kajla Jana Kalyan Samiti (KJKS)	1,56,020
4	Rashtriya Jharkhand Seva Sansthan	9,69,355
Sub Total East		2,381,564
Projects - North		
1	Asian Institute of Management (AIM) Trust	45,237
2	Association for Social Justice and Research (ASOJ)	2,44,025
3	Centre for Budget and Governance Accountability (CBGA)	9,00,000
4	JKASW - Jammu Kashmir Association of Social Workers	2,82,168
5	Pahal Multipurpose Social Service Organisation	1,15,449
6	Saksham	45,000
7	Samagra Vikas Sansthan (SVS)	8,17,780
Sub Total North		2,449,659
Projects - South		
1	Compassionate Rural Association for Social Action (CRASA)	1,507,327
2	Dharani Social welfare Society	7,278
3	Salem Peoples Trust (SPT)	6,21,000
Sub Total South		2,135,605

Projects - West

1	Adivasi Vikas Trust	1,70,000
2	Adolescent Empowerment and Prevent Child Marriage	1,672,830
3	Bahujan Samajik Trust (BST)	1,669,043
4	Gramya Vikas Trust	8,01,895
5	JEEVAN DHARA	98,000
6	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	4,03,688
7	Path Pradarshak	1,219,703
8	Sahyog Charitable Trust (SCT)	1,48,524
9	SAMATA Charitable Trust	2,273

Sub Total West

6,185,956

National Head Office Projects

1	CR Fellowship Year 11	90,000
2	Primary Research	1,131,250
3	Resource Person Payment	1,32,000
4	Research CB	83,000
5	Benevity - Work Towards Happier Childhood	13,687,302
6	COVID19 R&R - CRY Direct Implementation	12,558,782
7	CRY DIRECT SUPPORT - COVID 19 DISASTER RELIEF	4,965,561
8	Direct Implementing	3,534,985
9	Task force cost	1,387,127

Sub Total National HO Projects

37,570,007

Total Projects

50,722,790

Fellowship

1	Anandi Lal	60,297
2	Ramnaresh	21,760

3	S PRABHAVATHI	66,700
4	J PRATHAP	9,21,903
Total - Fellows		1,070,660
One Time Grant		
1	Kajla Jana Kalyan Samiti (KJKS)	3,00,600
2	Slum Children Sports Talents Education Development Society (SCSTEDS)	3,00,000
Total - One Time Grants		6,00,600
Resource Organisation		
1	Account Aid India	2,475,000
2	Sanjay Aditya & Associates	70,426
Total - Resource Organisations		2,545,426
Trainings and Development		
Travelling Costs		2,505,973
Training,Workshop and Capacity Building Programmes for Project Partners		78,068
Total - Training and Development		2,584,041
Awareness Costs		13,866,669
Capacity Building Costs for Development Programmes		2,570,114
Fund Raising Costs		71,025,542
Personnel Costs of Development Support & Awareness building staff		51,180,193
Total Disbursals		196,166,035
Less: Refund of project disbursals		1,742,541
Grand Total		194,423,495

Salary Table

Child Rights and You (CRY)

Division Wise Personnel Costs to Total Income Ratio

Particulars	2021-22	2020-21
Total Income		
General Income	3,960	3,893
Donation towards earmarked fund	2,378	2,394
(Rs. in Lakhs)	6,337	6,287
Personnel Costs		
Resource Mobilisation	357	290
%	6%	5%
Development Support Unit & Awareness Costs	512	565
%	8%	9%
Establishment	541	400
%	9%	6%
Total	1,409	1,255
%	22%	20%

Financial Summary

Child Rights and You (CRY)

Extract of CRY Financials from Audited Financial Statements for the year ended 31st March 2022 (Rs. in Lakhs)

Particulars and years	2021-22	%	2020-21	%
Income (A)	6,359	100%	6,294	100%
CRY India Income	5,999		5,841	
i) Individual Donors	2,854		2,764	
ii) Corporate Donors	3,145		3,077	
Overseas Income	104		239	
i) CRY America	104		239	
ii) CRY UK	0		0	
Investment and other Income	257		214	
Income available for Deployment & Expenses (A - B) = C	6,359		6,294	
Establishment Expenses (D)	1,002	16%	739	12%
Personnel	576		400	
General Administration	366		272	
Depreciation	51		59	
Auditor Remuneration	10		9	
Amount written off	-		-	
Net Income available for Deployment (C - D) = E	5,357		5,555	
Deployment (F)	4,308	68%	4,647	74%

Child Development Initiatives	2,948		3,026	
Committed Child Development Initiatives during Financial Year 2020-21	-450		81	
Awareness on Child Rights	139		133	
Capacity building for supported initiatives	26		11	
Personnel Costs of Development Support & Awareness building staff	931		713	
Fund Raising Costs	715		683	
Surplus / (Deficit) c/f Balance Sheet (E - F)	1,049	16%	907	14%

Note: Extracted from the Audited Financial Statement for Financial Year 2021-22





You Can Help

Donate

- Online: The simplest and easiest way to donate! Just click on the donate button in the mailers 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 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 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.
- School Student Volunteer: If you're still in school but want to explore the spirit of volunteering, you can become a School 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 endeavours in media publications or blogs.

Contact Us

Contact number: 9115 9115 00

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