



44 YEARS

OF ENSURING

HAPPIER

CHILDHOODS

ANNUAL REPORT

2022-23



FROM THE CEO'S DESK

Dear CRY Supporter,

The year 2022 marked a transformative period in our nation's journey. It began with a daunting challenge: navigating the third wave of COVID-19. We were steadfast in securing essential supplies and ensuring children and their families stay protected. Post-COVID, our central mission was to reintegrate children into safe environments, which proved to be an even greater undertaking. However, with your support, we were able to reach out to children and their communities to help them navigate the post-COVID reality and offer them hope and a promise of a brighter future.

Your generosity has made a tremendous impact on the lives of over 13 lakh children during the year 2022-23. As I reflect on the remarkable journeys of children like Pragnya, who was once a child labourer to someone who is aspiring to be an IAS officer, and Jyoti, who emerged from the shadows of child marriage to become a police constable, I am reminded of the extraordinary influence of your support.

With you as our dedicated partner, we can achieve the seemingly impossible. This year, we aim to continue our mission of bringing children back into educational environments where every child has the opportunity to learn, grow, and dream. I want to express my utmost gratitude for your commitment to us and our children. Having you by our side is a privilege, and we are deeply thankful for the trust and support you continue to place in us. Together, we can write a hopeful and promising future for our nation's children.

With gratitude,



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,

It was YOU who made 2022 such an impactful year.

Following our efforts in addressing the aftermath of COVID-19, our primary objective was safeguarding children and their families from the enduring effects of the pandemic. Your continuous support enabled us to positively influence the lives of over 13 lakh children in the past year alone - an achievement made possible through the collective dedication of our donors, partners, and volunteers.

Through your support, we've shielded children from the adversities of child labour and marriage, empowering them to continue chasing their dreams. Your consistent backing has helped create happier and more hopeful childhoods for children in India. We're deeply thankful for the part you've played in making this change happen.

We are eager to continue our mission of transforming children's lives with you. We aspire for more children to enter schools, to live healthier lives, shielded from exploitation, and with voices that resonate for change across the world.

We are deeply grateful to have you by our side on this incredible journey.

On behalf of all the trustees,
With heartfelt appreciation,

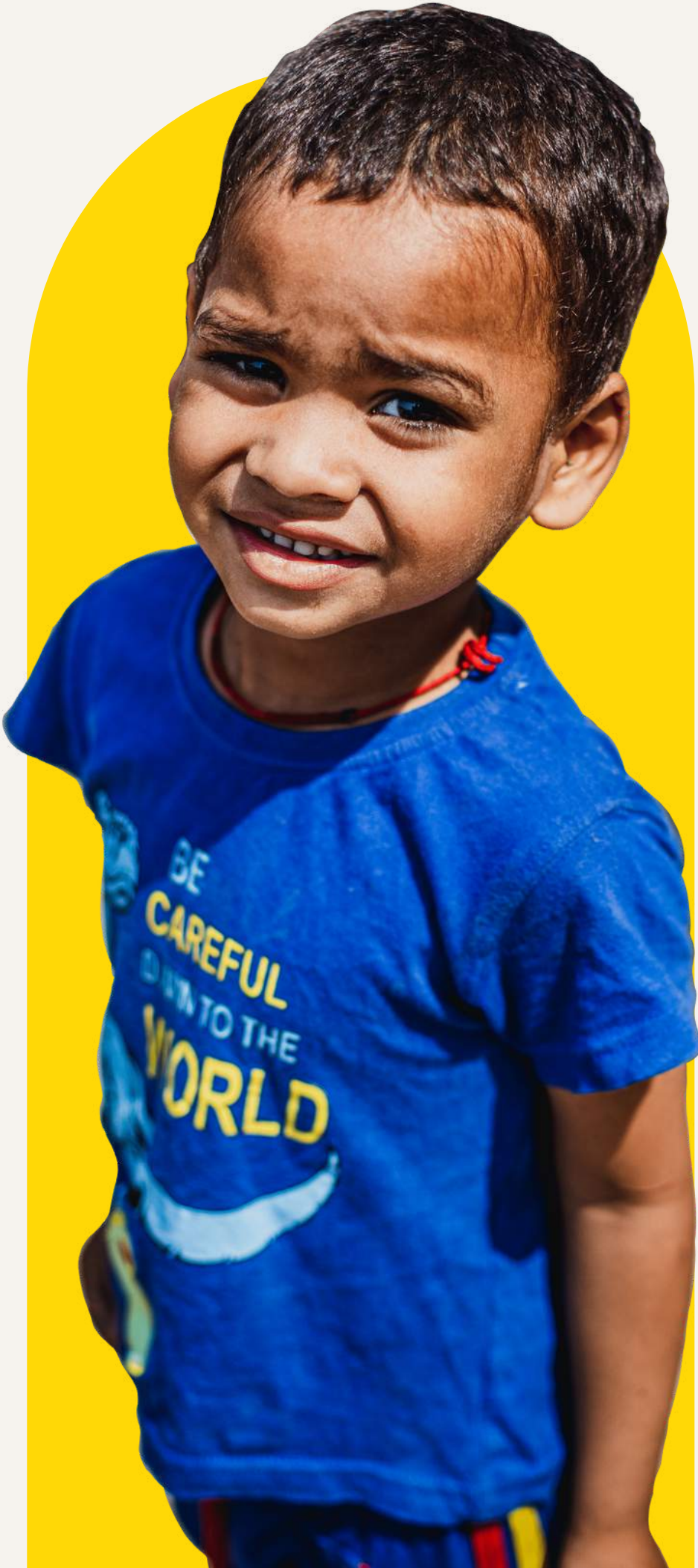


Praveen Kadle
Honorary Treasurer



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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 INTERVENTION

EDUCATION

Ensuring that children go to school and complete their education



CHILD PARTICIPATION

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



HEALTH & NUTRITION

Increasing access to proper nutrition and quality healthcare



SAFETY & PROTECTION

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



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

CHILDREN: Addressing their immediate/ critical needs

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

PUBLIC: Sensitizing society to create an ecosystem where children are a priority

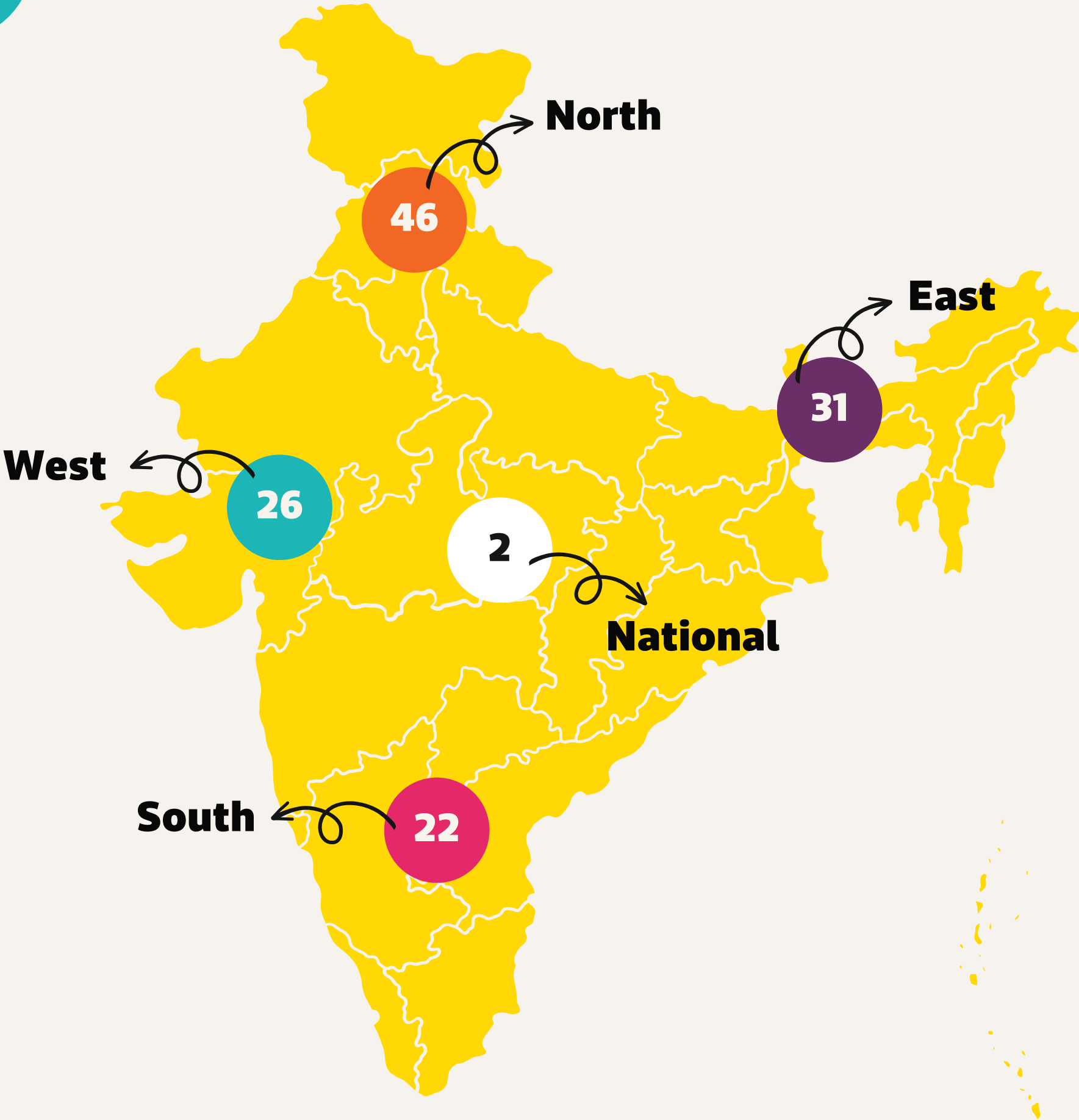
COMMUNITY: Mobilizing community stakeholders like teachers, Anganwadi workers and village child protection committees to take action for children



OUR REACH

Our goal is to touch every child's life, offering them a chance for a brighter future. In 2022-23, we partnered with 90 grassroots partners in 19 Indian states, dedicated to making a lasting impact on children's lives.

Total No. of Fellowships – 6



MEET LALITHAMMA

BREAKING THE MENSTRUAL TABOO

Lalithamma, a partner at one of the CRY Projects in Andhra Pradesh, spent a big part of her life spreading awareness of and eradicating issues faced by underprivileged children. One of her key areas of focus was menstrual hygiene and awareness. It was Lalithamma's personal journey that prompted her to address a subject that had been taboo for many years.

When Lalithamma got her first period at age 15, her initial fear was that she might be seriously ill. Frightened to discuss it with her mother, she turned to her sister, who reassured her that she was not in any danger but had entered womanhood. "For nine days I was asked not to engage in any of the household chores. I was barred from entering the kitchen and instead made to spend all my time in the corner of a dark room with my own utensils, a cup and plate for water and food. My bedding and clothes were also placed separately in the corner of the room". - she recounted. This experience of isolation left Lalithamma with a sense of discomfort. Her village followed other age-old practices too; crossing a graveyard was forbidden during menstruation, as was entering a temple or

mixing with family members or friends - taboos that added to girls feeling isolated.

At school, one of the biggest issues that the girls in the village faced was the lack of separate bathrooms, which meant that for five or more days every girl who had reached puberty had to miss class. As a result, girls missed almost a month and a half of school each year.

Lalithamma's own experience led her to recognize the importance of addressing menstruation and dispelling age-old



myths and taboos. With CRY's support, she embarked on a mission to educate both communities and girls about menstruation. She successfully formed 110 children collectives in the operational areas. The collectives played a huge role in engaging and encouraging children to voice their concerns on various child rights issues - from child labour to child marriage and to having open conversations on menstruation. Through the collectives, door-to-door campaigns were initiated to address the myths and taboos around menstruation with an objective of empowering change at the grassroots level. The girls were educated about menstrual hygiene, and Lalithamma also worked with local schools to build girls' restrooms so they would not miss out on school.

Lalithamma believes that the 'change process' initiated at the community level needs to be sustainable so that children continue to enjoy their rights.

Thanks to her dedication in eradicating period taboos, Lalithamma received the Bharathiya Dalith Sahithya Academy-Dr. B.R Ambedkar National Fellowship Award (2014 & 2015) & State Best Citizen Award by Andhra Pradesh state.

ORGANIZATIONAL IMPACT

06

With a central mission of safeguarding children's rights, CRY made a positive difference in the lives of 13,54,730 children in 2022-23. Here's what we accomplished, thanks to your support.

- **97% children, in CRY project areas, between the ages of 6-18 years, in school.**

*In the 15-18 age group, our enrolment and retention rate is 11% better than the all India enrolment status - GER. *Based on the UDISE+ 2021-22 report

- **89% 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.**

- **95% children in CRY project areas, between the ages of 6-18 years, protected from child labour.**

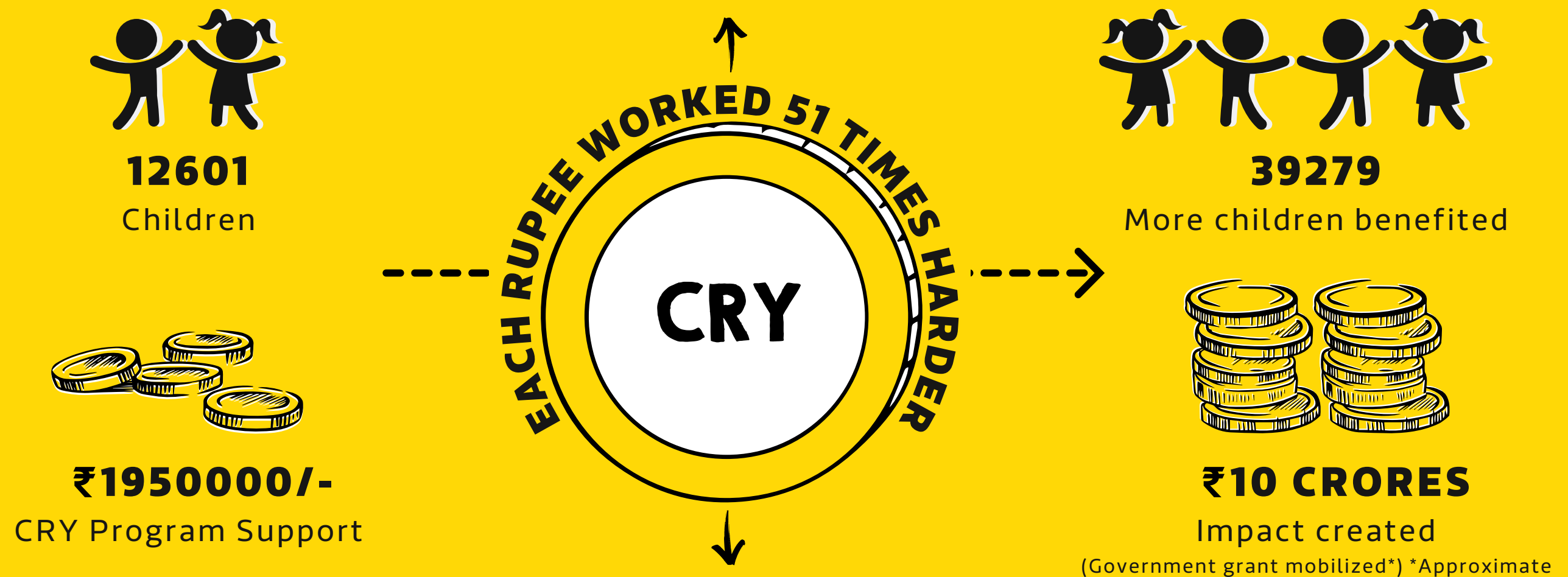


OUR MULTIPLIER MODEL

At CRY, we're dedicated to ensuring that every rupee we invest makes a significant impact and benefits the communities we support. This year, we're proud to share an inspiring example from a CRY project where the measurable benefit to the community was 51 times the original investment.

SCHEMES

- Networking with Education department for opening new high schools
- Networking with ICDS for opening new AWCs
- Networking with schools and Panchayats for constituting and activating SMCs
- Integrating life skill sessions in schools.



BENEFITS

- Sanctioning of 5 high schools. Sanctioning of 5 AWCs & constituting and activating SMCs in 21 primary schools.
- Incorporating life skill sessions in 2 KGBV schools, 7 middle schools and 5 high schools in the district.

WHY DONORS CHOOSE CRY

Our donors play a vital role in our support network. Every contribution, whether large or small, translates into positive change for children. Here's what some of them have to share about their journey with CRY:

I first learned about CRY while studying in the US. I became a volunteer for the CRY Action Center in Atlanta, GA, USA, for two years, from 2000 to 2002. During that time, I helped organize CRY events and assisted with greeting card sales as a volunteer. CRY does excellent work for underprivileged children, especially focusing on the girl child. If I am not mistaken, a decade ago, the "R" in CRY changed from "Relief" to "Rights," signifying an increasing emphasis not just on grassroots "Relief" work but also on advocating for children's "Rights" through awareness-building and policy initiatives. I have continued to be a donor for nearly two decades now. I hope that CRY will continue to touch and transform the lives of countless more children in the future.

Mr. Niket Kaisare

I am a retired company secretary from the early nineties. As a human being, I firmly believe that we should not be self-centered and should strive to uplift other members of society, especially the downtrodden. Any contribution to the upliftment of children benefits them immediately and also inspires them to contribute their might to society's upliftment, creating an endless chain of goodness.

CRY has been in the field of childcare and development for a long time, and any help to it goes a long way in achieving the goal set out above. This is the reason I have extended my hand of help to CRY for a long time, which I hope to continue until my last breath, despite my dwindling income.

I wish CRY all success in its endeavors.

Mr. T V Narayanaswamy

CRY, a leading player in child philanthropy, has been working tirelessly for four decades to ensure good health and education for underprivileged children. I believe that by investing in the well-being of our children, we can create a healthier, more educated society, and ultimately build a stronger nation. I have been associated with CRY for over a decade and am proud to support their mission. CRY's executives and field staff are polite, understanding, and cooperative, and I always feel confident that my contributions are being used effectively.

Mr. Kewal Krishan Attrey

In our "Shastras" or scriptures, a "Daan" or donation is said to be "Sat-patra" when it is given to a deserving recipient and meets the donor's intent. I started to donate to CRY because I was sure it would reach the people or recipients who need it the most.

Mr. Ratnakar M Deshpande

WHY DONORS CHOOSE CRY

I came to know about CRY in the early nineties through the beautifully designed and printed CRY greeting cards, which we used to buy and send out to all our business associates and friends year after year.

CRY's funds and program management is professional, coupled with passion and empathy. I am happy to be a regular donor to CRY for almost 30 years now . Keep up the good work!

Ashwini Kumar Venkatesh

I am delighted to share my thoughts on CRY. When one of CRY's representatives approached me for a donation, I didn't hesitate to contribute to the cause of uplifting underprivileged children. Over time, many other organizations have asked for the same, but I have remained loyal to CRY because I firmly believe that the funds are being used wisely. I will continue to make my modest contribution as long as I can. I wish the organization all the best in its endeavours. Take care. God bless.

Ms. Jolly Sabherwal

CRY inspires me. Their focus on child rights - the right to a healthy life in a secure environment with access to quality education - is truly awe-inspiring in its simplicity and in their efficiency of execution. My contributions to CRY over the years have been only monetary in nature, and while it's not enough, I still feel humbled by the thought of playing a role, however small, in this noble effort. Thank you, CRY, for being there for the children, and for allowing me and countless others like me, to participate in your endeavours!

Sreerupa Sen



PRAGNYA'S STORY

A FORMER CHILD LABOURER ASPIRING TO BECOME AN IAS OFFICER

16-year-old Pragnya, from a small village in Karnataka, was a high-spirited girl who loved to dance, hang out with friends, study and was always eager to learn new things. She loved going to school and studying while at the same time also helped her mother with the daily chores in the kitchen.

But life changed for Pragnya and her mother when one fateful day, her father passed away. Desperate to make ends meet, Pragnya's mother was forced to have her dropout of school, and take up field work instead. Pragnya lost the opportunity for an education, and her school hours were substituted with long hours of toiling in the fields, which became the sole means to support her mother.

This was her life for almost a year until a CRY project partner active in the village, during their community mobilisation drives, met Pragnya. They invited her to the local children's collective.

When Pragnya first joined the meetings, she was very reserved and barely spoke to any of the other girls while her mother was also fearful about their finances and future. Community organizers from the CRY project regularly visited and counseled Pragnya's mother. They discussed the negative impact of child labour on Pragnya's future and the importance of her completing her education. After multiple rounds of meetings, the team convinced her mother to leave the work in the fields.

The team re-enrolled Pragnya in the school so that she could resume her studies after the gap, they also arranged an MNREGA job card for Pragnya's mother. They also ensured Pragnya's participation in the special study sessions for adolescent girls conducted in the village.

Pragnya dedicatedly attended the collective meetings and the special

sessions and over time became more and more confident. Her performance in class also improved remarkably. She also plays a big role in the collective in supporting and inspiring other girls to get educated.

When girls like Pragnya finish their education, it creates a ripple effect that positively impacts both their families and society. With access to better opportunities and employment, girls can play a big role in breaking the cycle of poverty across generations, fostering lasting change for themselves and their families.

Today, Pragnya continues to work hard and is aspiring to become an IAS officer with a goal to strengthen the education system. She wants to focus on girls' education in rural areas by ensuring basic infrastructure and transportation facilities so that girls can continue their studies.

VOLUNTEER IMPACT

The impact CRY has on children's lives owes its existence to the unwavering commitment of our volunteers. They are the catalysts, consistently bridging crucial gaps where change is needed.

This year was no different. Our volunteers exceeded expectations, going above and beyond to safeguard the happiness of children. From on-ground initiatives to online engagements, they continue to positively impact the lives of children.

Volunteer Impact 2022-23:

6064

TOTAL VOLUNTEERS

1163

TOTAL INTERNS

16624

TOTAL CHILDREN IMPACTED

42.5 LAKHS

TOTAL FUNDS RAISED

We are deeply grateful for the dedication and commitment of our volunteers. Their hard work and compassion make a real difference in the lives of children, and we are truly fortunate to have them by our side.

Top Highlights 2022-23:

- Extended the partnership with WDCW, Govt. of Telangana to formalise a volunteer program with the department.
- Collaboration with medical bodies (AMSA, SAMSA) for 15+ health camps and sessions on health-related issues, reaching out to 1600+ community members and children.
- 2nd year collaboration with TISS for Annual Research Study; this year on the topic of 'The reopening of schools post COVID-19 closure: Exploring children's voices and experiences'
- Collaboration with the Union Minister of petroleum and natural gas and the Minister of housing and urban affairs, Government of India, Shri. Hardeep Singh Puri for his book launch; sale proceeds were donated to CRY



VOLUNTEER SPEAK

I started volunteering with CRY in 2018 and witnessed both pre-covid, covid and post-covid scenarios. If someone asked me what kept me motivated through these times, I'd say, the children. Being around kids, online or offline, helping them grow, and the happiness it gave me - that was the reason. I love everything about my work. The opportunity to bring a positive change in children's lives feels amazing.

Ayushi Jain,
Working Professional, Age 27

Facilitating a session helped me understand the reality of girls in Delhi, the capital city, that they're unable to discuss periods freely. CRY's initiative will spread awareness and motivate young minds to take similar initiatives. This truly makes me happy. To know that I was a part of a movement that aims to change attitudes and that I did something and contributed my bit to society truly makes me happy.

Barsha Das,
College Student, Age 20



My volunteering experience was pretty interesting. I always thought that a serious subject like child labour would have objective opinions. However, as I was meeting and interviewing people for the study of "Child Labour" I was genuinely surprised by the spectrum of responses from them. Another thing that I noticed was that most of the respondents don't know much about what's going on. I also noticed how almost all of us are connected in some way to child labour through our materialistic purchases. This study was very informative and eye opening for me and I'm pretty sure the same was true for the respondents too. This experience gave us a chance to reflect on our opinions.

Garv Khosla,
School Student, Age 17

The best part of my work is teaching children. The journey has been transformational. I started out after hearing about my friend's CRY volunteer experience, and now I'm a PAG leader. The experience has taught me the joy of being happy even in the smallest things.

Shravani S Kulkarni,
College Student, Age 22

DRIVING POLICY & PUBLIC ADVOCACY

Knowledge Products: Highlights

- 1 Research Study on Child Artists in India.
- 1 Research Study on Child Marriage in India.
- 1 Research Study on POCSO titled “POCSO and Beyond: Understanding Online Safety during COVID”.
- National Child Rights Research Fellowship Compendium titled “Empirical Insights from Grassroots: 10 years of National Child Rights Research Fellowship”.

With Ministries and Statutory Bodies

- Pre-budget Consultation organised by the Ministry of Finance.
- Conducted an online Training Programme on “Child Protection & Child Rights in Disasters and Emergencies” in partnership with National Institute of Disaster Management (NIDM) with more than 1,000 participants.

- Conducted 6 workshops on child-centric disaster management programmes in partnership with NIDM with more than 600 participants.
- Participants of training programmes/workshops included representatives from Administrative Training Institutes (ATIs), State Disaster Management Authorities (SDMAs), National and State Disaster Response Force (NDRF/SDRF), National Service Scheme (NSS), National Cadet Corps (NCC), Nehru Yuva Kendra Sangathan (NYKS), Departments of State Governments (Health, Education, Panchayati Raj, Rural Development, Revenue, Women & Child Development, Police, etc.), Academia (Universities, Colleges & Schools), Civil Society Organisations, parents, teachers, and students.

Presence in Academic Spaces

- Collaborated with Delhi Skill and Entrepreneurship University, J.K. Laxmipat University, University of Kashmir, Central University of Himachal Pradesh, Pondicherry University, and Punjabi University.

Presence in International/National Forums

- Active involvement in 7 national networks: India Alternative Care Network (IACN), Voluntary Action Network India (VANI), Digital Safety and Citizenship Roundtable, Forum for Crèches and Childcare Services (FORCES), RTE Forum, ILO Global Alliance, and Campaign against Child Labour (CACL).
- Participation in 4 international platforms: International Association of Women in Radio and Television (IWART), International Society for the Prevention of Child Abuse & Neglect (ISPCAN), Child Rights Coalition (CRC) Asia, and Girls not Brides.

KEY EVENTS

‘A day in the life of a child labourer’ - An immersive experience

As part of an employee engagement activity organized with Google on the theme of child labour, CRY created an immersive experience portraying the day in the lives of child labourers, at Google’s office in Delhi. The objective of the initiative was to give people a first-hand experience on the hardships that children face and thereby raise awareness against child labour. The activation involved 3 rooms, showcasing the realistic scenarios of 3 different industries - a tea stall, a construction site and a firecracker factory. Each room was designed to have an authentic setting through audio and smell simulation, to represent the grim conditions children face. More than 200 Google employees engaged with the activity. The activity left a huge emotional impact amongst employees and a lot of them expressed how hard-hitting the experience was.

“At the beginning, it was uncomfortable to experience the different rooms. On being told what the rooms represented, it left me heart-broken to know that this is the reality of millions of children in India. I’m thankful that

organisations like CRY are raising awareness on these serious issues” - said one of the employees.



‘Indian Public Health Association (IPHA) X CRY talk about periods

In collaboration with CRY, Indian Public Health Association (IPHA) organized a session for more than 200 IPHA members on awareness, knowledge, and experience sharing around periods at Stadel Saltlake in Kolkata.

Let’s Talk About It. Period. was an initiative launched by CRY to raise awareness about myths and taboos associated with periods. It was also to educate and empower girls to understand their bodies and that periods are a normal part of life. The session addressed prevalent myths leading to hygiene issues, raised concerns, and emphasized the importance of open conversations about periods.

The panelists included Dr. Rama Bhunia (CMOH Hoogly), Prof. Dr. Somajita Chakraborty (HOD Gyne and Obs, DHGMCH), and Ms. Trina Chakraborty (Regional Director East CRY). Additionally, ER members were present, including Prof. Dr. Sanjay Rai (Dept. of Community Medicine, AIIMS New Delhi, and President IPHA), Dr. Sanghamitra Ghosh (National President IPHA), and Dr. Ranjan Das

KEY EVENTS

(Director Prof. HOD Community Medicine, AllHPH, Kolkata). Attendees from across India and abroad participated and pledged to raise awareness in their organisations.



#ItsAGirlThing

On the occasion of National Girl Child Day, CRY and St.Xavier's College, Mumbai, organised a panel discussion with women achievers and girls from CRY projects at the college premises on January 19.

Now in its third year, this annual event, #ItsAGirlThing, was done for the first time on-ground at St Xavier's college, and it received an overwhelming response from all in the audience, and students in particular. At the event, accomplished women from varied fields and two courageous girls from CRY supported projects came together to discuss, interact and share how they have lived out the true meaning of It's a Girl Thing in their lives. How having role models, a road map, a sisterhood and a dream, (and opportunities!) has gotten them where they are and will get them where they want to go.

The inspiring women icons present were Mumbai Ki Rani and popular Radio Show Host Malishka Mendonsa, Founder of BabyChakra and Good Glamm Group

Naiyya Saggi, Celebrity chef and author Pooja Dingra and actor and influencer Sandeepa Dhar.

Over 400 students attended the vibrant panel discussion and were inspired by the many stories, the wisdom and advice from the panellists. A number of topics discussed by these women and girls, such as school memories and chasing dreams, reached more than 12 lakh people online.



LET'S TALK ABOUT IT. PERIOD.

'Let's Talk About It. Period.' marked CRY's first campaign aimed at destigmatizing conversations about menstruation and raising awareness to eliminate the taboos associated with it.

To amplify the noise against period taboos, several initiatives were undertaken. The most prominent ones being collaborations with the Auto Rickshaw Union in the North, engagement at the Howrah Railway complex in the East, and the participation of students from 21 schools and colleges in a football tournament in the South.

The main highlights of the campaign:

- The campaign reached close to 10 crore people in 2022, through online and offline initiatives.
- Received more than 15,000 pledges to stop period shame

- Conducted 85 awareness sessions in CRY project areas along with the distribution of over 5000 sanitary napkins and learning materials with the help of partners, Project Bala and Menstrupedia.
- Impacted 25,000 children through educational programs conducted by CRY volunteers.



CRY IN THE SPOTLIGHT

902 media stories across the National and Vernacular platforms featured CRY interventions, programs, events and activities. 31 op-ed articles written by CRY leadership team members were published.



INSTAGRAM
87K



FACEBOOK
4.7L



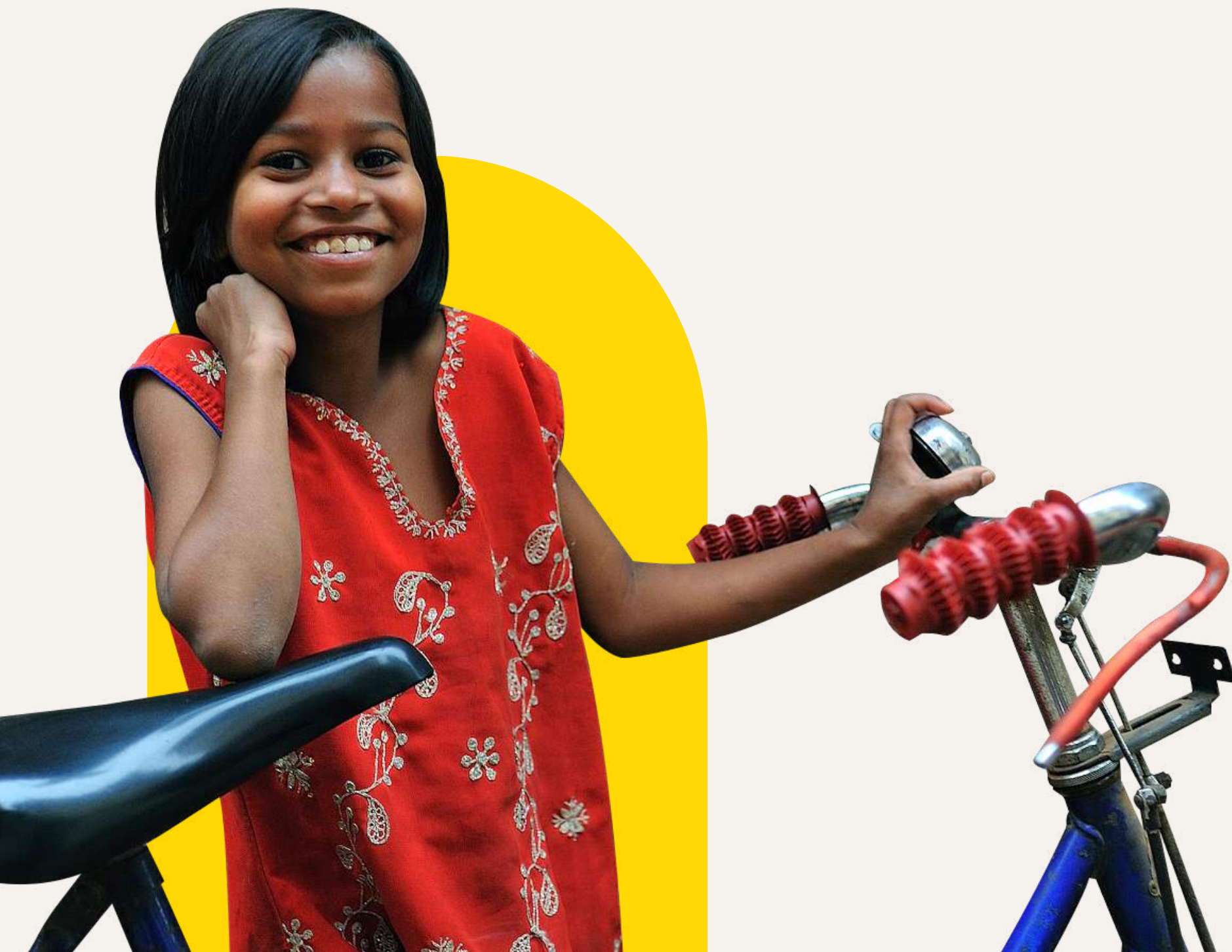
TWITTER
2.9L



LINKEDIN
94K



YOUTUBE
6.8K



MEET JYOTI

FROM A CHILD MARRIAGE SURVIVOR TO A POLICE CONSTABLE TODAY

Every day when Jyoti Kumari dons the police uniform, her parents are nothing but proud of their daughter! Jyoti, a girl from a small village in Samastipur district is a constable in Bihar Police today. She is a role model and an inspiration for everyone. Especially for those girls who have so many dreams in life but are still trying hard to make a way for themselves in this big world.

However, a few years ago, Jyoti's life looked nowhere close to this!

Jyoti with her mother and five siblings stayed in the village while her father, a daily wage labourer living in Kolkata, earned a meagre amount. Even when Jyoti was in primary school, she dreamed of becoming a police officer, a far-fetched dream for most girls in her position.

Being the eldest she had a lot of responsibilities in managing the house and taking care of her younger siblings. With so many duties to shoulder, it was difficult for her to take out time for her studies. However, Jyoti knew that education was her way out and set her sights on taking the matriculation exam.

But the biggest challenge for her was to convince her family not to marry her off at the age of 15 so they would have fewer mouths to feed. Fortunately, Jyoti had the opportunity to be a part of the CRY project centre in Bihar.

The centre included program that carries out sessions to empower the children of the entire village and the girls of the area who are vulnerable to child marriage. It works closely with the children's groups and their parents for their access to education as a tool for empowerment. Being a part of this project was a life-changing experience for Jyoti. She participated in different sessions, sports and other activities organized by them. Even as she pursued her studies, Jyoti and her friends in the children's collective motivated other kids in the community to get themselves enrolled in school, stay in touch with books and attend school regularly.

The collective gave Jyoti the agency to raise the issue with her parents. She negotiated and convinced them to let her continue her education and not marry her

off. She explained that it was important for girls to complete their studies and earn a living for themselves – this would help them fight poverty and usher in a better life.

To convince her parents of her seriousness, she even started tuition for children to earn some money. It helped her keep in touch with her education and prepare for the entrance exams for the police force. She studied rigorously for the written exam, cracked it in one shot, and completed the physical training programme, realising her childhood dream. She joined the Bihar police cadre, and her parents who had decided to let her study with great trepidation were overjoyed!

Jyoti's goal now is to become an inspector and keep moving forward. In a village where girls have no autonomy in their lives and are married off at a tender age, Jyoti's story is an excellent example of what girls can achieve if just allowed to realise their potential. She has paved the way for her siblings to get a good education and help the family get out of the cycle of poverty.

OUR CORPORATE PARTNERS



Australian Consulate-General
Kolkata, India



Baxter

BlackRock

brilliant polymers



OUR CORPORATE PARTNERS



OUR CORPORATE PARTNERS

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

Child Rights and You is an organization that exemplifies the spirit of dedication and compassion towards safeguarding children's rights. From the very beginning, their team's and their unwavering commitment to making a positive difference in the lives of vulnerable children has left an impression on us. Their comprehensive approach towards child welfare, education, and protection has inspired us as well.

Through our partnership under HCLTech (India) Grant, we have had the opportunity to witness the transformative power of education. CRY's focus on providing quality education to children, from underserved communities, has been nothing short of remarkable. It is heart-warming to see how CRY equips these young minds with the knowledge and skills needed to break free from the cycle of injustice and build a better future for themselves.

Dr. Nidhi Pundhir,
Vice President - Global CSR Head,
HCL Tech & Director, HCL Foundation

Through its various programs and initiatives, CRY has extended a lifeline to countless children facing adversity. Their commitment to providing access to quality education has opened doors for underprivileged children, giving them a chance to chase their dreams. Witnessing the transformation in these young lives has been nothing short of miraculous. We are happy to be associated with CRY for their project in Lucknow to empower children through education.

Divya Kumari,
Sr. Manager –CSR & ESG,
Imperial Auto Industries Limited

Vikram Solar is happy and proud to be associated with the Swachh Urja Ujjwal Bhavishya initiative in collaboration with CRY that has been sensitizing children of this area, and through them, the larger community, by educating them on the benefits of adapting the sustainable model of affordable clean green energy in changing their way of life. It is encouraging to see the silent winds of change gradually blowing into the remote villages of Mograhat that is gradually progressing towards building a sustainable, self-sufficient and viable community

Mr Gyanesh Chaudhary,
Chairman & Managing Director,
Vikram Solar Limited

OUR CORPORATE PARTNERS

Attending the CRY NGO event was truly an eye-opening experience for us. The dedication and passion of the CRY team in their mission to ensure the rights and well-being of underprivileged children are truly inspiring. The event was not just a gathering of like-minded individuals, but a platform for change and hope. We got deeply moved by the stories of the children whose lives have been transformed by CRY's efforts. It's heartening to see how this organization has made a significant impact on their education, healthcare, and overall development. We want to commend CRY for their unwavering commitment to making the world a better place for every child, regardless of their background. Thank you, CRY, for your outstanding work and for the opportunity to be a part of this incredible journey. We look forward to continue to support your noble cause and working together to create a brighter future for the children in need.

**Mokshada Thakur,
HUDL**



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 endeavour to strengthen public mobilization for social causes.



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.

MANAGING COMMITTEE



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.



Vatsala Mamgain
Director – Resource Mobilisation & Communications

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.

MANAGING COMMITTEE



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. He also holds Bachelor's and Master's Degrees in Law (LLB and LLM). 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.



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

Mr. Kadle is the founder and chairman of Prachetas Capital. He was a seasoned executive at Tata Group, held various senior roles including Founding CFO at IBM's JV with Tatas, CFO and Board Member at Tata Motors, and Founder Managing Director/CEO at Tata Capital. He also chaired Tata Auto Comp Systems. Notably, he orchestrated the acquisitions of Daewoo Truck Company and Jaguar Land Rover while at Tata Motors. At Tata Capital, he spearheaded a successful PE business worth US\$1B and developed a robust corporate and retail loan book totaling US\$10B. Recognized with multiple national and international awards for his contributions, Mr. Kadle holds degrees in Commerce & Accountancy and is a qualified Chartered Accountant, Cost & Management Accountant, and Company Secretary.



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.

BOARD OF TRUSTEES



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.

BOARD OF TRUSTEES



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, 2023 (Rs. In Lacs)

As on 31.03.2023

As on 31.03.2022

Sources Of Funds

Corpus	868	867
Earmarked funds	1,533	1,603
Resources C/f (Note 1 below)	3,087	2,498
Total	5,488	4,969

Application Of Funds

Properties net of depreciation	41	45
Other fixed assets net of depreciation	217	91
Investments (Note 3 below)	1,946	2,146
Net current assets (Note 2 & 3 below)	135	409
Cash, bank balances and deposits with Banks (Note 3 below)	3,149	2,279
Total	5,488	4,969

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

(2) For 2022-23 - Current Assets 644.79 Lakhs, Current Liabilities - Rs. 510.04 Lakhs; Net Current Assets Rs. 134.75 Lakhs - For 2021-22 - Current Assets 806.91 Lakhs, Current Liabilities - Rs. 398.17 Lakhs; Net Current Assets Rs. 408.74 Lakhs

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

Summarised from Accounts audited by M/s Deloitte Haskin
Chartered Accountants for even period

INCOME & EXPENDITURE ACCOUNT

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Child Rights and You (CRY)

Summary - Income & Expenditure Account for the year ended 31st March 2023 (Rs. in Lakhs)

	Annexure	For the period 1.04.2022 to 31.03.2023	For the period 1.04.2021 to 31.03.2022
Income			
Donations	I	4,416	3,704
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	I	3,240	2,849
Interest & others		231	256
Total		7,887	6,809
Income available for Deployment & Expenses	A	7,887	6,809
Establishment & Other Expenses			
Personnel		675	541
General Administration		571	366
Depreciation		49	51
Auditor Remuneration		16	10
Amount written off		-	-
Total Establishment Expenses	B	1,311	967
Income available for Deployment & Expenses	A - B = C	6,576	5,842
Deployment Of Funds			
Fund Raising Costs	II	805	710
Child development initiatives	III	771	558
Amounts incurred from earmarked funds for expenditure / disbursements on specified projects/activities	III	3,240	2,849
Awareness of Child Rights	IV	499	295
Capacity building for supported initiatives	V	655	381

Total	D	5,970	4,793
Surplus/(Deficit) c/f Balance Sheet	C - D	606	1,049

ANNEXURE I, II, III, IV

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

	For the period 1.04.2022 to 31.03.2023	For the period 1.04.2021 to 31.03.2022
Income (Donations)		
India		
Corporates	861	900
Individuals	3,555	2,803
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	3,240	2,849
Donations in kind	-	1
Total (1)	7,656	6,553

Annexure II: Cost of Mobilising Donations (Rs. In Lakhs)

	For the period 1.04.2022 to 31.03.2023	For the period 1.04.2021 to 31.03.2022
Donor Servicing Charges & Other Fund Raising Costs	395	353
Personnel cost	410	357
Total (2)	805	710

**For the period
1.04.2022 to 31.03.2023**

**For the period
1.04.2021 to 31.03.2022**

Disbursals (Net of unspent balances)

Projects	591	490
Resource Organisations	27	25
Fellows	22	11
One time grants	9	6
Training and development	122	26
Amounts incurred from earmarked funds for expenditure / disbursements on specified projects/activities	3,240	2,829
Total	4,011	3,387

Annexure IV: Awareness (Rs. in Lakhs)

**For the period
1.04.2022 to 31.03.2023**

**For the period
1.04.2021 to 31.03.2022**

Direct expenses	212	99
Personnel cost	248	156
Awareness division overheads	39	39
Total	499	295

**For the period
1.04.2022 to 31.03.2023**

**For the period
1.04.2021 to 31.03.2022**

Personnel cost	587	355
Capacity Building of Project Partners division overheads	69	26
Total	655	381

Total No. Of Initiatives Supported By CRY

**For the period
1.04.2022 to 31.03.2023**

**For the period
1.04.2021 to 31.03.2022**

1.Implementing Organisations	71	37
2.Direct Implementation	56	46
3.Resource Organisation	1	2
4.Fellows	11	4
5.One Time Grant	6	2
Total Initiatives	145	91

Child Rights and You (CRY)

Statement of Deployments for the year ended 31st March 2023

Sr. No.	Particulars	(Object to Trust-General) Amount (Rs.)
Projects - East		
1	Adarsh Seva Sansthan - ASES	4,00,000
2	Chale Chalo	12,96,480
3	Diksha	8,50,843
4	Eco Foundation for Research and Training (Effort)	38,01,889
5	Educating Girl Child	1,71,946
6	Gramya Vikash Mancha	5,00,000
7	Jago Foundation	15,29,700
8	Kajla Jana Kalyan Samiti (KJKS)	16,00,000
9	Palli Alok Pathagar	20,00,000
10	Praajak - New Alipore Praajak Development Society	31,79,135
11	Rashtriya Jharkhand Seva Sansthan	9,87,948
12	Seven Sisters Development Assistance (SeSTA)	43,49,421
13	Sunderban Social Development Centre (SSDC)	9,17,656
14	Wide Angle Social Development Organisation	2,50,000
Sub Total East		2,18,35,018
Projects - North		
1	Asian Institute of Management (AIM) Trust	28,44,800
2	Aim for Awareness of Society (AAS)	28,86,600
3	Association for Social Justice and Research (ASOJ)	19,16,000
4	Centre for Budget and Governance Accountability (CBGA)	15,00,000
5	Development Initiatives Society (DIS)	11,43,391
6	Jan Mitra Nyas - JMN	30,00,000

7	JKASW - Jammu Kashmir Association of Social Workers	54,99,224
8	Koshish	73,23,381
9	Nav Srishti	41,41,522
10	Mahila Jan Adhikar Samiti (MJAS)	45,33,750
11	Matri Sudha	13,52,374
12	Pahal Multipurpose Social Service Organisation	25,62,645
13	Peoples' Action For Change And Empowerment - PACE	12,75,000
14	Rural Organisation for Social Advancement (ROSA)	15,00,000
15	Saksham	64,48,450
16	Samagra Vikas Sansthan (SVS)	5,90,936
17	Samvedna	34,80,748
18	Sanlaap	3,00,000
19	Society for Participatory Integrated Development (SPID)	13,33,400
20	Sonebhadra Vikas Samiti	20,00,000
21	Swati	21,01,629
22	Synergy Sansthan	5,33,750
23	Vikalp Sansthan	5,49,750
24	Vikas Samvad Samity (VSS)	64,92,608

Sub Total North

6,53,09,957

Projects - South

1	Amma Foundation	6,43,200
2	Ananya Education & Empowerment Trust	25,98,950
3	Compassionate Rural Association for Social Action (CRASA)	3,26,350
4	Dakshin Foundation	4,26,500
5	Dharani Social welfare Society	14,47,521
6	Human Rights Education and Protection Council (KALAM)	27,75,150
7	Institute of Social Education (ISE)	2,95,400

8	Janasahayog	1,43,000
9	Salem Peoples Trust (SPT)	42,824
10	Shruti Samskruti Samsthe	11,87,246
11	Slum Children Sports Talents Education Development Society	3,68,274

Sub Total South

1,02,54,415

Projects - West

1	Adivasi Sarvangi Vikash Sangh	19,53,306
2	Adivasi Vikas Trust	15,78,900
3	Bahujan Samajik Trust (BST)	12,94,992
4	Gramya Vikar Trust	16,80,000
5	Habitat and Livelihood Welfare Association (HALWA) -UM	22,14,475
6	Jan Jagruti Vidyarthi Sangh	14,30,800
7	Jeevan Dhara	17,00,000
8	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	1,48,58,802
9	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	36,37,274
10	Nirman Bahuuddeshiya Vikas Sanstha	12,98,800
11	Path Pradarshak	20,68,500
12	Sahyog Charitable Trust (SCT)	5,95,200
13	Samata Charitable Trust	11,73,700
14	SRISHTI-Society for Rural Initiative in Sustainable and Holistic themes in India	19,50,211
15	Swadhar	14,51,108
16	Swarajya Mitra Samajik Sanstha	24,32,573
17	Vanchit Vikas Sanstha (VVS)	12,44,208
18	Vidhayak Bharati - UM	48,22,633

Sub Total West

4,73,85,482

National Head Office Projects

1	Documentation P & A	12,30,979
2	Resource Person Payment	89,47,925
3	Travel Policy & advocacy	17,71,443
4	Direct Implementing Programms	22,66,66,836

Sub Total National HO Projects	23,86,17,183
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Total - Projects	38,34,02,056
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Fellowship

1	Anandi Lal	2,52,000
2	Mrs. Leelavathi & Mr. Nagapandiyan	9,15,700
3	S Prabhavathi	1,14,846
4	Mr. Laxman Rao	4,36,200
5	Seelam Kalpana	34,065
6	Kokku Sudha Rani	2,10,100
7	Tantepudi Ephrayam Babu	96,000
8	Madepalli Mary Grace Kumari	96,000
9	Moka Srividya	32,000
10	Mohmmad Raihan	75,000
11	Ms. Rekha Shridhar	1,80,000

Total - Fellows	24,41,911
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One Time Grant

1	JKASW - Jammu Kashmir Association of Social Workers	2,58,000
2	Saksham	3,30,777
3	Aim for Awareness of Society (AAS)	43,350
4	Punjabi University, Patiala	2,00,000

5	Care for Orphans Rehabilitation Educational Society (CORE)	9,900
6	Slum Children Sports Talents Education Development Society (SCSTEDS)	58,800

Total - One Time Grants	9,00,827
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Resource Organisation

1	Account Aid India	27,00,000
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Total - Resource Organisations	27,00,000
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Trainings and Development

Travelling Costs	70,83,747
Training,Workshop and Capacity Building Programmes for Project Partners	50,81,136

Total - Training and Development	1,21,64,883
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Awareness Costs	2,50,86,144
Capacity Building Costs for Development Programmes	68,64,113
Fund Raising Costs	8,04,85,856
Personnel Costs of Development Support & Awareness building staff	8,34,68,553

Total Disbursals	59,75,14,341
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Less: Refund of project disbursals	5,15,825
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Total Disbursals	59,69,98,518
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SALARY TABLE

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Child Rights and You (CRY)

Division Wise Personnel Costs to Total Income Ratio

Particulars	2022-23	2021-22
Total Income		
General Income	4,647	3,960
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	3,240	2,849
(Rs. in Lakhs)	7,887	6,809
Personnel Costs		
Resource Mobilisation	410	357
%	5%	5%
Development Support Unit & Awareness Costs	835	511
%	11%	8%
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	390	393
%	5%	6%
Establishment	675	541
%	9%	8%
Total	2,309	1,803
%	29%	26%



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, ICICI 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

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