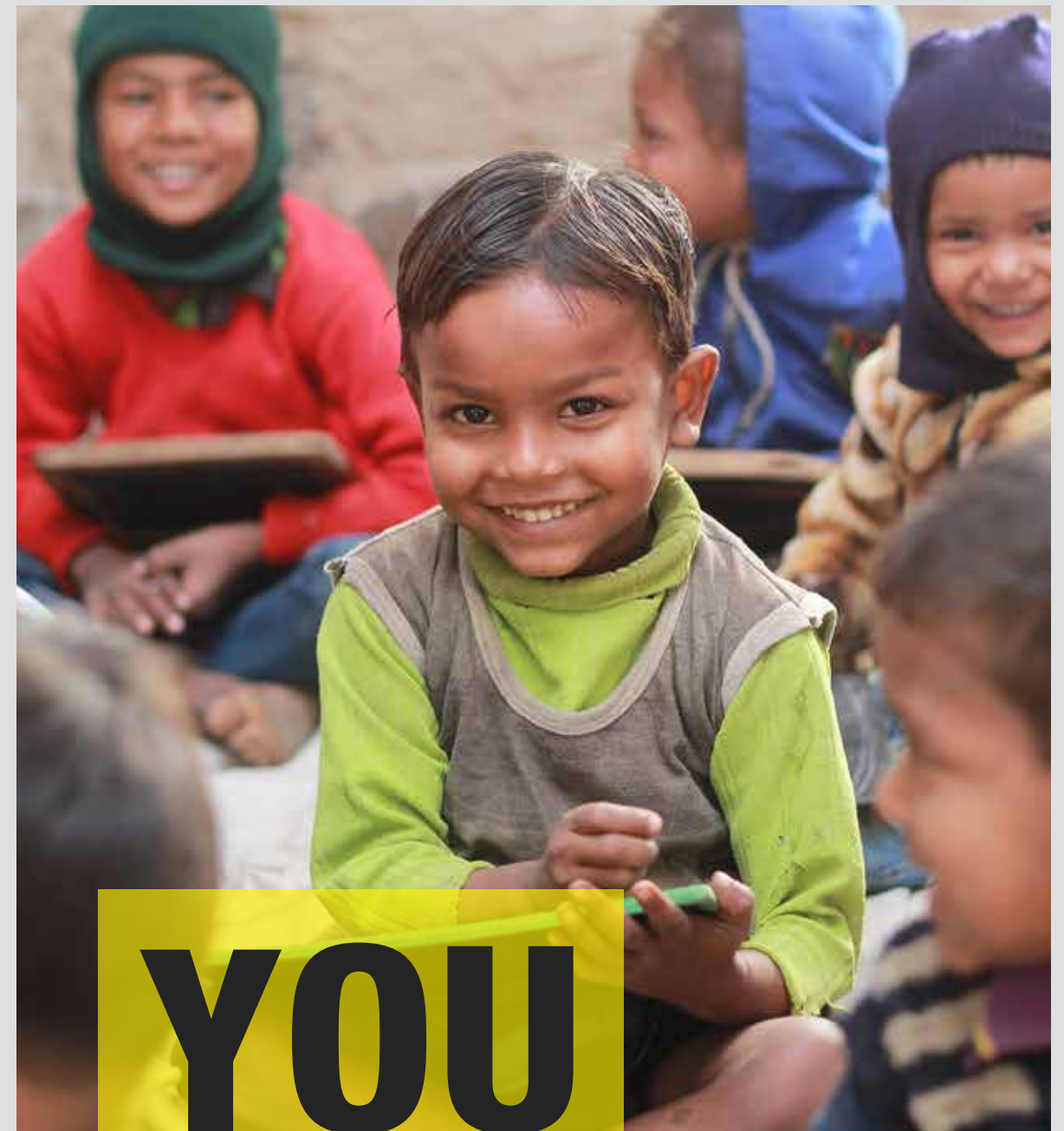




CHILD RIGHTS AND YOU

[www.cry.org](http://www.cry.org)

Ensuring lasting change  
for children



# YOU MADE IT POSSIBLE

**2016-17 ANNUAL REPORT**



CHILD RIGHTS AND YOU

[www.cry.org](http://www.cry.org)

Ensuring lasting change  
for children

# FROM THE CEO's DESK

Dear Friend,

I want to thank you, from the bottom of my heart, for all your support towards creating happy childhoods in 2016-17. You stood by us through everything and it is because of you that we've been able to come so far.

As our partners, you have touched the lives of 5 lakh children this year. Your support not only helped us send more children to school but also enabled them to stay there and continue their education. When you donated to CRY or participated in CRY events, you made sure that our children's voices were heard. Children like Naveen, who was pulled out of child labour, and Arti, who was saved from child marriage, not only went back to school but also encouraged other children around them to do the same.

It is stories like these that reinforce my faith in the power of all of us coming together for children. Thank you so much for being our backbone and it is my hope that we'll continue to transform children's lives together in the years to come!

With faith and goodwill,

Puja Marwaha  
Chief Executive  
CRY – Child Rights and You  
PS: Do write to me at [puja.marwaha@crymail.org](mailto:puja.marwaha@crymail.org) with your thoughts or feedback.





# A MESSAGE FROM THE BOARD OF TRUSTEES



Dear CRY supporters,

You have helped us make 2016-17 a wonderful year.

Thanks to you – our donors, partners and volunteers – we've been able to create everlasting change in the lives of over 5 lakh children.

You have helped children get a chance at a better education. You have ensured that they get access to schools with proper infrastructure like toilets, drinking water and roads. You have made all of this so much more possible simply by lending us your unwavering support.

We continue to count on you to make greater change possible.

On behalf of the Board of Trustees,  
Praveen Kadle  
Honorary Treasurer



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# VISION

A happy, healthy and creative child whose rights are protected and honoured in a society that is built on respect for dignity, justice and equity for all.



# MISSION

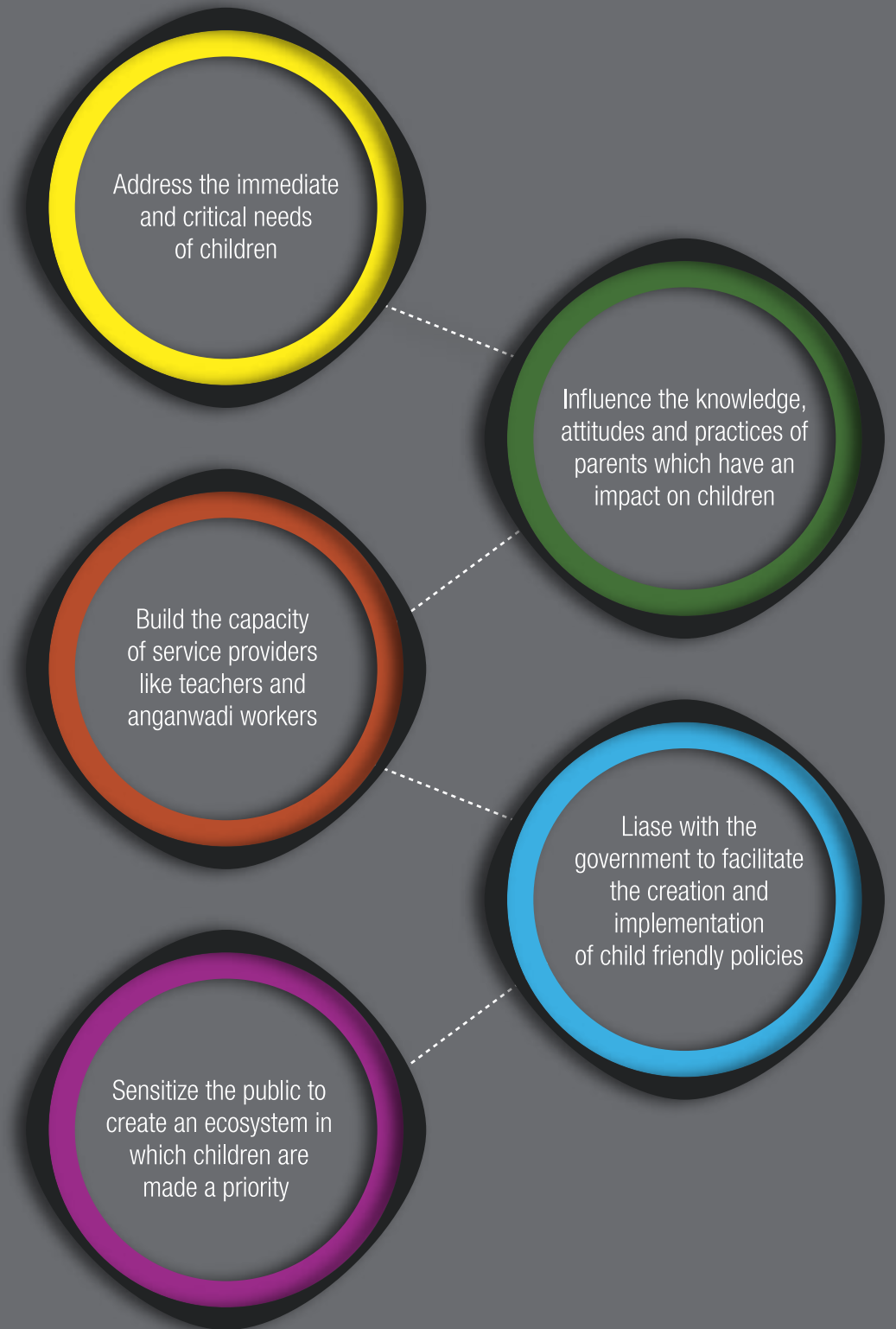
To enable people to take responsibility of the situation of the deprived Indian child and so motivate them to seek resolution through individual and collective action thereby enabling children to realise their full potential.

To make people discover their potential for action and change.

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.



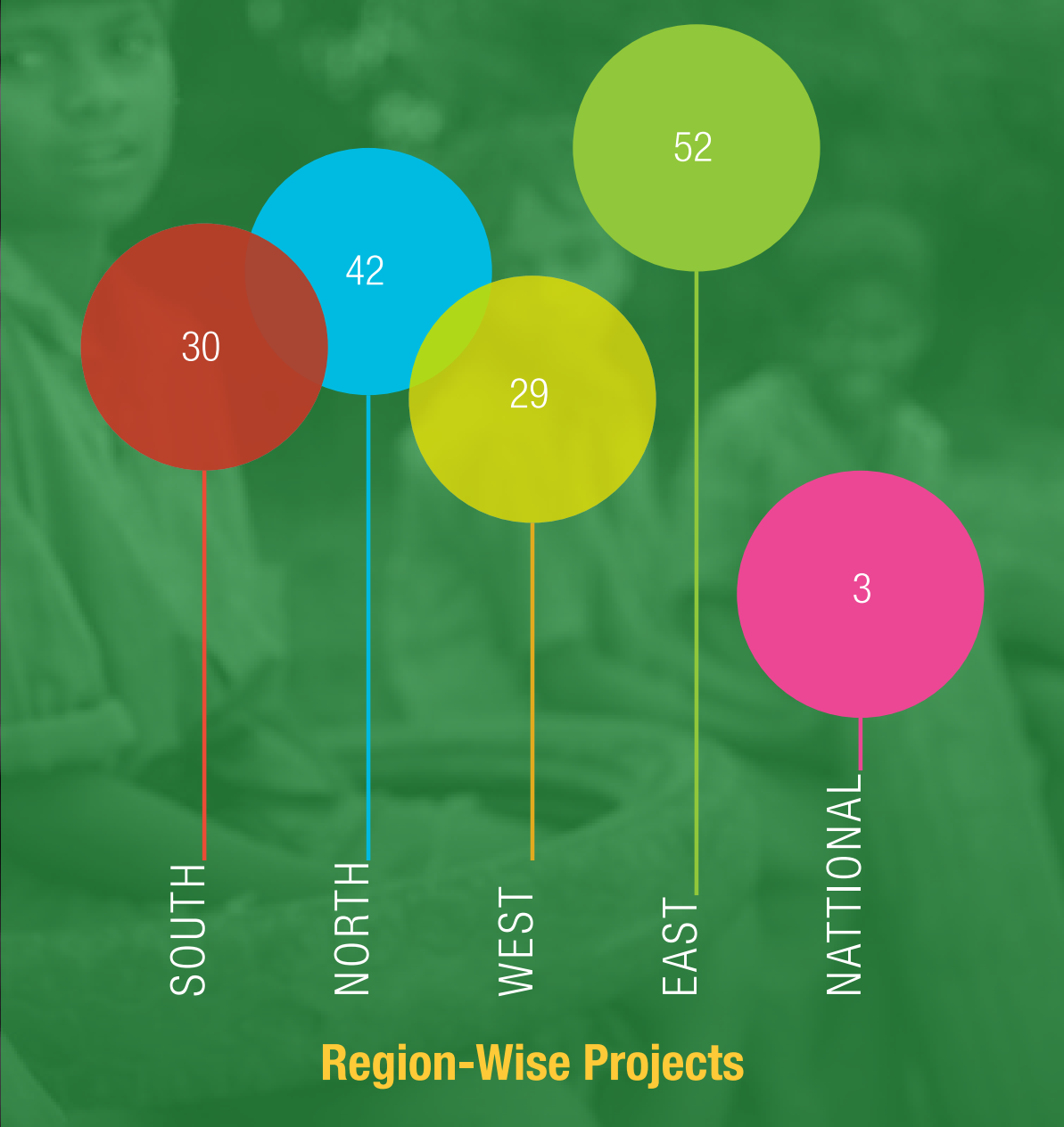
# WHAT WE DO





# OUR REACH

**In the year 2016-17,**  
CRY has reached over 22 states and partnered with 156 projects across India.



# THE IMPACT YOU HELPED CREATE

## Organisational Impact

 **2,62,695**  
CHILDREN RECEIVED ACCESS TO EDUCATION

 **5,615**  
CRY VOLUNTEERS IN 16 CITIES

 **1,016**  
VILLAGES AND SLUMS PERMANENTLY  
FREED FROM CHILD LABOUR

 **8,907**  
CHILDREN IMMUNIZED

 **11,522**  
CHILDREN RECEIVED ACCESS TO NUTRITION

 **58,396**  
CHILDREN AS ACTIVE CONTRIBUTORS  
TO THE PROGRAMS

 **412**  
VILLAGES AND SLUMS PERMANENTLY  
FREED FROM CHILD MARRIAGE

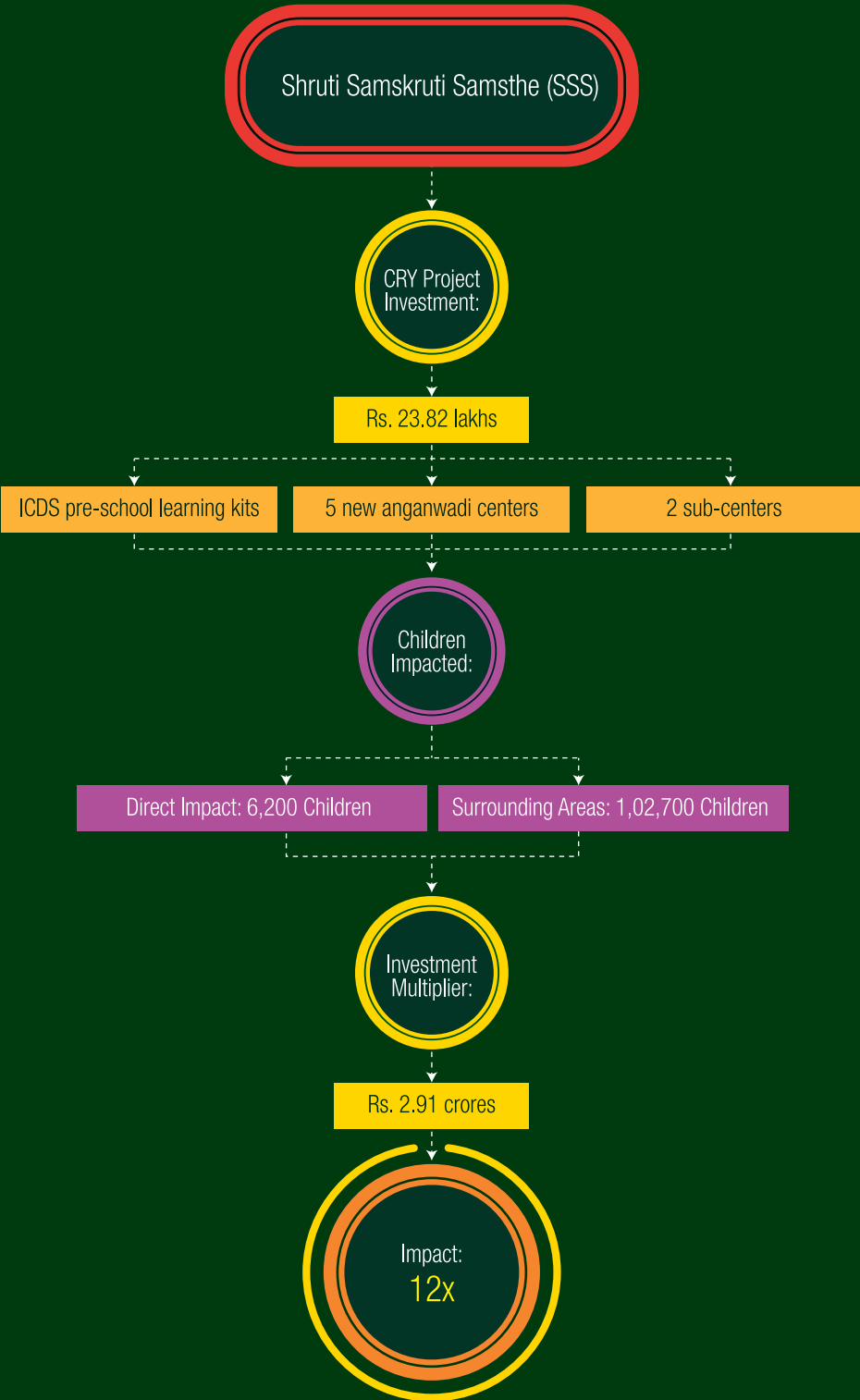
 **4,86,218**  
CHILDREN IMPACTED





# OUR MULTIPLIER MODEL

CRY endeavours to multiply every rupee worth of donor investment manyfold. We work to get infrastructure and services from the state that benefit the entire community in perpetuity. Here's an example from Shruti Samskruti Samsthe (SSS), a CRY project in Raichur (Karnataka), where the measurable benefit to the community was 12 times the original investment!





# NAVEEN – CHAI BOY. STUDENT. INVENTOR.

## ***A chai boy at 10***

To help his family survive, Naveen had to drop out of school to work at a tea stall. CRY project staff had an uphill battle convincing his family to send him back to school.

## ***An exemplary student by 12***

Naveen was an exceptionally bright student. He noticed that the practice of cooking over open wood fires led to a lot of pollution. He put together what he learnt from school and a few science exhibitions that he attended. He began working on a project that would help minimize air pollution while cooking on an open fire.

## ***An inventor by 14!***

In just a few months, he invented an innovative new product – an eco-friendly cooking device. This cost-effective invention won him recognition at the national level! And even better - many schools, including his own, adopted this method as a standard practice to cook mid-day meals. Today, Naveen is following his dreams of becoming an engineer and helping other children like him.

A story of incredible transformation that could not have been possible without YOUR support!



# EVENTS AND ENGAGEMENTS

## World Day Against Child Labour 12<sup>th</sup> June 2016

To create awareness around the issue of child labour, CRY created a film featuring children from the CRY projects singing the National Anthem, and partnered with Carnival Cinemas to feature it across 88 cities; reaching over 58 lakh people! In addition to this, a unique 'Books or Bricks' installation was conceptualised and displayed at the Mumbai Metro Cinema Art Gallery, and subsequently replicated in Delhi, Bangalore and Kolkata through various different partnerships.



## Hamara Station Hamari Shaan 2<sup>nd</sup> October 2016

As a part of this drive, CRY collaborated with Asian Paints to give Churchgate Station a makeover. We transformed ceiling columns, walls and 52 pillars of Churchgate Station into a stunning piece of artistic design. This feat was accomplished by a dedicated team of 25 acclaimed artists, alumni of Sir J.J. School of Art and part of Wallcano India. They were supported by volunteers, donors and children from CRY projects on the first day.



## Soccer for Child Rights 21<sup>st</sup> January 2017

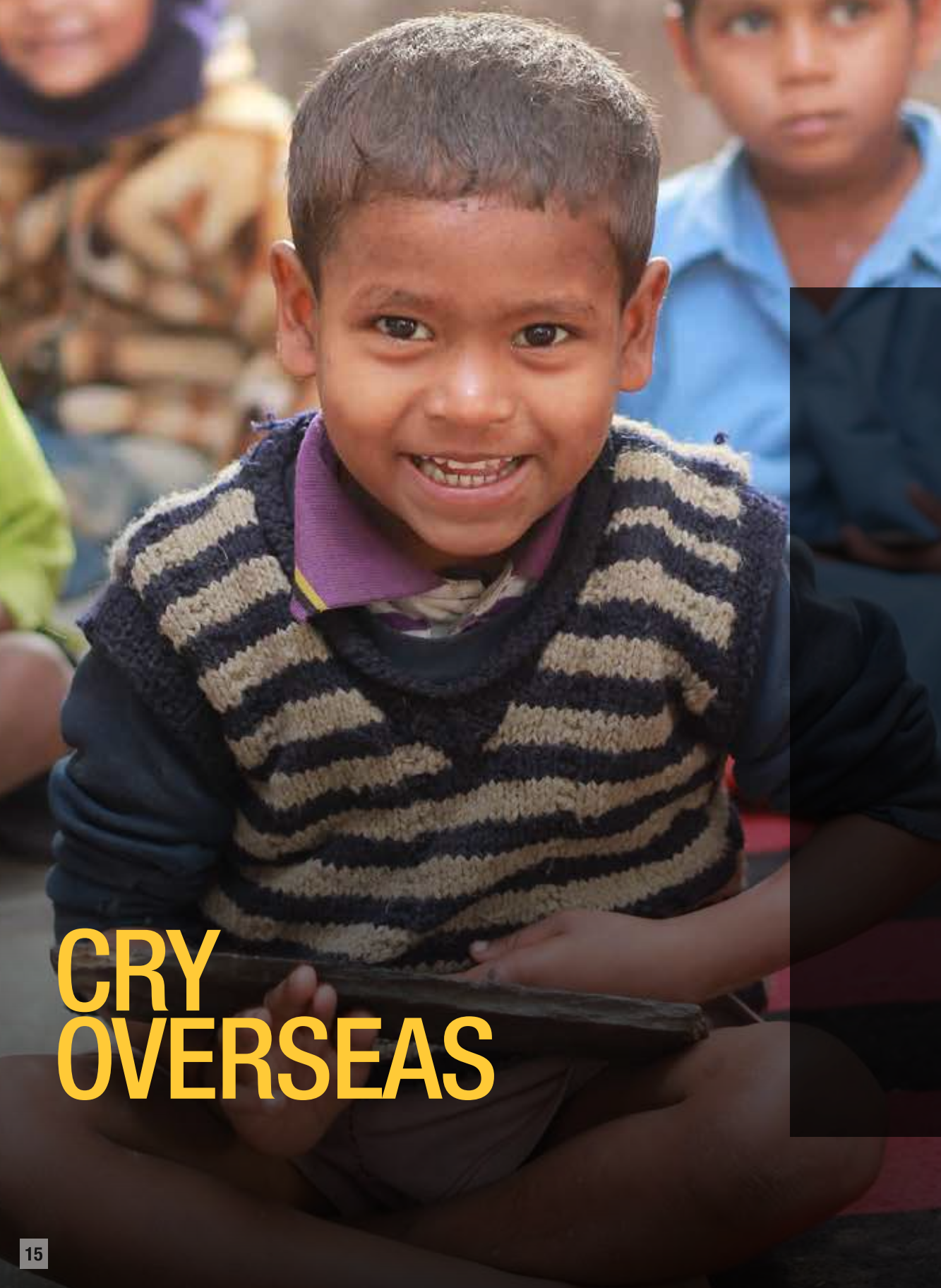
This tournament was conceptualised to raise awareness amongst corporates about children's rights and to raise funds for children. SFCR came to life with the help of CRY volunteers and saw children from CRY-supported projects playing against corporate teams in a memorable match. Held in Bengaluru and Chennai, a total of 37 enthusiastic teams participated; raising more than Rs. 37 lakhs in a great show of work and play coming together for a cause!



## The Ride for Rights Initiative 8<sup>th</sup> March 2017

This initiative, which started as a small partnership, went on to become a national event across the country! Four Australian bikers rode from Delhi to Chennai to raise funds for the children. This ride generated a lot of awareness about CRY and our cause across various cities. The riders also visited CRY offices and CRY-supported projects through their journey; which brought the organization together to make this event a truly memorable one!





# CRY OVERSEAS

## CRY America

This kind of change was possible thanks to the everlasting support from CRY America's generous donors through the various events and strong volunteer participation makes this event a huge success.

Events like CRY Gala Dinner, CRY Holi and the CRY Walks brought together hundreds of concerned individuals like you to enable change.

This year has seen some of the highest donor incomes, media attention, and volunteer engagement for CRY America. We hope to raise the bar even further in the coming year and expand our ability to support our children.



184,280 children impacted



Associated with 34 project partners



Supported 920 villages and slums



# CRY OVERSEAS



**A shining example of how collective action is possible even when one is far from home is Gaurav Tiwari – a resident of Berlin, who raised funds for CRY through a crowd funding campaign for the education of girl children in India.**

"I think we live in a world where education is the most powerful tool. A pen is and always will be mightier than a sword. It's my belief that there is much talent and potential amongst us. I personally believe that, given our cultural past, women have always been at the back end of the development process. Yet, they have made us proud beyond any measure.

This is what has motivated me to start a crowd funding campaign with CRY for empowering girls in India. Because all they need is just that one extra push and you never know you might be looking at the future Saina Nehwal or Sunita Williams or Indra Nooyi."

## Global Operations

CRY's donors are spread over regions across the globe, including Middle East, South East Asia, Asia Pacific and Canada. These supporters continuously contribute towards the cause in various ways.





# ARTI – FROM A DOMESTIC WORKER TO A ROLE MODEL FOR HER COMMUNITY!

## ***A domestic worker? No, a student first!***

Arti is one of 7 siblings and her father is a street vendor. At age 11, when she was still in grade 5, Arti was forced to become a domestic worker to help support her family. However, through sheer perseverance, she managed to continue studying and pass Grade 8. All along, it was really hard to juggle both school and work.

## ***No to wedding bells***

Arti started learning about child rights at the local children's collective run in her slum by CRY. What might have seemed like theoretical awareness became all too practical for Arti when her parents fixed her marriage. Arti had been educated about the perils of child marriage so she reached out to CRY for help. The project workers persuaded and eventually convinced her parents to stop Arti's marriage and let her continue her studies.

## ***A family of child rights champions***

Since then, Arti's parents have also become active members in the campaign against child marriage in their community. Conversations with other children's families are regularly conducted to emphasize the negative effects of the practice on a child; and today, child marriages have almost come to a complete stop in the area. Today, Arti is a role model for other girls in her slum. She says, "I will not only learn and educate myself, but also constantly work on the issues of girl children in my slum."

Arti recently passed her Higher Secondary exams with flying colors! This is a transformation you have helped create!



# CHILD CENTRE

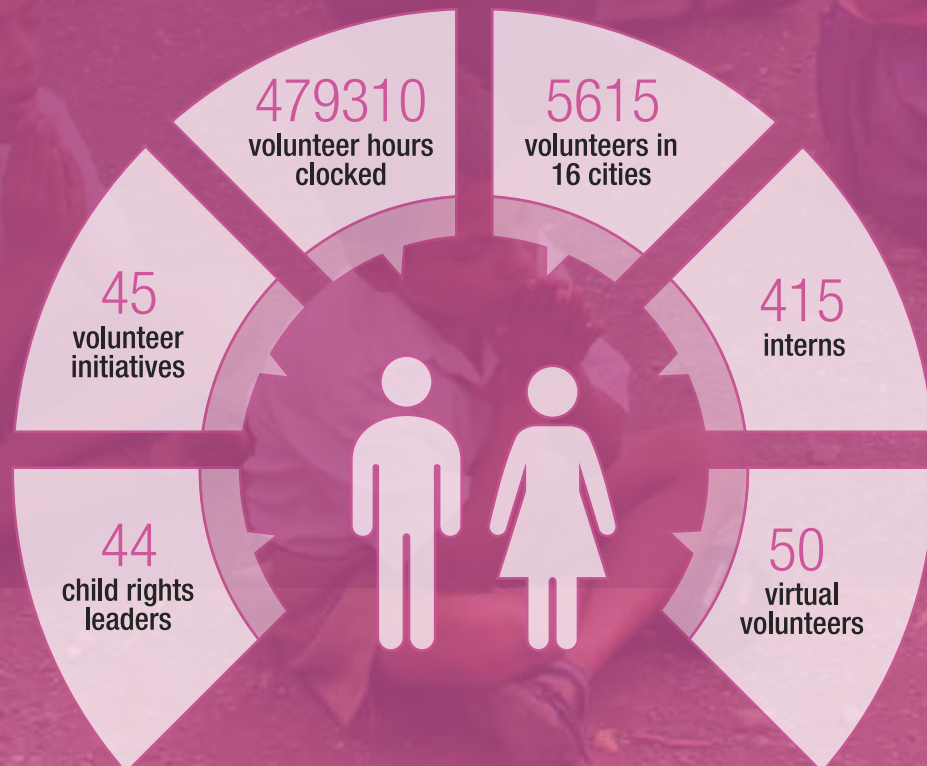
A group of children are playing in a large, leafy tree. Several children are climbing the branches, while others are sitting or standing on the ground. One child is holding a light bulb. The scene is outdoors, with a dirt path and a thatched roof visible in the background.

Child centre works towards empowering children to make their own choices in matters that affect them. We do this by conducting capacity building workshops, which often use tools like theatre and other art forms, for children as well as their parents. Such programs help them articulate their ideas and thus ensure that children's voices are heard within the household as well as in the larger society.



# OUR EVERYDAY HEROES

## Volunteer Impact



## How Venkatakrishnan Changed 15-Year-Old Martin's Life!

"Education is the only sustainable method to bring about a cultural change in the society. It is easy to train and align young minds and that is why I volunteer with CRY!" says Venkatakrishnan.



Martin, a class 10 student, was struggling to cope with Math and could not clear his board exams. His retests were coming up in 20 days, when CRY approached volunteers to find someone who could help coach him. Venkatakrishnan immediately signed up!

This was the beginning of Martin's wonderful journey that led him to success. After multiple interactions, Venkatakrishnan found out that his student had difficulties with basics like multiplication. He found matrices and geometry to be of his student's interest and started with teaching him the fundamentals of the subject. Through regular sessions, all of which focused on developing a conceptual understanding, Martin passed his retests with 42% and is currently studying in the 11<sup>th</sup> standard!



A close-up, high-resolution photograph of a young child's face, focusing on the eyes and nose. The child has dark skin and is looking slightly to the left. The image is used as a background for the left page of a report.

# CREATING SUSTAINABLE CHANGE

## Successes on the policy and advocacy front

### **CRY's recommendations to the government**

Year after year, CRY has consistently provided specific recommendations with respect to budgeting for the children of our country.

CRY works closely with governance structures at the State and District level. Some of the significant collaborations include membership in the core planning and advisory committees at state level and also providing technical assistance in policy development.

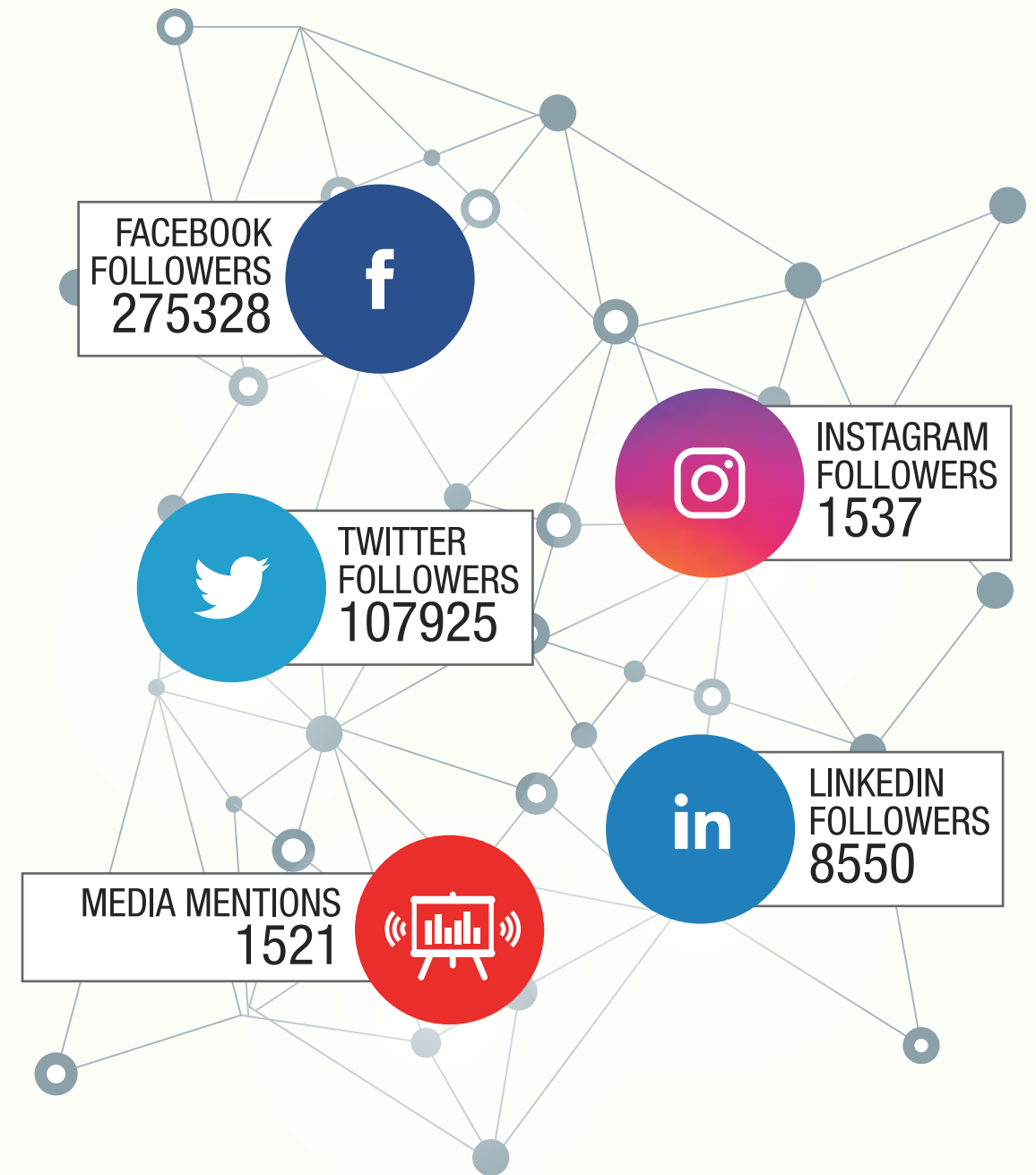
Additionally, CRY is a member of the State Child Protection Society responsible for crucial decisions related to the monitoring and implementation of the Integrated Child Protection Scheme.

CRY was also a member of the committee for the legislative drafting of the Juvenile Justice (care and protection) of children rules for West Bengal; and has also been a part of the drafting committee for the State Policy for Children in a conflict in Manipur to enable the state to put a road map for intervention for children.

### **School Education Budget Analysis 2016**

CRY, along with the Centre for Budget Governance and Accountability (CBGA), jointly released a study report and a fact sheet on a detailed analysis of the composition of the school education budget across 10 states. This study was aimed towards building evidence for deepening policy discourse with the government for school education.

# CRY IN THE SPOTLIGHT





# JYOTI AND SHERBANO CREATE CHANGE WITH THEIR ABILITIES!

Meet 12-year-old Jyoti and 11-year-old Sherbano, both students in a small village in Dwarka (Gujarat). Supported by CRY, the two girls have been advocating the importance of education through their singing and public speaking skills.

## ***Songs for school!***

Jyoti is a gifted singer, but doesn't just use her skills to entertain others. Instead she uses her music to promote children's education. She first performed a song around the importance of girls at Bal Mela. Bal Mela is an initiative by CRY where a group of children play, discuss and share their thoughts, problems and issues together. It is also a forum to bring their talents to the fore. Since then, Jyoti regularly sings in community programmes, school and children group events. "I want to finish my education and

become a good singer when I grow up," she says.

## ***Speeches for school too!***

Sherbano has been advocating the need to finish education through her speeches in places like Bal Mela, community gatherings, and schools events. It was during a school enrolment drive that Sherbano's skills came to the fore. Since then, Sherbano has been reciting speeches and spreading awareness in community on education. She wants to become a scientist like Dr APJ Abdul Kalam after finishing her own education.

These two girls practice what they preach!

# OUR CORPORATE PARTNERS

Here's a glimpse of a few of our corporate partners who have supported us in 2016-17:



**Mr. Abubekar Koya, Managing Director-Geberit India**

"I have been associated with CRY since I was a student doing my MBA. I did a paper on social marketing on CRY and since then I have been involved with the organisation in some form or the other. Over the years I've learnt a lot on CRY activities towards making lasting changes in the lives of disadvantaged children both at the grass roots and at policy levels. I've always felt that CRY has been true to its lofted vision of transforming lives and has been successful at this."

**Radha Sule - Tata Capital**

"Tata Capital has had a long association with CRY. Their methodical approach and systematic deployment of solutions on ground, coupled with their willingness to discuss project plans and jointly ideate on the best way forward, makes them a trustworthy partner for developmental work related to child rights."



# OUR CHAMPIONS



## Pooja Batra

The good thing about CRY is that, it works at the ground level – the grassroots level, in India. Unlike other organizations where they go and simply open schools, CRY actually works with existing schools in villages and helps that institution start functioning again.



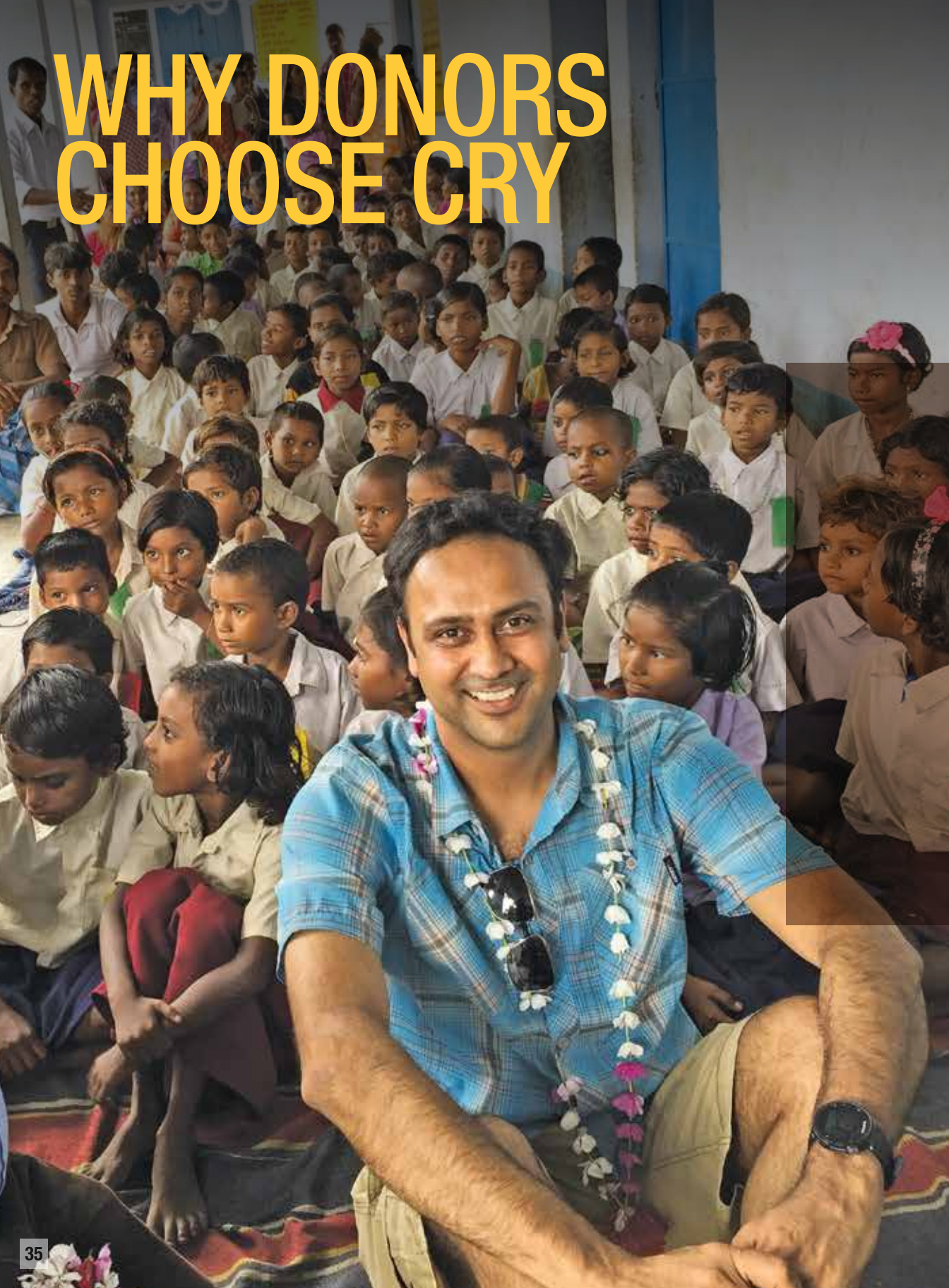
## Arjun Rampal

Every child deserves a happy and healthy childhood. But millions of children remain malnourished, illiterate and engaged in child labor. CRY - Child Rights and You works towards ensuring that these marginalized children have access to schools, healthcare, and are protected from child labor and child marriage. I support the cause of child rights. I support CRY!





# WHY DONORS CHOOSE CRY



Jigar, one of our donors, always wanted to see the impact, which CRY has on children across India, for himself. This led him to go on a field visit to SATHEE – a CRY-supported project working in the remote parts of Jharkhand. Given that these villages were still recuperating from years of destitution and superstitions, he was pleasantly surprised to see that the communities were bustling with positivity. With SATHEE's intervention, more children were now going to school, getting vaccinated, and getting married only once they were of legal age. Seeing the children's happy faces left him with a sense of satisfaction and accomplishment, which he cherishes to this day.

"I was humbled by the enormity of the impact this project has on thousands of people, women and children in close to 100 villages. I saw so much hope, strength and excitement over the visit! I know there is still much that needs to be done; but if we ensure that projects like SATHEE continue to get funded with everlasting support from CRY, then there is still hope," he says.



# LEADERSHIP TEAM

## Puja Marwaha

*Chief Executive*

A post graduate diploma holder in Human Resources from XISS – Ranchi, Puja joined CRY in 1994 to set up the HR function. Prior to that, she worked with Citicorp and KSIL. She was appointed Chief Executive of Child Rights and You in February 2010.

## Kiran Babu

*Director – Development Support*

Kiran Babu is passionate about child rights and is a development professional with 25 years of experience in grass root level program designing & M&E with focus on child rights. He has worked both in government establishments & with international NGOs like KNH Germany, ERIKS Sweden & ICA Japan.

## Vatsala Mamgain

*Director – Resource Mobilisation*

Vatsala has worked in advertising for close to two decades on clients like J&J, Unilever, LG and Maruti. She has also set up a design portal, runs a home catering business, worked as a textile consultant and is a published writer. She believes that every single person has limitless potential and she hopes that her work at CRY will help India's children realise theirs.

## Komal Ganotra

*Director – Policy, Research, Advocacy and Documentation*

With over 15 years of experience in the field of child rights, Komal joined CRY in April 2014. Previously, she has worked as a consultant with the National Commission for Protection of Child Rights (NCPCR), the UN Refugee Agency (UNHCR), Action Aid India, Save the Children and CRY on policy framework, development and evaluation.

## 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 with the Youth division in Delhi and later the Development Support Division. After gaining experience at the grassroots she went on to anchor Volunteer Action Division at CRY. Today, she is Regional Director – North.

## Suma Ravi

*Director – South*

Suma graduated from XLRI in 1987 where she was a student of Business Management. She worked for several years in the market research industry as a qualitative researcher, in companies such as Nielsen, TNS in UAE, Hong Kong, Indonesia. She had a stint with CRY from 1991 to 1994. Suma is now back with CRY and heads CRY's Southern Region.

## Atin Das

*Director – East*

Atin Das joined CRY Kolkata in 1992 with a background of 13 years of grassroots experiences. Atin was soon given charge of heading Development Support for CRY in the Eastern Region. The unit has grown and achieved many milestones under his efficient leadership and passion towards the cause of children. Atin has taken up the position of Director – Eastern Region in January 2011.

## Sridhar Guduthur

*Director – Finance, IT & Planning*

A Chartered Accountant with over 25 years of experience across industries, Sridhar joined CRY as General Manager – Finance in 2006. In 2010, he took on the role of Director – Finance with added responsibilities of the Information Technology and Planning functions.

## Kreeanne Rabadi

*Director – West*

A post graduate diploma holder in Early Childhood Care & Education (ECCE) from Sophia College Polytechnic, Kreeanne joined CRY in 2000 to lead the Resource Generation team in West. In 2005, she set-out to establish the marketing function for CRY America. Today, she is the Regional Director – West.



# BOARD OF TRUSTEES

## Ratan Batliboi

*Board Chair & Hon. Trustee, Mumbai*

Rippan's junior in school, Ratan has had a long association with him till in 1991, Ratan joined CRY as a trustee. Ever since, he has been a rock for CRY.

## Bahram.N.Vakil

*Trustee, Mumbai*

One of the founding partners of the legal firm of M/s. AZB & Partners, Bahram is amongst India's foremost infrastructure and project finance attorneys. He has a LLM from the Columbia University, and is a member of the New York State Bar.

## Pervin Varma

*Trustee, Mumbai*

Pervin brought her ample communication expertise and special leadership skills to the fore, when she left a career in advertising in 1990 to join CRY.

## Mahnaz Curmally

*Trustee, Mumbai*

A skilled writer with acknowledged strategy and consulting skills, communication experience of over 30 years that extends across specialist PR practices like opinion mobilization, advocacy strategy and more.

## Praveen Kadle

*Trustee & Hon. Treasurer, Mumbai*

A highly respected Finance professional, Praveen brings to CRY 13 years of experience in this area and is also CRY's Treasurer since February 2005. He is the MD & CEO of Tata Capital Ltd.

## Rajni Bakshi

*Trustee, Mumbai*

Rajni is a prolific writer, speaker and organiser currently working on a book, titled 'Market: From Master to Servant', which challenges the neoliberal world view without falling for extreme alternatives.

## Prof. S Parasuraman

*Trustee, Mumbai*

Prof. Parasuraman has long been in the field of Social Sciences and is currently the Director of the Tata Institute of Social Sciences (TISS) in Mumbai. He is a seasoned writer with many books to his credit.



# FINANCIALS



# BALANCE SHEET

CRY - Child Rights And You: As On 31<sup>st</sup> March, 2017 ( Rs. In Lacs )

	As on 31.3.2017	As on 31.3.2016
SOURCES OF FUNDS		
Corpus	854	853
Earmarked funds	1023	1235
Resources C/f (Note 1 below)	2	180
Total	1879	2268
APPLICATION OF FUNDS		
Properties net of depreciation	76	84
Other fixed assets net of depreciation	92	116
Investments ( Note 3 below )	908	1368
Net current assets (Note 2 & 3 below)	108	(12)
Cash, bank balances and deposits with Banks ( Note 3 below )	696	712
Total	1879	2268

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

( 2 ) For 2016-17 - Current Assets 704 Lakhs, Current Liabilities - Rs. 596 Lakhs; Net Current Assets Rs. (108) Lakhs - For 2015-16 - Current Assets 464 Lakhs, Current Liabilities - Rs. 476 Lakhs; Net Current Assets Rs. (12) Lakhs

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

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

# INCOME & EXPENDITURE ACCOUNT

CRY - Child Rights And You For The Year Ended 31<sup>st</sup> March 2017 ( Rs. In lakhs )

	Annexure	For the period 1.04.2016 to 31.03.2017	For the period 1.04.2015 to 31.03.2016
INCOME			
Donations	I	4865	4891
Interest & others		117	164
Total		4982	5055
COST OF MOBILISING INCOME			
Generating Donations	I	1975	1928
Total		1975	1928
NET INCOME			
Donations	I	2890	2963
Interest & others		117	164
Income available for Deployment & Expenses	A	3006	3127
ESTABLISHMENT & OTHER EXPENSES			
Personnel		487	446
General Administration		354	378
Depreciation		68	96
Auditor Remuneration		8	10
Amount written off		-	1
Total Establishment Expenses	B	918	932
Net Income available for Deployment	A-B =C	2090	2195
DEPLOYMENT OF FUNDS			
Child development initiatives	II	1364	1363
Awareness of Child Rights	III	423	567
Capacity building for supported initiatives	IV	653	684
Total	D	2440	2614
Surplus / (Deficit) c/f Balance Sheet	C-D	-350	-419

# ANNEXURE - I, II, III, IV

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

	For the period 1.04.2016 to 31.03.2017	For the period 1.04.2015 to 31.03.2016
INCOME ( DONATIONS ) India		
Corporates	465	282
Individuals	4396	4606
Donations in kind	4	3
Total (1)	4865	4891
COST OF MOBILISING DONATIONS		
- Fees and Consultancy Charges	979	1000
- Telecalling and Mailer Costs	511	438
- Donor Servicing Charges & Other Fund Raising Costs"	184	156
- Personnel cost	301	334
Total (2)	1975	1928
Net Resources (1-2)	2890	2964

## Annexure II: Child Development Initiatives (Rs. in lakhs)

	For the period 1.04.2016 to 31.03.2017	For the period 1.04.2015 to 31.03.2016
Disbursals (Net of unspent balances)	1,056	955
Projects	942	760
Resource Organisations	114	195
Networks	193	263
Fellows	16	21
One time grants	29	8
Training and development	69	116
Total	1,364	1,363



Annexure III: Awareness (Rs. in lakhs)		
	For the period 1.04.2016 to 31.03.2017	For the period 1.04.2015 to 31.03.2016
Direct expenses	252	402
Personnel cost	157	153
Awareness division overheads	14	11
Total	423	567

Annexure IV: Capacity Building of Project Partners (Rs. in lakhs)		
	For the period 1.04.2016 to 31.03.2017	For the period 1.04.2015 to 31.03.2016
Direct expenses	0	0
Personnel cost	608	642
Capacity Building of Project Partners division overheads	45	43
Total	653	684

TOTAL NO OF INITIATIVES SUPPORTED BY CRY		
	For the period 1.04.2016 to 31.03.2017	For the period 1.04.2015 to 31.03.2016
1. Implementing Organisations	121	105
2. Resource Organisation	12	14
3. Strategic Alliances	26	25
4. Fellows	10	12
5. Advocacy	18	18
6. One Time Grant	6	3
TOTAL INITIATIVES	193	177

# SALARY TABLE

Division Wise Personnel Costs to Total Income Ratio		
PARTICULARS	2016-17	2015-16
Total Income		
General Income	4982	5055
Donation towards earmarked fund	644	1011
(Rs. In Lacs)	5626	6066
Personnel Costs:-		
Resource Mobilisation	301	334
%	5%	6%
Development Support Unit & Awareness Costs	765	795
%	14%	13%
Establishment	487	446
%	9%	7%
Total	1553	1575
%	28%	26%



# DISBURSALS

For the year ended 31<sup>st</sup> March 2017

Sr. No.	Particulars	(Object to Trust-General) Amount (Rs.)
---------	-------------	--

## PROJECTS - EAST

1	Adarsh Seva Sansthan - ASES	4,14,919
2	Association for Development and Health Action in Rural areas (ADHAR)	3,27,026
3	Auranga Gramin Vikas Samiti (AGVS)	9,58,605
4	Bal Sakha Assam	5,54,388
5	Centre for Social Development (CSD)	5,64,650
6	Chale Chalo	3,04,091
7	CHARDS	4,86,235
8	DEEP	12,40,635
9	Dhara (People Education, Training and Resource Centre)	2,66,400
10	Diksha	2,90,873
11	Disha Bihar	3,20,117
12	Flexi - Unicef Sanlaap	6,14,903
13	Gramya Vikash Mancha ( GVM)	5,36,710
14	HOPE	7,86,485
15	Jago Foundation	20,51,851
16	Jan Madhyam	7,57,389
17	Jawahar Jyoti Bal Vikas Kendra (JJBVK)	3,04,822
18	Kajla Jana Kalyan Samiti (KJKS)	17,41,350
19	Marfat	4,76,250
20	Mithila Gram Vikas Pirashad ( MGVP)	7,99,400
21	New Era Environmental & Dev Society [NEEDS]	3,46,035
22	New Life Foundation (NLF)	7,86,020
23	Orissa Institute of Medical Research and Health (OMRAH)	5,32,300
24	Palli Alok Pathagar (PAP)	9,49,285
25	Paridhi	4,13,717
26	Patang	6,99,350
27	Pratichi (India) Trust	5,80,240
28	Rashtriya Jharkhand Seva Sanstha	12,02,722
29	Rural Aid	6,33,144
30	Sadhana-Society for Action in Disability and Health Awareness.	5,30,721
31	Sanlap	24,07,885
32	Sikshasandhan	5,79,081
33	Society for Advancement in Tribes, Health, Education, Environment (SATHEE)	5,23,075
34	Society for Promotion of Rural Education and Development (SPREAD)	3,33,723

35	Sunderban Social Development Centre (SSDC)	2,93,170
36	Swaraj Foundation	9,55,085
37	The Calcutta Samaritans (TCS)	45,635
38	Vikramshila Education Resource Society	6,86,673
39	Wide Angle	3,92,359

Sub Total East	2,66,87,319
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## PROJECT - NORTH

1	Action for Health Education & Social Awareness (AHESAS)	3,529
2	Deenbandhu	1,40,700
3	Doaba Vikas Evam Utthan Samiti (DVEUS)	8,47,279
4	Dr. Shambhunath Sign Research Foundation (SRF)	4,39,336
5	Education Resource Society (ERS)	11,31,503
6	Gramin Vikas Samiti (GVS)	14,58,601
7	Guria	1,75,879
8	Jan Mitra Nyas - JMN	15,41,993
9	Koshish	52,38,648
10	Kriti Shodh Sansthan (KSS)	11,22,885
11	Lok Prabandh Vikas Sansthan (LPVS)	4,32,861
12	Mahila Jan Adhikar Samiti (MJAS)	17,79,662
13	Manav Ashrita Sansthan (MAS)	7,17,201
14	Matri Sudha	4,13,239
15	Navshrishti	49,176
16	Navshrishti -Haryana	8,34,673
17	PAHAL	10,23,741
18	PARDARSHITA	4,57,179
19	Parvatiya Lok Shikshan Samiti (PLSS)	4,42,380
20	Peoples Action for People in Need (PAPN)	3,33,070
21	Peoples Action for People in Need -PAPN (Haryana)	47,019
22	PRAYATN Santhan	8,85,753
23	Rural Organisation for Social Advancement (ROSA)	5,00,967
24	SAKSHAM	7,43,715
25	Samagra Vikas Sansthan (SVS)	12,30,707
26	SAMVEDNA	3,89,229
27	Sonebhadra Vikas Samiti	13,25,450
28	SWATI	72,721
29	Vikas Samvad Samity (VSS)	32,92,539

Sub Total North	2,70,71,635
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PROJECT - SOUTH		
1	Bangalore Oniyavara Seva Coota ( BOSCO )	19,03,778
2	Centre for Human Empowerment through Education Related Services (CHEERS)	39,603
3	Compassionate Rural Association for Social Action (CRASA)	9,79,797
4	Dalit Woman Society (DWS)	3,45,968
5	Helping Hands Association	8,58,875
6	Human Rights Education and Protection Council (KALAM)	15,53,501
7	Janavani	10,83,275
8	Mahila Abhivrudhi Mattu Samrakshana Samasthe	5,13,342
9	Margadarshi	7,75,544
10	PEOPLE	10,66,045
11	Peoples Oragnisation for Rural Development (PORD)	9,53,341
12	Pragathi	23,95,254
13	RIGHTS - A Society for Human Rights	3,26,268
14	Rural Workers Development Society (RWDS)	5,01,545
15	Salem Peoples Trust (SPT)	4,11,712
16	Samajika Parivartana Jana Andolana [SPJA] - thru TREES	5,12,350
17	Sanghamithra Service Society (SSS)	6,66,880
18	Shramik Vikas Kendram (SVK)	7,28,756
19	Shruti Samskruti Samsthe	20,48,454
20	Slum Children Sports Talents Education Development Society (SCSTEDS)	14,54,903
21	SNEHA	13,98,689
22	Social Legal Inforamtion centre (SLIC)	2,76,600
23	Society for Rural Agriculturalists and Mass Awareness (SRAMA)	14,98,500
24	Thampu - A National Trust for Tribal Education, Development and Research	9,19,390
Sub Total South		2,32,12,370

PROJECT - WEST		
1	Aakar Mumbai	2,04,975
2	Adivasi Sarvangi Vikash Sangh	4,15,780
3	Adivasi Vikas Trust	6,14,190
4	Area Networking and Development Initiatives (ANANDI)	8,92,683
5	Bahujan Samajik Trust (BST)	11,92,058
6	Gram Mitra Samaj Sevi Sansthan (GMSSS)	2,12,125
7	Gram Swaraj Sangh (GSS)	12,33,457
8	Gramya Vikas Trust	2,60,526
9	Gujarat Jan Jagran Sangh [GJJS]	5,84,190
10	Habitat and Livelihood Welfare Association (HALWA)	14,09,794
11	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	12,48,535
12	Lok Ashta Seva Sansthan (LASS)	7,81,259
13	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	8,92,431
14	Navadhar Samajik evam Sanskrutik Vikas Manch	6,72,618

15	Paras Swayam Sevi Sanstha	44,990
16	Path Pradarshak	7,61,043
17	Sahyog Charitable Trust (SCT)	11,98,374
18	SAMATA Charitable Trust	2,01,660
19	Sankalp Manav Vikas Sansthan (SMVS)	3,07,685
20	SNEHA Mumbai	5,78,240
21	Society for Health Alternatives (SAHAJ)	10,16,432
22	Sparsha Charitable Trust	44,990
23	Sparsha Charitable Trust	14,15,793
24	Srishti - Jhadpatti	2,67,540
25	Vanchit Vikas Sanstha (VVS)	44,990
26	Vidhayak Bharati	5,09,000
27	VIKALP-Gujrat	44,990
Sub Total West		1,70,50,348

NATIONAL HEAD OFFICE PROJECTS		
1	Centre for Budget and Governance Accountability ( CBGA )	9,49,692
2	Media Fellowships	2,000
3	CR Fellowship Year - 8	1,92,900
4	CR Fellowship Year 9	2,25,750
5	Overseas media	5,09,500
6	Writers / Consultants	2,67,955
7	CR Fellowship Year - 8	75,000
8	Translation and Printing	7,828
9	Press conference	2,16,564
10	PR agency	24,57,499
11	Primary Research	1,30,946
12	CR Fellowship Year 9	1,00,000
13	Secondary Data Analysis	2,12,717
14	New Regional Advocacy -West	16,527
15	Anthropolis India Foundation	1,00,000
16	Resource Person Payment	4,21,112
17	Policy Engagement with Stakeholders	11,220
18	Travel Policy & adovacacy	6,43,783
Sub Total National HO Projects		65,40,992
Total - Projects		10,05,62,664

FELLOWSHIP		
1	Anandi Lal	2,16,553
2	Mr. Keisan Pradip Kumar	1,93,020
3	Mrs. Leelavathi & Mr. Nagapandiyan	3,94,350
4	Siya Dulari Advasi	1,68,000



5	Walter Peter	4,61,175
6	Rajkishor Mishra	67,200
7	Ramnaresh	1,44,000
Total - Fellows		16,44,298
ONE TIME GRANT		
1	Chennai Disaster Relief Operations	11,51,550
2	Janavani	43,100
3	PEOPLE	15,000
4	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	15,87,600
5	Navshrishti -UD	1,00,000
6	ONE TIME GRANT MANCOMM DISASTER	36,381
Total - One Time Grants		29,33,631
NETWORK ALLIANCE		
1	QIC & AC UP through Doaba Vikas	1,22,403
2	Bal Adhikar Abhiyan ( BAA ) through GMSSS	1,98,632
3	Voice Of People (thru ERS)	10,50,813
4	Madhya Pradesh Lok Sangarsh Sajha Manch (MPSSLM) through Vikas Samvad Samiti	25,93,750
5	Coalition for Child Rights to Protection (CCRP) WB - thru Praajak	6,54,204
6	West Bengal Education Network (WBEN) - thru Kajla	9,32,450
7	Strengthening Child Protection Mechanism in Jharkhand through Bal Sakha	10,19,126
8	Coalition for Child Rights to Protection (CCRP) Bihar - thru Bal Sakha	1,20,546
9	Voice of Child Rights in Orissa through SPREAD ( VCRO )	8,41,750
10	People's Voice for Child Rights through SVK	6,22,786
11	Buniyadi Adhikar Andolan Gujarat (BAAG) - thru Gram Swaraj Sangh	4,52,100
12	Campaign for Right to Education in Jharkhand ( CREJ ) through Jago Foundation	6,59,893
13	HIFAZAT: A Coalition for Child Protection in MP through Vikas Samvad Samiti	8,98,030
14	Sama Kalvi Iyakkam - Tamil Nadu through Salem People Trust	10,48,488
15	Bal Hakka Abhiyan through SANKALP	11,34,187
16	Kerala Allicance - Jana Munnettam through RIGHTS	1,47,109
17	People's Voice for Child Rights through Peoples Org for Rural Dev (PORD)	3,75,075
18	Manipur Alliance for Child Rights - MACR - through Wide Angel Social Development Centre	11,13,750
19	Samajika Parivarthana Janandolana through Margadarshi	12,16,250
20	Bihar Lok Adhikar Manch (BLAM) - thru CHARDS	11,92,600
21	Alliance for People's Rights Through Matrisudha	9,45,902
22	Bal Bigul through Navsrishti	1,63,739
23	Mehfooz Alliance through Doaba Vikas Evam Uthan Samiti	11,67,900
24	Bal Bigul through Peoples Action for People in Need	6,73,200
Total - Network Alliances		1,93,44,683

RESOURCE ORGANISATION		
1	Account Aid India	12,11,281
2	Little Trusts - A Centre for Children	3,31,222
3	HAQ Centre for Child Rights	31,75,000
4	Sanjay Aditya & Associates	12,59,641
5	Centre for Child and the Law through National Law School of India University	26,21,470
6	Right to ECD Alliance through Mobile Creches for Working Mother's Children	20,00,000
7	New Regional RO	11,759
8	Account Aid Consulting Pvt Ltd	7,89,881
Total - Resource Orgnisations		1,14,00,254
Trainings and Development		
	Travelling Costs	60,00,353
	Training,Workshop and Capacity Building Programmes for Project Partners	8,69,193
Total - Training and Development		68,69,546
	Awareness Costs	2,65,85,461
	Capacity Building Costs for Development Programmes	45,10,907
	Personnel Costs of Development Support & Awareness building staff	7,65,00,071
Total Disbursals		25,03,51,515
	Less: Refund of project disbursals	63,38,706
Grand Total		24,40,12,809



# JOIN THE MOVEMENT

## Donate

- **Online** – The simplest and easiest way to donate! Just click on the donate button in the e-mailers you receive from us or Log on to [www.cry.org](http://www.cry.org) to donate directly.
- **Cheques/Demand Drafts** – You can send these to us either directly or contact us for a pick up.
- **CRY Agents** -You can also donate through our field agents who will be happy to visit you, in the comfort of your own home!
- **Corporate CSR Partnerships** – Simply send us an email on [alakananda.ghosh@crymail.org](mailto:alakananda.ghosh@crymail.org) and we will be happy to create a customized donation option for you!

## Volunteer

There's lots of exciting stuff that you can do to help ensure a happy life for children in India:

- **Fundraise towards child rights**  
Champion CRY's cause and request friends/colleagues to donate to CRY on their special day. Take part in a walk/run/sport and use it as an opportunity to raise funds.
- **Help us forge partnerships** Help us forge partnerships with restaurants, cultural centers and other local businesses, who in turn raise visibility for CRY. This can enhance their brand image too by being known as socially conscious organizations.
- **Promote the cause and CRY on social media**  
Leverage the power of social media planning and implementation to help us get the message out there and reach out to different communities.
- **Sponsor CRY events/Provide media partnerships**  
Help us with event and media sponsorships in our various campaigns. These campaigns focus on specific issues – from influencing child-friendly policies, to rehabilitation efforts in disaster and natural calamities, to creating awareness on the situation of children.
- **Be a child rights advocate** Write about us and our efforts in publications or blogs and give underprivileged children a voice. This can give us a platform to spread CRY's message to a wider audience.

Simply visit [www.cry.org/volunteer](http://www.cry.org/volunteer) to know more and sign up!





THANK YOU  
FOR ENSURING HAPPY  
CHILDHOODS EVERYWHERE