



# THE YEAR GIRLS TOOK THE LEAD!



ANNUAL REPORT 2024-2025

# CEO SPEAKS



Dear CRY Supporter,

Imagine a bright young girl from a small village in Odisha who had to drop out of school at 13 to support her family. With the right support and the life-changing power of education, she not only returned to school, but graduated, and is the first in her family to secure a government job!

This is Chaya's story, one of many I've heard this year that fills me with pride and joy, reaffirming the power of what we do.

Stories like Chaya's are exactly why this year's national campaign, Poori Padhai Desh Ki Bhalai, mattered so deeply. Focused on ensuring that girls not only enter school but complete their education, we took this message everywhere - from lighting up monuments in Jaipur and the Howrah Bridge to CRY Walks across cities in the South and the Kala Ghoda Arts Festival. Together with strong on-ground work and volunteering initiatives, these efforts helped 1.7 lakh girls stay in school and continue learning - creating pathways for many more girls to realise their potential.

We also opened more doors to STEM learning, life skills, and climate awareness - areas where we are committed to expanding our work and nurturing the changemakers of tomorrow. Staying attuned to emerging challenges and understanding how they affect children remains central to our approach, and this year we took significant strides in strengthening these programmes.

# CEO SPEAKS

Looking back, I feel proud of how deeply we believe in every child's potential and the change we are creating together. With your incredible support, in 2024–25, we positively impacted the lives of over 6 lakh children across 20 states.

Thank you for standing with us and for believing in India's children. Together, we are not just changing lives, we are building a generation that will change the world.

With gratitude,

*Pooja Marwaha.*

CEO, Child Rights and You (CRY)



# LETTER FROM THE BOARD OF TRUSTEES

Dear Supporters,

For me, some of the defining images of 2024–25, were the powerful moments that brought our cities together for children – with monuments lit up, flashmobs across cities, and the crowds thronging our installations and stall at festivals like the Jaipur Literary Festival and Kala Ghoda. Each person who came together helped amplify one clear message: every girl deserves the chance to complete her education. It was truly heartening to see people across cities and communities come together to champion this cause with such passion and belief.

Our commitment to ensuring that every child has access to education, healthcare, safety, and protection remains unwavering. We also continue to expand our focus on STEM, life skills, climate awareness, cyber safety - ensuring that children are prepared not just for today, but for the rapidly changing world ahead.

With your continued support, we positively impacted the lives of nearly 6 lakh children across India in 2024–25 alone. This achievement belongs as much to you as it does to our dedicated teams working tirelessly on the ground. We are deeply grateful to every donor, partner, and well-wisher who continues to place their trust in CRY and stand alongside India's children.

As we enter CRY's 47th year, we remain committed to ensuring every child has the opportunity to learn, grow, and thrive - and we're grateful to have you with us on this journey.



With gratitude,

On Behalf of The Board of Trustees,

**Sandeep Batra**

Child Rights and You (CRY)





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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.

### **Mobilising Potential**

To make people discover their potential for action and change.

### **Inspiring Collective Action**

To enable peoples' collectives and movements encompassing diverse segments, to pledge their strengths, working in partnership to secure, protect and honour the rights of India's children.





## Education

Ensuring children are enrolled in school, retained, and supported to complete their education.



## Health & Nutrition

Promoting proper nutrition, maternal and child health, and access to clean water and sanitation.



# AREAS OF OUR INTERVENTION

At CRY, we believe every child deserves an equal chance to learn, grow, and thrive. Our work focuses on four core areas.



## Safety & Protection

Preventing child labour, child marriage, and abuse, while creating safe spaces for children.



## Child Participation

Enabling children's voices to be heard through collectives and platforms that nurture leadership.

# OUR APPROACH

CRY works directly with children and their communities, as well as through civil society organisation (CSO) partners, to create lasting change.

Our approach is designed to drive transformation at every level of the ecosystem. With your support, we engage with parents, teachers, Anganwadi workers, communities, and district- and state-level governments, along with children themselves, to address critical needs and close gaps in access and opportunity.

We focus on shifting behaviours and practices at the grassroots level while influencing public policy at a systemic level. Together, these efforts help build an environment where children and their rights are placed at the heart of the nation's priorities.

## Family

Changing their behaviours, attitudes and practices towards children.

## Community

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



## Public

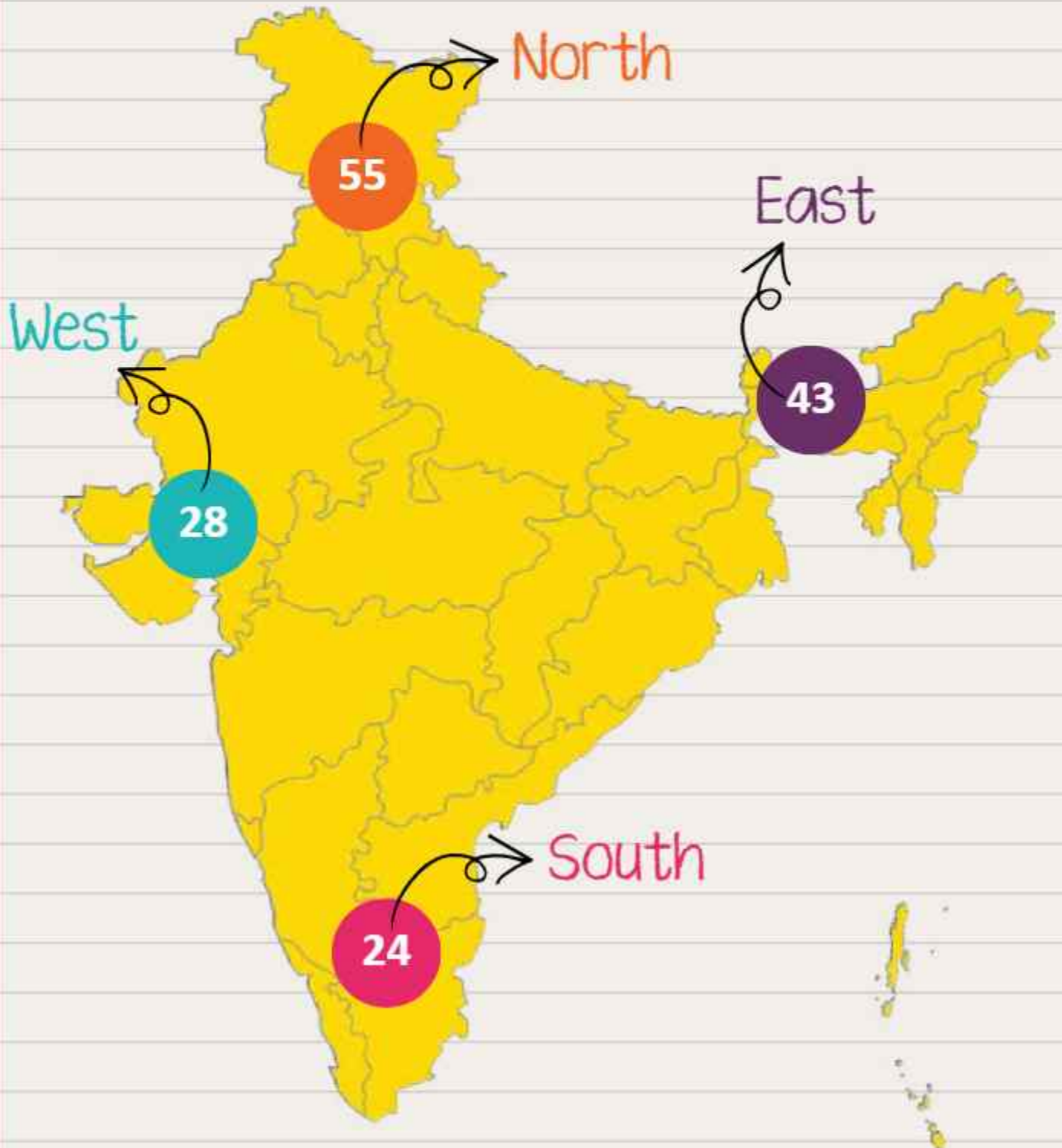
Sensitizing society to create an ecosystem where children are a priority.

## Government

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

# OUR REACH

CRY works with 150 project partners across 20 states and 118 districts in India, addressing a wide range of child rights issues and strengthening communities to ensure a thriving future for every child.





# BHAGYASHREE'S JOURNEY:

## An inspiring tale of strength and victory

Bhagyashree, a young girl from the Wadar Vasti community, embodies resilience and determination.

Her family faced severe challenges when they moved to Wadar Vasti and her father's traditional mattress-weaving business shut down during the COVID-19 pandemic, pushing them into crisis.

To adapt, her father opened a small general store, and the family of six, including her parents, grandmother, and two younger sisters, worked together to rebuild their lives. Despite these hardships, Bhagyashree stayed committed to her academics and extracurricular pursuits.

As a member of CRY's collective groups, she actively participated in every programme and event, and with the right support from the teachers and CRY project members, she passed her 10th-grade exams last year.

Alongside her studies, Bhagyashree nurtured big dreams and developed a passion for Karate. When she received the opportunity to train, she embraced it fully; under the guidance of her coach, she spent the last nine years training in karate, becoming a disciplined and skilled athlete.

Her success at city- and state-level tournaments in Katraj, Pune, where she won second place and a silver medal, earned her a spot in the national-level competition in Haryana that year! This achievement marked a significant milestone not only for her but also for her family and community.

As she prepares for the national stage, Bhagyashree stands as a symbol of hope and inspiration for young girls in her community and beyond - proving that with hard work, persistence, and the right support, no dream is out of reach.



# IMPACT 2024-25: THE CHANGE YOU MADE POSSIBLE

A year dedicated to ensuring girls complete their education, strengthened by impactful new initiatives in STEM, climate action, life skills, and youth-centric volunteering - combined with your unwavering support, led to a truly meaningful and successful year.



**22,63,435 children impacted overall**

**95% 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 18% better than all India enrolment status

– GER. (based on the UDISE+ 2023-24 report)

**98% children in CRY project areas, under the age of 5 years, protected from undernourishment.** \*(Only 2% children in CRY project areas are

underweight, as compared to 32% all India status as per NFHS 5)

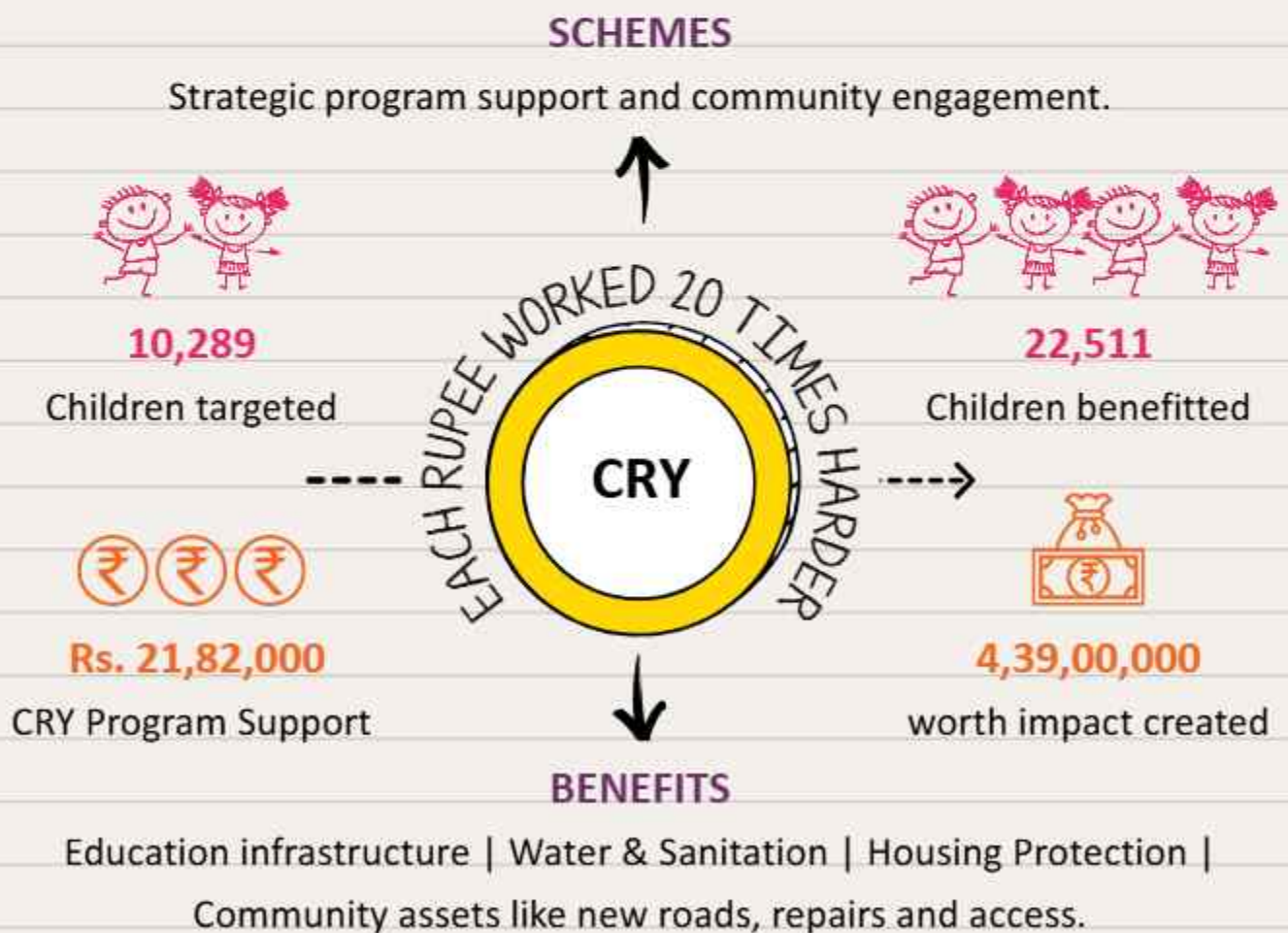
**95% of adolescent girls, in CRY project areas, between 11-18 years, protected from child marriage.**

**85% 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 20 times the original investment. Through strategic program support and community engagement, CRY, in partnership with Jago Foundation, enabled children and communities in 30 villages of Jharkhand to access government schemes and public resources.



# OUR MULTIPLIER MODEL

## Key outcomes:

### Education Infrastructure:

Classrooms, toilets, kitchens, water tanks, libraries, computers, benches and playgrounds across government schools.

### Education Continuity Support:

Scholarships, school uniforms and cycles for children across 30 schools.

### Water & Sanitation:

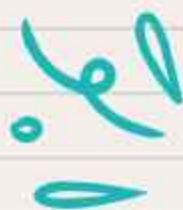
Jal Minars (overhead water tanks), wells, ponds and drainage systems across villages.

### Housing & Social Protection:

Abuwa Avas housing support and widow pensions for vulnerable families.

### Community Assets:

New Road, road repair, community hall improving access and safety for children and the entire community.



# WHY DONORS CHOOSE CRY

Our donors stand at the heart of everything we do. They don't just give - they invest in children's tomorrow. Because of their commitment to change, children in some of India's most marginalised communities now have access to education, safety, and a future filled with hope.

Here's what some of our donors shared with us:

"I am proud of being associated with an organization like CRY for about the last decade.

The very reason for this is the honest efforts invested by the team towards a group of human beings who do not even know what their rights are or what to demand in their budding stage of life, but have tremendous hidden potential for driving society and our great nation towards a bright future.

To me, CRY is one association that has realized and recognized this potential and is taking the right steps to nurture and groom it for a wonderful and bright tomorrow.

I cannot forget to thank all those members of CRY with whom I have interacted so far, for their polite and disciplined interactions with people like me."

*Ravindra B. Sathaye*

"I have been connected with CRY for almost the last 3-4 years.

CRY is doing the best thing for society and giving us an opportunity to contribute to the same. The organization is trusted, and the staff working here are really supportive and helpful in nature."

*Kalpesh Wagh*

"I've been donating to CRY for so long and will try to be a part of this great work. I am happy that one of CRY team members called me up to make a contribution and explained the impact and about their projects so well that I went through the

## WHY DONORS CHOOSE CRY

website. It gave me transparency and impact to keep me motivated to continue supporting their mission.”

*Subhajit Mukherjee*

“When a CRY team member reached out to me, what struck me most was her genuine passion for the cause. It didn’t feel like a fundraiser’s call—it felt like a heartfelt conversation about children who deserve a brighter tomorrow. Her way of connecting the projects with real-life impact stayed with me long after our call. Out of curiosity, I went to CRY’s website, and what I found was honesty, clarity, and hope. That combination convinced me that my contribution is in the right hands. I’m proud to be a small part of CRY’s big mission.”

*Antara Pal*

“I have been donating to CRY for several years now, because they do excellent work for underprivileged children. I will continue to support CRY.”

*Shailaja*



# CHAYA'S JOURNEY:

## From a farm labourer to an India Post employee

At 13, Chaya's dreams were put on hold.

In her small village in Kaptipada, Odisha, survival came before schooling. From collecting firewood to working in the fields, Chaya's days were filled with labour, not learning.

During a community visit, CRY's project team met Chaya and her parents. They saw a bright young girl who had lost her way, not out of choice, but circumstance. After several counselling sessions with her parents, CRY team helped her return to school. She was supported through learning centres, study circles and adolescent girls' groups that nurtured her confidence and curiosity.

With encouragement from her teachers and CRY mentors, Chaya began to shine again. She not only caught up on her lessons but also inspired other girls in her village to return to school.

After completing higher secondary education, she volunteered with CRY, helping younger children learn and motivating families to prioritise education – becoming a strong voice herself. The experience built her confidence and leadership skills, preparing her for her next big step. She worked hard through her college days with a clear goal: to secure a stable job and support her family.

Today, Chaya proudly works with India Post, the first in her family to hold a government job. She supports her family and continues to champion girls' education in her village.

Chaya's story is proof that when a child is given the chance to learn, she doesn't just change her life, she changes her world.



# VOLUNTEER IMPACT

This year, our volunteering initiatives came alive across India, as young people and professionals stepped forward with passion and purpose, becoming true champions for children. From new learning initiatives to school outreach, from research to creative contributions, volunteers played a vital role in amplifying awareness, inspiring action, and strengthening programmes on the ground.

## Key Impact Numbers

9,500+

Active Volunteers

1,245

Interns

40,000+

Children Reached  
through Volunteers

₹47 lakhs

Funds Raised  
through Volunteers



# KEY EVENTS

## 1. Fin Smart Heroes: Youth Power Meets Financial Wisdom

The Fin Smart Heroes programme brought financial literacy to children through a youth-led model. The initiative reached 20,000+ children across 80+ government and low-income schools, introducing them to essential topics like earning, saving, budgeting, and online safety.



## 2. Poori Padhai Desh Ki Bhalai Case Study Competition

As part of CRY's national campaign for girls' education, the Poori Padhai Desh Ki Bhalai Case Study Competition invited young people to propose solutions to real barriers faced by girls in completing higher secondary education. The initiative saw 162 participants from 100+ colleges across India. Their entries offered insightful, context-driven solutions rooted in local realities.



## WHAT OUR VOLUNTEERS SAY

“My overall experience at CRY has been very rewarding, especially the crowdfunding programme that I could contribute to. Analysing the data based on the Life Skill Assessment helped enhance my skills in using MS Excel. The team at CRY has been very supportive throughout my internship tenure, especially my mentor, who was just a call or an email away.”

*Hridya Variar P, 18 years, Student*

“A key highlight was my on-site experience, where I had the chance to film something important — becoming the voice of the people we were working with. This hands-on involvement brought out the best in me and deepened my understanding of the challenges faced by marginalised communities. CRY’s approach is not just about short-term relief but focuses on lasting change for children and their families. Working here helped me grow both personally and professionally, and I’m proud to have contributed to such meaningful work.”

*Anjali Singh, 23 years, Working Professional*

“My online volunteering journey as a design volunteer has definitely led to personal growth and has instilled in me a sense of community and responsibility. It gave me a platform to enhance my skills and give back to the community at the same time. Originally, I signed up for six months only, but I have been volunteering with CRY for almost a year and a half now. My time here has taught me that being part of something bigger than yourself is more attainable and fulfilling than I once thought.”

*Priyanka Rathi, 22 years, Student*



## WHAT OUR VOLUNTEERS SAY

“Working at CRY has been one of the most enriching experiences of my academic and personal journey. From the very beginning, I was drawn to CRY's mission of ensuring child rights, and being part of this cause — even in a small way — was incredibly fulfilling. My project focused on two main areas: analysing data for the Volunteering Impact Report 2024 and developing an expansion plan to enhance volunteer engagement in underserved areas of a city. Diving into the data was both challenging and exciting. I enjoyed identifying trends, drawing insights, and using advanced Excel tools to build a meaningful report that could support future strategies.”

*Kumari Janawi, 20 years, Student*



# DRIVING POLICY AND PUBLIC ADVOCACY

## Multi-Stakeholder Engagement

**Study Release:** CRY, in collaboration with the Institute of Economic Growth (IEG), Delhi, released the study “Multidimensional Poverty Index: Poverty Reduction in Social Groups” at the 12th Annual Conference of the Indian Health Economics and Policy Association (IHEPA) on “New Paradigms in Health Economics and Policy” held in New Delhi. The study primarily assessed how multidimensional poverty has changed over time across diverse socioeconomic and social groups in India, examining three critical time periods (2005-06, 2015-16, and 2019-21).

**Panel Participation:** CRY participated in a panel discussion on “Collaborative Pathways: Trauma-Informed Narratives in Public Discourse” at Hriday Dialogues 2024: Strengthening India’s Child Protection Ecosystem, organised by Protsahan India Foundation in New Delhi, adding perspectives on intermediary grant-making, trauma-informed practices, and trauma-informed institution building.

**State-Level Consultation:** A consultation was organised in Patna on the Draft State Juvenile Justice Rules, 2024, primarily to receive recommendations from field practitioners, legal experts, and policy specialists, which were compiled and submitted to the Department of Social Welfare, Government of Bihar.



# DRIVING POLICY AND PUBLIC ADVOCACY

## Collaboration with Government and Statutory Bodies

**NIRD&PR Agreement:** CRY entered into a strategic partnership with the National Institute for Rural Development & Panchayati Raj (NIRD&PR) to mainstream child rights in rural governance framework.

**NIDM Partnership:** As part of the agreement with the National Institute of Disaster Management (NIDM), CRY facilitated 60 in-person training programmes/workshops on “Child Protection & Child Rights during Disasters and Emergencies” reaching 3,250 participants.

**Participants included:** Government departments (1,743): Education (370), Women & Child Development (349), Police (162), Revenue (139), Medical & Health (122), NDRF & SDRF (81), Panchayati Raj (59), Rural Water Supply & Sanitation (58), Social Welfare (50), Others (353).

Other participants (1,507): School, college & university teachers, CSO representatives, and university students.



# DRIVING POLICY AND PUBLIC ADVOCACY

## Academic Engagement and Collaborations

**IHEPA Conference:** In collaboration with IHEPA and IEG, Delhi, CRY co-organised the 12th Annual Conference of IHEPA on “New Paradigms in Health Economics and Policy”. The event was attended by over 250 participants, including researchers, practitioners, and students. CRY presented on “Status of Children’s Nutrition in India and its Impacts.”

**NALSAR University of Law, Hyderabad:** CRY’s partnership with NALSAR University of Law, Hyderabad focuses on access to justice for children through system strengthening on child protection issues.

- Published “Comparative Study of New and Old Criminal Laws with the Perspective of Children.”
- Facilitated six capacity-building programmes for Child Welfare Committees, Juvenile Justice Boards, District Child Protection Units, and Police Departments.
- Supported the Centre for Child and Youth Justice (CCYJ) in establishing a child-friendly police station in Sangareddy district, Telangana

**NLSIU Partnership:** CRY partnered with the National Law School of India University (NLSIU), Bengaluru on demonstrating a rights-based model of nutrition governance through compliance with the National Food Security Act (NFSA), 2013.

**International Conference Participation:** CRY presented a paper titled “Child Marriage in India: Trends, Challenges and Perspectives” at the 1st International Conference on “Child Rights Abuse and Juvenile Justice: Contemporary Trends” organised by ICFAI Law School, Jaipur.



# DRIVING POLICY AND PUBLIC ADVOCACY

## National and International Networks & Forums

**International Platforms (5):** 5th World Congress on Justice With Children, Family for Every Child, International Society for the Prevention of Child Abuse & Neglect (ISPCAN), Early Childhood Development Action Network (ECDAN), Girls Not Brides.

**National Networks (7):** Alliance for Cyber Trust and Safety (ACTS), Ideas for India (I4I), India Alternative Care Network (IACN), Sphere India, Forum for Crèches and Childcare Services (FORCES), Voluntary Action Network India (VANI), Campaign against Child Labour (CACL).

**Publication:** CRY's paper titled "Strengthening Child Protection Ecosystem: CRY's Role in Enhancing Alternative Care for Vulnerable Children during COVID-19" was published in the IACN Quarterly. The paper covered CRY's intervention with regard to Alternative Care for Children which was on Protection, Relief and Rehabilitation of Vulnerable Children and their Families in COVID times.



# CRY IN THE SPOTLIGHT

In 2024-25, CRY reached millions through print and digital mediums with a single mission of creating happier childhoods for India's children.

## CRY IN THE MEDIA

- Featured in both National Mainline and Regional Vernacular media publications, across 17 states & UTs and 7 languages.
- 1,175 media stories published in leading media platforms across the print and online segments.
- 39 long-form op-eds and opinion pieces authored by CRY leadership published in leading Dailies and prominent Online Portals.

## Social Media Community:



## Awards and Recognitions

**Triveni Acharya Award 2024:** CRY was awarded the "Triveni Acharya Award 2024" by the International Institute of Security and Safety Management, New Delhi, for outstanding performance in child safety.

# BAVISHYA'S JOURNEY:

## From a child labourer to a lab technician

Bavishya's childhood was shaped by two worlds. One was her school, filled with friendships, learning, and confidence. The other was home, where her parents worked as daily-wage labourers and money was always tight.

For Bavishya, school gave her more than lessons, it gave her stability, a nutritious mid-day meal, and a sense of belonging.

That came to a halt in the 6th standard when her school was demolished for a National Highway project. Though temporary classes were held under a tree, uncertainty took over. Fearing instability, her parents withdrew her from school, and Bavishya began working to support the family.

Bavishya soon stopped attending meetings at the children's collective at a CRY project in Salem, Tamil Nadu. When the CRY team learned she had dropped out, they reached out to her family.

Through counselling and support, the team helped ease the family's financial stress and assured her parents of continued support for girls' education.

Gradually, Bavishya returned to learning at a Child Activity Centre and was re-enrolled in school and, with continued support from CRY, completed her education. She passed her 12th-grade exams with excellent marks and went on to study B.Sc. Microbiology at a government college.

Today, Bavishya works as a lab technician. She supports her family and volunteers with CRY, teaching girls in her village and encouraging families to keep their daughters in school.

When education is protected, children like Bavishya can build futures that uplift entire families.



# KEY EVENTS

## Poori Padhai Desh Ki Bhalai

*When Girls Complete Their Education,  
the Nation Prospers*

This year, CRY executed its annual national campaign Poori Padhai, Desh Ki Bhalai, an initiative to raise awareness about the importance of girls completing their education. The campaign message underscores that when girls learn, they dream bigger, make safer choices, and build stronger futures, and their progress becomes the nation's progress.



**The campaign approach** combined enrolment and retention drives, strong interventions against child marriage and child labour, and support for families through key government schemes. The message was amplified nationwide through powerful online and offline awareness initiatives - mobilising communities to champion uninterrupted education for every girl.

### **Campaign Impact:**

- Reached over 8 crore people through online, offline, volunteering, and community initiatives.
- Supported 1.7 lakh girls to stay in school and pursue higher secondary education - breaking cycles of early marriage, child labour, and inequality.
- Saw an encouraging increase in families enrolling and re-enrolling their daughters in school across CRY project areas, signalling a positive shift in mindsets.
- Reduced dropout rates through community-based initiatives such as remedial classes, digital learning, and mentorship support.



# KEY EVENTS

## Highlights across regions:

1. CRY's **second edition of the Walk to EmpowHER**, held across Bengaluru, Chennai, Hyderabad, and Port Blair in November 2024, brought together over 1,500 participants as part of the national Poori Padhai, Desh Ki Bhalai campaign.



2. At the 25th **Kala Ghoda Arts Festival**, CRY unveiled **Girl Interrupted**, a striking art installation created with award-winning designer Ankit Khurana; featuring a larger-than-life ladder with missing steps, the installation symbolised the barriers faced by millions of girls in India and sparked widespread media attention and public conversations on the social, economic, and safety challenges that interrupt girls' education.



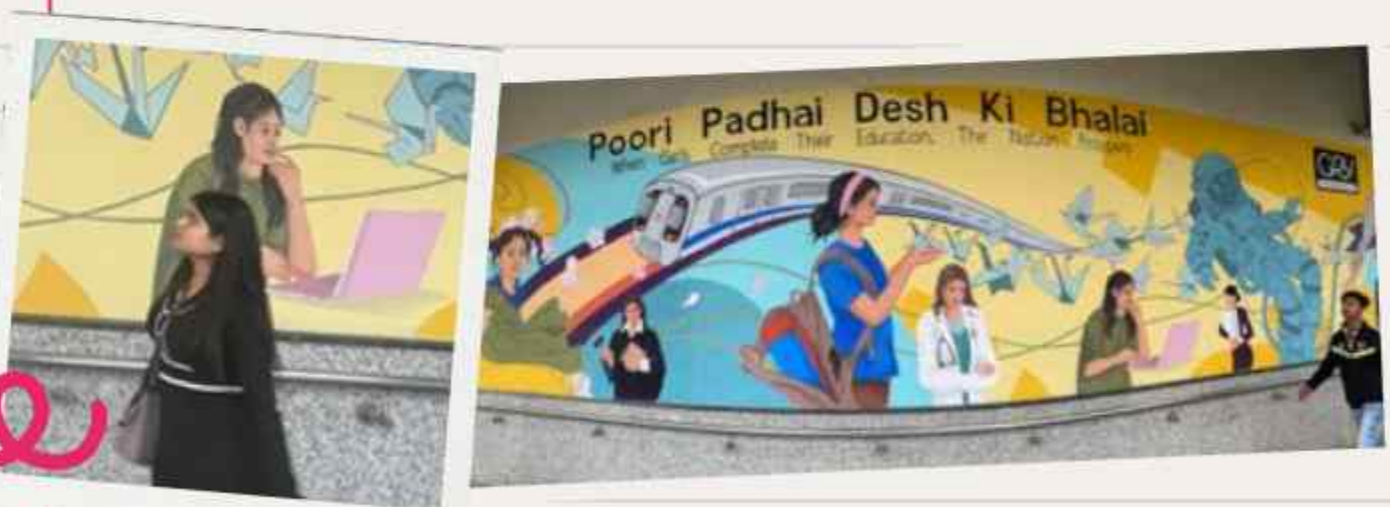
## KEY EVENTS

**3. Jaipur's iconic heritage sites - Hawa Mahal, Jantar Mantar and Albert Hall** were illuminated in CRY Yellow, drawing public attention to the importance of secondary education for girls.



### 4. Metro Wall Art Initiative with DMRC

CRY partnered with the Delhi Metro Rail Corporation (DMRC), a Government of India entity for a 3 year wall art initiative inside metro stations in Delhi and Faridabad, to highlight the campaign message.



### 5. Jaipur Literature Festival

CRY's participation at the Jaipur Literature Festival 2025, through an engaging stall, photo-op, and interactive initiatives, reached nearly 5 lakh people on-ground, secured 1,200 pledges for girls' secondary education,

# KEY EVENTS

amplified the Poori Padhai Desh Ki Bhalai campaign message.

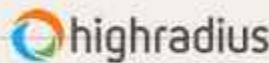
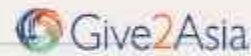


6. In Kolkata, CRY marked the success of Poori Padhai Desh Ki Bhalai with **Sail to EmpowHER**, a symbolic celebration aboard the Rivera cruise, bringing together children, donors, partners, and volunteers. Ahead of National Girl Child Day, CRY, along with the Kolkata Port Trust, lit up the iconic Howrah Bridge to spotlight the resilience and empowerment of millions of girls pursuing their right to education.



Thanks to supporters like you, Poori Padhai, Desh Ki Bhalai became more than a campaign—it became a movement, ensuring that every girl who dreams of learning has the chance to complete her education and shape her own future.

# OUR CORPORATE PARTNERS



## HERE'S WHAT SOME OF OUR PARTNERS HAVE TO SAY:

“Our partnership with CRY has been a meaningful step in supporting education at the grassroots level. The mini science labs (STEM) introduced in government schools have created hands-on learning opportunities for children who otherwise had limited exposure beyond textbooks.

Seeing students engage with experiments, tools, and real-life applications of science has been encouraging. These small but impactful experiences help spark curiosity and confidence, which are critical in shaping young minds.

This initiative reflects what we stand for at *Valmont - Conserving Resources. Improving Life®*, by thoughtfully investing in communities and future generations. We appreciate CRY’s commitment and collaboration, and we are glad to be part of this effort.”

*Reena Shetty, Marketing & Corporate Communications, Valmont*

“Nitto is proud to partner with CRY in our shared commitment to uplift underprivileged children. Establishing a classroom training centre, complemented with a STEM lab is a significant step towards empowering young minds. We believe that education is the key to unlocking their full potential. Through this initiative, we aim to create an environment where these children can explore, learn, and dream big. Together with CRY, we are building a brighter future for our nation.”

*Girish Ahuja, General Manager, Nitto*



## HERE'S WHAT SOME OF OUR PARTNERS HAVE TO SAY:

“At Universal Sampo, we believe in providing the best of the insurance solutions and in exceeding customer delight. As an organisation we believe that the most meaningful and memorable moments come not from what we do as a business enterprise, but truly from what we are able to nurture with our heart - by making a meaningful impact in someone’s life.

CRY’s mission - to ensure every child has access to education, nutrition, healthcare and protection- is something we deeply connect with. When they shared the idea of focusing on smooth grade transitions and fostering academic excellence of children, particularly in the 10th and 12th grade examinations, by engaging schools, communities, and families, leading to building a strong foundation for enhancing educational outcomes and supporting children’s growth, we immediately saw its potential. This activity would ensure to extend support to all children in CRY’s operational areas from marginalized communities, including Scheduled Castes (SC), Scheduled Tribes (ST) and Backward Classes (BC) with the aim to breaking the cycle of poverty and achieving sustainable development by establishing three dedicated tuition centres exclusively for 10th and 12th grade students in Kapileswarapuram, Valluru and Addankivari Lanka villages of Andhra Pradesh.

Through career counselling in Mathematics and Science for children from marginalised communities, the initiative positively influences career pathways and opens opportunities for future engineering and technical education. We are grateful to be part of this impact.

We appreciate the CRY team for their dedication and partnership in creating spaces where children can dream, explore and grow.”

With gratitude,

*Aarti Kamath, Company Secretary,*

*Universal Sampo General Insurance Company Ltd.*

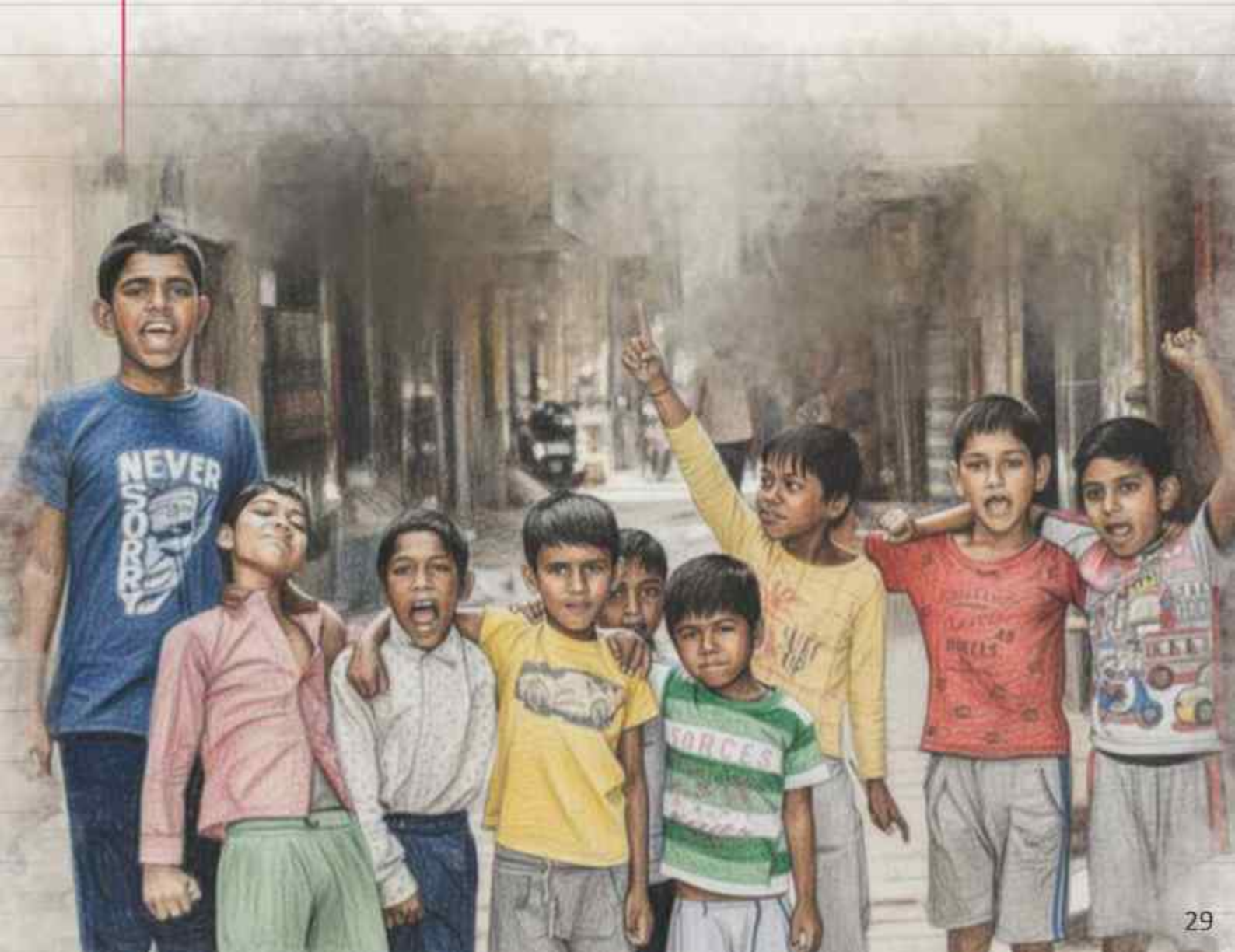
## HERE'S WHAT SOME OF OUR PARTNERS HAVE TO SAY:

“Our partnership with CRY - Child Rights and You is a powerful reflection of our belief in working for the communities around us. Together, we’re driving meaningful, measurable impact for children and families across India.

CRY’s unwavering commitment to children’s rights and sustainable development aligns seamlessly with our purpose-led CSR vision. Their transparency, compassion, and rigour make them an ideal partner in our journey to create lasting change.

Proud to collaborate. Inspired to continue.”

*Mayur Gangurde, Lead CSR, India FIS*



# MANAGING COMMITTEE



**Puja Marwaha**

*Chief Executive*

Puja believes that children are the foundation of every nation's growth and development aspirations and must be at the centre of any development discourse. It was this belief that inspired her to become a part of the social sector after she completed her post-graduation in Human Resources from Xavier Institute of Social Service (XISS), Ranchi. Puja made the transition from the corporate to the social sector as she joined CRY in 1994. The awardee of the Olga Alexeeva Memorial Prize in 2018 for social innovation, Puja currently serves on the Academic Advisory Board for Master's in Human Resources at XISS, Ranchi; the Advisory Board for School of Sustainability at Xavier Institute of Management (XIM), Bhubaneswar; and the Advisory Board of Centre for Data Science and Social Impact (CDSSI) at Indian School of Development Management (ISDM), Noida. She is also a Member of the Expert Advisory Group of the Bengal Chamber of Commerce and Industry CSR Committee (BCC&I), Kolkata. A prolific TEDX speaker and a published author of articles and opinion pieces in many leading Media Publications and Journals, Puja actively evangelises Child Rights and is a staunch advocate of the crucial role everyone can play in building the agency of children. Her working mantra is to seek a win in every setback and believe that each person has the potential to bring in social change.



**Kreeanne Rabadi**

*Director – West & Director – People and Culture*

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

# MANAGING COMMITTEE

in West and in 2005, set out to establish the marketing function for CRY America. She came back to India in 2010 and took up her role of Director – West; she is also currently anchoring the People and Culture function at CRY. Kreeanne’s passion lies in unlocking people’s potential to take transformative action that will deliver impact for marginalized children and communities.



**Soha Moitra**

*Director – North & Director – Programme*

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, anchors the Programme function, 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 & Director – Business Support*

Holding specialized 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.

# MANAGING COMMITTEE



**Yamini Kapoor**

*Director – Resource Generation*

A graduate in Economics and a diploma holder in travel and tourism, Yamini's professional journey began in the telecom industry. Over the past two decades, she's contributed her expertise to companies like Koshika, Essar, Hutchison, and Vodafone, excelling in roles related to Customer Service, Revenue Assurance, and Marketing. Yamini firmly believes in the limitless potential within every person, a belief that drives her passion for making a positive impact on the lives of children and creating happier childhoods.



**Vatsala Mamgain**

*Director – 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.



**Subhendu Bhattacharjee**

*Director – Research and Knowledge Exchange*

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).

# MANAGING COMMITTEE

Subhendu currently holds the role of Director of the Research and Knowledge Exchange function at CRY. He 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.



**Trina Chakrabarti**

*Director – East & Director – Volunteer Engagement & Information Technology*

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. She currently also anchors the Volunteer Engagement and Information Technology functions at CRY. Trina believes that children can change the world and hopes to make a difference in children's lives through her work with CRY.



**Rashmi Arora**

*Director – Finance*

Brings 22 years of expertise in team leadership, policy, governance, audits, credit management, and compliance. Her journey includes pivotal roles at Continental India Pvt. Ltd. and Sabic Innovative Plastics India Pvt. Ltd., where she led significant projects, implemented robust policies, and saved costs through fraud detection.

# MANAGING COMMITTEE

With a Chartered Accountant qualification and a B.Com (H) from Delhi University, Rashmi's strategic acumen and dedication to excellence promise to drive CRY's financial stewardship to new heights. Her career embodies a relentless pursuit of excellence, making her a valuable asset to CRY's mission.



# BOARD OF TRUSTEES



**Ratan J. Batliboi**

*Board Chair & Hon. Trustee*

Ratan Batliboi, 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.



**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.

# BOARD OF TRUSTEES

He has a LLM from Columbia University, is a member of the New York State Bar and is recognized by Chambers and Partners & The Legal 500 as a leading lawyer for banking and finance in India.



**Rajni Bakshi**

*Trustee*

Rajni Bakshi 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.



**Sandeep Batra**

*Trustee & Hon. Treasurer*

Sandeep Batra started his professional journey with ICI India and worked with them for over 20 years across multiple businesses, locations, and roles. He moved to Pidilite as the CFO and was part of the transformational journey of the corporation, now holding the position of Executive Director, Finance. A transformational leader, he has been credited with leading many M&A deals, building strong systems and processes, developing teams, and grooming talent. A Chartered Accountant and Company Secretary by qualification, Mr. Batra grew up in Kolkata and has a passion for golf and travel.



# FINANCIALS

## SUMMARY BALANCE SHEET

Child Rights and You (CRY)

Summary Balance Sheet As On 31st March, 2025 ( Rs. In Lacs )

	As on 31.03.2024	As on 31.03.2025
<b>Sources Of Funds</b>		
Corpus	2,688	2,687
Earmarked funds	1,914	1,699
Resources C/f (Note 1 below)	2,233	2,450
<b>Total</b>	<b>6,835</b>	<b>6,836</b>
<b>Application of Funds</b>		
Properties net of depreciation	2,112	2,115
Other fixed assets net of depreciation	286	304
Investments ( Note 3 below )	346	346
Net current assets (Note 2 & 3 below)	222	175
Cash, bank balances and deposits with Banks ( Note 3 below )	3,869	3,896
<b>Total</b>	<b>6,835</b>	<b>6,836</b>

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

( 2 ) For 2024-25 - Current Assets 709 Lakhs, Current Liabilities - Rs. 487 Lakhs; Net Current Assets Rs. 222 Lakhs - For 2023-24 - Current Assets 613 Lakhs, Current Liabilities - Rs. 439 Lakhs; Net Current Assets Rs. 174 Lakhs

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

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

# FINANCIALS

## SUMMARY - INCOME & EXPENDITURE ACCOUNT

Child Rights and You (CRY)

FOR THE YEAR ENDED 31ST MARCH 2025 ( Rs. In lakhs )

	Annexure	For the period 1.04.2024 to 31.03.2025	For the period 1.04.2023 to 31.03.2024
<b>INCOME</b>			
Donations	I	3,116	3,110
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	I	4,129	3,823
Interest & others		301	282
<b>Total</b>		<b>7,546</b>	<b>7,216</b>
<b>Income available for Deployment &amp; Expenses</b>	<b>A</b>	<b>7,546</b>	<b>7,216</b>
<b>ESTABLISHMENT &amp; OTHER EXPENSES</b>			
Personnel		525	532
General Administration		352	456
Depreciation		128	95
Auditor Remuneration		19	19
Amount written off		-	-
<b>Total Establishment Expenses</b>	<b>B</b>	<b>1,024</b>	<b>1,103</b>
<b>Net Income available for Deployment</b>	<b>A - B = C</b>	<b>6,522</b>	<b>6,113</b>

# FINANCIALS

	Annexure	For the period 1.04.2024 to 31.03.2025	For the period 1.04.2023 to 31.03.2024
<b>DEPLOYMENT OF FUNDS</b>			
Fund Raising Costs	II	777	831
Child development initiatives	III	483	906
Amounts incurred from earmarked funds for expenditure/disbursements on specified projects/activities	III	4,129	3,823
Awareness of Child Rights	IV	687	525
Capacity building for supported initiatives	V	664	664
<b>Total</b>	<b>D</b>	<b>6740</b>	<b>6749</b>
<b>Surplus / (Deficit) c/f Balance Sheet</b>	<b>C-D</b>	<b>(217)</b>	<b>(636)</b>

# FINANCIALS

## ANNEXURE I: DONATION MOBILISATION & EXPENSES (RS. IN LAKHS)

	For the period 1.04.2024 to 31.03.2025	For the period 1.04.2023 to 31.03.2024
<b>INCOME ( DONATIONS</b>		
<b>India</b>		
Corporates	765	643
Individuals	2352	2467
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	4129	3823
Donations in kind	0	0
<b>Total (1)</b>	<b>7245</b>	<b>6934</b>

## ANNEXURE II: COST OF MOBILISING DONATIONS (RS. IN LAKHS)

	For the period 1.04.2024 to 31.03.2025	For the period 1.04.2023 to 31.03.2024
Donor Servicing Charges & Other Fund Raising Costs	241	416
Personnel cost	535	415
<b>Total (2)</b>	<b>777</b>	<b>831</b>

# FINANCIALS

## ANNEXURE III: CHILD DEVELOPMENT INITIATIVES (RS. IN LAKHS)

	For the period 1.04.2024 to 31.03.2025	For the period 1.04.2023 to 31.03.2024
<b>Disbursals (Net of unspent balances)</b>		
Projects	365	731
Resource Organisations	42	52
Fellows	17	29
One time grants	2	9
Training and development	56	85
Amounts incurred from earmarked funds for expenditure / disbursements on specified projects/activities	4,129	3,823
<b>Total</b>	<b>4,612</b>	<b>4,729</b>

## ANNEXURE IV: AWARENESS (RS. IN LAKHS)

	For the period 1.04.2024 to 31.03.2025	For the period 1.04.2023 to 31.03.2024
Direct expenses	431	243
Personnel cost	205	210
Awareness division overheads	52	72
<b>Total</b>	<b>687</b>	<b>525</b>

# FINANCIALS

## ANNEXURE V: CAPACITY BUILDING OF PROJECT PARTNERS (RS. IN LAKHS)

	For the period 1.04.2024 to 31.03.2025	For the period 1.04.2023 to 31.03.2024
Personnel cost	638	563
Capacity Building of Project Partners division overheads	26	101
<b>Total</b>	<b>664</b>	<b>664</b>

## TOTAL NO OF INITIATIVES SUPPORTED BY CRY

	For the period 1.04.2024 to 31.03.2025	For the period 1.04.2023 to 31.03.2024
1. Implementing Organisations	42	58
2. Direct Implementation	37	35
3. Resource Organisation	1	1
4. Fellows	5	15
5. One Time Grant	2	6
<b>Total Initiatives</b>	<b>87</b>	<b>115</b>

# FINANCIALS

## DIVISION WISE PERSONNEL COSTS TO TOTAL INCOME RATIO

Child Rights and You (CRY)

PARTICULARS	2024-25	2023-24
<b>Total Income</b>		
General Income	3417	3393
Amounts appropriated from the earmarked funds for expenditure / disbursements on specified	4129	3823
<b>(Rs. In Lacs)</b>	<b>7546</b>	<b>7216</b>

## PERSONNEL COSTS:-

<b>Resource Mobilisation</b>	<b>535</b>	<b>415</b>
%	7%	6%
<b>Development Support Unit &amp; Awareness Costs</b>	<b>843</b>	<b>773</b>
%	11%	11%
<b>Amounts appropriated from the earmarked funds for expenditure/disbursements on specified</b>	<b>656</b>	<b>579</b>
%	9%	8%
<b>Establishment</b>	<b>525</b>	<b>535</b>
%	7%	7%
<b>Total</b>	<b>2559</b>	<b>2299</b>
%	34%	32%

# FINANCIALS

## STATEMENT OF DEPLOYMENTS FOR THE YEAR ENDED 31ST MARCH 2025

Child Rights and You (CRY)

### PROJECTS - EAST

Sr. No.	Particulars (Object of Trust-General)	Amount (Rs.)
1	Chale Chalo	7,14,000
2	Dooars Jagron	34,13,305
3	Jawahar Jyoti Bal Vikas Kendra (JJBVK)	8,62,860
4	Kajla Jana Kalyan Samiti (KJKS)	17,45,657
5	Palli Alok Pathagar	11,16,667
6	Praajak - New Alipore Praajak Development Society	34,58,995
7	Seven Sisters Development Assistance (SeSTA)	38,91,000
Sub Total East		1,52,02,484

### PROJECTS - WEST

Sr. No.	Particulars (Object of Trust-General)	Amount (Rs.)
1	Habitat and Livelihood Welfare Association (HALWA) -UM	22,46,000
2	Janjagruti Vidyarthi Sangh	19,95,530
3	Jeevan Dhara	25,19,000
4	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	79,81,875
5	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	26,65,800
6	Nirman Bahuuddeshiya Vikas Sanstha Path Pradarshak	70,40,054
7	SRISHTI-Society for Rural Initiative in	17,20,291
8	Sustainable and Holistic themes in India	10,67,610
9	Swarajya Mitra Samajik Sanstha	18,62,100
10	Vanchit Vikas Sanstha (VVS)	9,16,875
11	Vidhayak Bharati - UM	29,52,950
Sub Total West		3,29,68,085

# FINANCIALS

## PROJECTS - NORTH

Sr. No.	Particulars (Object of Trust-General)	Amount (Rs.)
1	Aim for Awareness of Society (AAS)	21,46,000
2	Asian Institute of Management ( AIM) Trust	30,77,866
3	Association for Social Justice and Research (ASOJ)	10,07,054
4	Development Initiative Society (DIS)	16,12,700
5	Dr. Shambhunath Sign Research Foundation (SRF)	1,22,440
6	Jan Mitra Nyas - JMN	32,17,528
7	JKASW - Jammu Kashmir Association of Social Workers	50,04,000
8	Koshish	72,06,000
9	Mahila Jan Adhikar Samiti (MJAS)	39,83,927
10	Nav Srishti	26,48,290
11	Pahal Multipurpose Social Service Organisation	79,83,570
12	Peoples' Action For Change And Empowerment - PACE	19,70,150
13	Rural Organisation for Social Advancement (ROSA)	15,12,700
14	SAKSHAM	41,39,506
15	Samveda	27,55,505
16	Society for Participatory Integrated Development (SPID)	29,01,519
17	Sonebhadra Vikas Samiti	17,52,495
18	SWATI	5,85,985
19	Vikalp Sansthan	22,27,333
20	Vikas Samvad Samity (VSS)	29,28,692

**Sub Total North** 5,87,83,260

## PROJECTS - SOUTH

Sr. No.	Particulars (Object of Trust-General)	Amount (Rs.)
1	Amma Foundation	4,71,688
2	Eco Foundation for Research and Training (Effort)	36,42,000
3	Human Rights Education and Protection Council (KALAM)	26,35,200
4	Janasahayog	40,28,000

**Sub Total South** 1,07,76,888

# FINANCIALS

## NATIONAL HEAD OFFICE PROJECTS

Sr. No.	Particulars (Object of Trust-General)	Amount (Rs.)
1	Documentation P&A	2,97,635
2	Resource Person Payment	1,03,57,153
3	Fellowships - P&A	87,320
4	Resource Org. - P&A	63,12,552
5	Travel Policy & advocacy	5,13,968
6	Direct Implementing Programms - East, West, North and South	31,48,55,203
Sub Total National HO Projects		33,24,23,831
Total - Projects		45,01,54,548

## FELLOWSHIP

Sr. No.	Particulars (Object of Trust-General)	Amount (Rs.)
1	Anandi Lal	2,52,000
2	Mohammad Raihan	3,00,000
3	Ms. Rekha Shridhar	3,60,000
4	Shikha Bhaurase	1,74,000
5	Santosh Shinde	7,87,500
Total - Fellows		18,73,500

## ONE TIME GRANT

Sr. No.	Particulars (Object of Trust-General)	Amount (Rs.)
1	Gram Vikash Trust	1,50,000
2	Regional OTG	59,977
Total - One Time Grants		2,09,977

# FINANCIALS

## RESOURCE ORGANISATION

Particulars (Object of Trust-General)	Amount (Rs.)
Account Aid India	42,13,999
<b>Total - Resource Organisations</b>	<b>42,13,999</b>

## TRAININGS AND DEVELOPMENT

Particulars (Object of Trust-General)	Amount (Rs.)
Travelling, Training, Workshop and Capacity Building Programmes for Project Partners	56,00,961
<b>Total - Training and Development</b>	<b>56,00,961</b>

## DISBURSALS

Particulars (Object of Trust-General)	Amount (Rs.)
Awareness Costs	4,82,53,955
Capacity Building Costs for Development Programmes	25,90,487
Fund Raising Costs	7,76,53,533
Personnel Costs of Development Support & Awareness building staff	8,43,01,404
<b>Total Disbursals</b>	<b>67,48,52,364</b>
Less: Refund of project disbursals	8,93,383
<b>Grand Total</b>	<b>67,39,58,981</b>

Schedule II	41,29,04,682
Schedule XIII	26,10,54,297
<b>Total</b>	<b>67,39,58,980</b>

# YOU CAN HELP

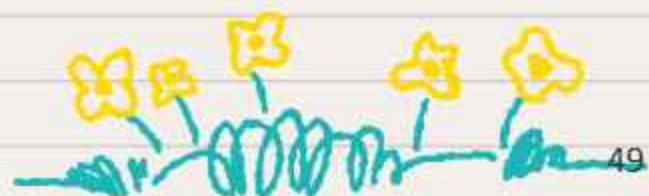
## Donate

- Online: The simplest and easiest way to donate! Just log on to [www.cry.org](http://www.cry.org) directly to contribute.
- Reward Points: If you own a credit card from RBL Bank, HDFC Bank, Standard Chartered Bank, SBI, YES Bank, or Federal Bank, you can redeem your reward points to donate to CRY. Just visit the redemption section for credit card reward points on your bank's website or you can even redeem points for a Good CRY Voucher or reach out to us for more details.
- CSR Partnerships: Send us an email at [writetous@crymail.org](mailto:writetous@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.



# YOU CAN HELP

- **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.

CRY CSR registration number CSR00000805.

CRY Document Identification Number is AAATC2812QF20214



# CONTACT US

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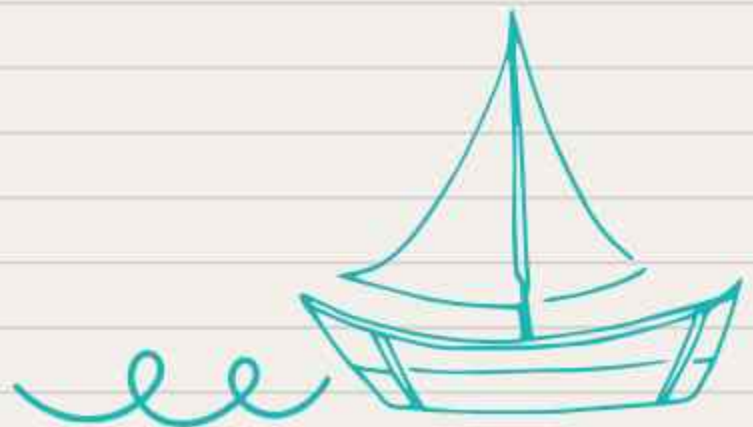
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