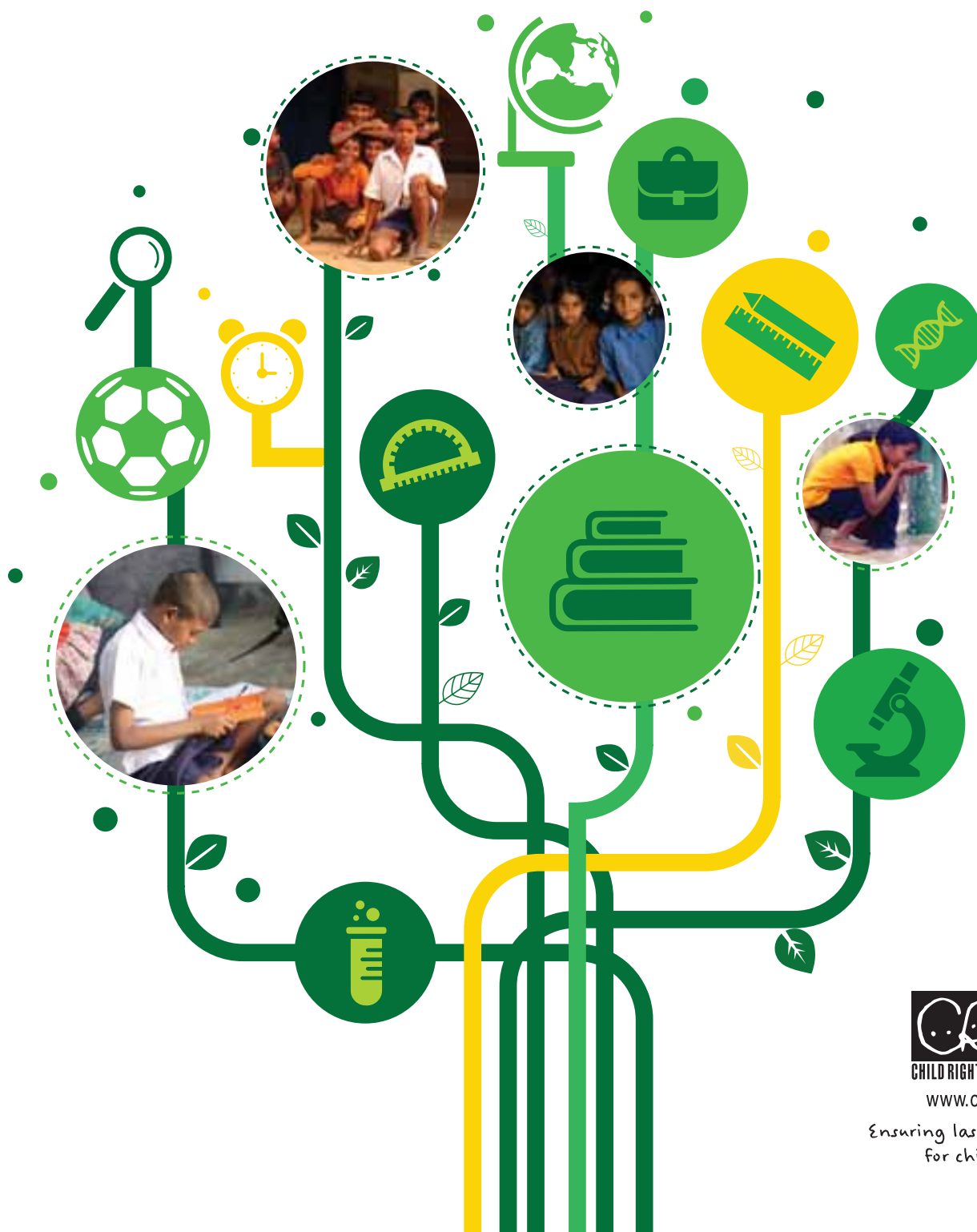


NURTURING CHANGE

ANNUAL REPORT
2015-2016



CHILD RIGHTS AND YOU

www.cry.org

Ensuring lasting change
for children





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**SPINNING
THE WHEELS
OF CHANGE**

Dear Friends of CRY,

Change is slow. Change is deliberate. Change is not easy.

Slowly but surely, the wheels of change start turning, revealing the first glimpse of a new order. And of outcomes most desired. It's time to be glad for sure. But it's also time for us to roll up our sleeves and redouble our efforts to ensure that change is sustained.

Sending a large number of children to schools is not enough; we need to ensure that they stay there and nurture a love for learning. Supporting the creation of women's groups is not enough; we need to help them build the confidence they need to take decisions for themselves. Rescuing children from sweatshops is not enough; we need to work diligently with law and policy makers to abolish child labour as a whole.

So, until a few years ago, we defined our goals as transforming children's lives in India, and we took big steps toward creating an actionable difference. This year however, we continued to work towards strengthening the foundation on which changes can be sustained.

Be it Development Support or Resource Generation, Advocacy or Volunteer Action, we worked towards deepening our efforts to ensure a more robust and long-lasting impact. So that the wheels of change carry our children into a future that's bright and purposeful for all.

With faith and goodwill,



Puja Marwaha

Chief Executive

CRY- Child Rights and You

P.S.: Do write to me at puja.marwaha@crymail.org with your thoughts or feedback.



**TRUSTEE
REPORT**

Before we take you through the year that's been, here's a glimpse of what your support has helped us achieve.

- We reached out to 6,45,000 children and their families from 3,118 villages and slums across 142 districts of 23 states
- Among 3,35,000 school-going children, 9,600 children who dropped out, between 6 and 18 years were re-enrolled
- We helped set up 13 new schools and facilitated the upgrade of 30 existing schools from primary to higher levels
- We ensured that 33,000 children were immunised within their 1st year
- We identified 21,600 children with varying degrees of malnutrition, 7,000 among them were identified as severely malnourished (SAM) and were brought under the safety net
- No incidences of child marriage were identified and/or reported from 1,093 villages. 250 cases of child marriages were prevented
- Interventions on trafficking led to rescue and rehabilitation of 534 more children across regions
- 571 more villages and slums reported total absence of child labour

Thank you for all your efforts in making this possible. We look forward to our continued journey together to ensure that children across India get the rights they deserve.

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



**DEVELOPMENT
SUPPORT**

This year, CRY focused on improving its outreach. This was done by implementing new programs and initiatives, and strengthening old ones.

Shifting from an integrated approach to issue-focused intervention

For decades, we've followed the integrated approach to intervention as we found it to deliver the best results. Last year, we took a closer look at issues affecting children and chose to make that the focus of our approach. This, we felt, would increase our impact and help us utilise funds more effectively.

By the end of 2015-16, 97% of CRY-supported projects shifted from an integrated approach to issue-focused intervention, focussing on not more than two issues. All projects have initiated individual child tracking, with regard to specific indicators related to issues of intervention. Simultaneously, we revised the internal sanctioning system and started developing a more scientific Monitoring, Evaluation, Accountability and Learning (MEAL) framework, and strategy for intervention in the urban space. In 2016-17, we expect to implement the same in greater detail.

Continuing to join hands with the government for children

Working with the government allows us to ensure that our work has a much greater impact. For instance, our advocacy efforts through CRY partners in Kerala, resulted in the introduction of specific budget line items in the state's annual budget to secure the rights of Apatadi's tribal children.

In Chhattisgarh, the State Commission for Protection of Child Rights (SCPCR) has made CRY the knowledge partner in policy formulation. The Maharashtra

government has invited CRY to be a member of SCPCR. The Director General of Police (DGP) in Madhya Pradesh has sought CRY's support in drafting Standard Operating Procedures on the issue of missing children. CRY has been able to engage with many other institutional bodies and major stakeholders as a technical expert on the domain of child rights, including a collaboration with UNICEF in piloting interventions in urban Kolkata.

Making education a priority

In Gujarat, our efforts have contributed to the Government's recruitment of 20,000 teachers. And in Maharashtra, we've supported the Government in sanctioning 55 Hungami Shalas (boarding schools for migrant and tribal children) saving 983 children from dropping out of school. Across other Indian states, a total of 13 new government schools opened, 30 government schools upgraded and 52 government schools were prevented from closure.

Our on-ground initiatives have resulted in 2,100 scholarships for deserving children and enabled another 4,500 children to successfully transition from lower primary to upper primary, upper primary to secondary, and secondary to senior secondary; reducing dropouts. In Karnataka, our efforts to enhance the quality of education in government schools, saw the neighbouring private schools drop their fees by as much as 50%. In West Bengal, we introduced joyful learning and co-curricular activities as a means of retention in 36 government schools, which proved successful.

Healthy children, a healthy nation

In addition to strengthening the public health service delivery, our special focus has been on the immunisation of children. This has ensured that over 33,000 children under the age of one year have been immunized. Our advocacy efforts have contributed to the opening of 8 new Primary Health Centres (PHCs) and 15 Sub-Centres, appointment of 58 frontline staff in the health department, and an increase in infrastructure such as labour rooms, scan machines, beds, etc. These efforts have led to the reduction in infant deaths from 3.46% during previous year to 2.83% during last year in CRY-supported project areas across North India. 106 villages under projects in eastern states reported zero infant deaths.

Our project level efforts have led to the opening of 40 new Anganwadi Centres (AWCs), strengthening of 426 existing AWCs, opening of 2 new district level Nutritional Rehabilitation Centres (NRCs), making 7 NRCs functional and identification of over 21,000 malnourished children for monitoring. Out of these 7,000 children have been identified to be severely acute malnourished (SAM) and have been brought under the safety net.

In Karnataka, our advocacy efforts included raising questions in the state assembly through Members of Legislative Assemblies. This prevented the closure of NRCs in the state, restarted two closed NRCs and enabled over 2,50,000 children to continue to receive egg and milk against the decision to withdraw the same. In Gujarat, the Kuposhan Mukh Abhiyan (malnutrition free campaign) was launched in four talukas and Doodh Sanjivini Yojana revamped in 2 talukas. A shot in the arm was when the director of the Integrated Child Development Scheme (ICDS) committed to provide digital weighing scales across all ICDS centres in Gujarat.

Protecting the most vulnerable

Our grassroots experience with vulnerable children has given us a wealth of information and expertise on creating a safe environment for them. We are often approached for assistance in developing handbooks on child protection policy for schools, developing training modules, training the Integrated Child Protection Scheme (ICPS) functionaries, formulating safe migration policies, appointment of the Child Welfare Committee, Juvenile Justice Board members, etc.





Some of our project partners have gone on to become part of child protection institutions at the state and government level. For instance CRY-supported Guria is now part of the Central Nodal Agency to combat trafficking under the Government of India, while Hifazat works with the Task Force for Monitoring Child Rights Violation in Sihasth Mela in Madhya Pradesh.

In Kerala, our project level efforts have led to the Kerala High Court ruling for a Central Bureau of Investigation inquiry into 2,000 orphanages and directing the state government to bring all orphanages under the Juvenile Justice Act and follow rules in handling children. In another Public Information Litigation of CRY-supported project Guria, the Allahabad High Court has re-interpreted section 7, 9 & 11 within the purview of victim compensation fund under the Protection of Children from Sexual Offences (POSCO) ACT on 26th May 2015.

Our partners have facilitated and are following about 40 legal proceedings of violations of child rights. Such efforts through partners have led to the prevention of 250 child marriages, 534 interventions in trafficking for rescue and rehabilitation, re-enrollment of over 850

child labourers in schools, prevention of over 900 children from migration and potentially going into child labour, covering 471 children with special needs under growth initiatives, action in 81 cases of child sexual abuse and 1,935 cases of Scheduled Caste/Scheduled Tribe discrimination.

Our continued work with children's groups that focus on ensuring their participation in decisions affecting their lives, has today resulted in the inclusion of nearly 3,000 children's groups with over 70,000 members. Empowered to take decisions for themselves, the children's efforts have resulted in the recruitment of 10 teachers in Rajasthan and Uttarakhand, and the construction of school boundary walls and toilets in schools in Delhi.



**RESOURCE
GENERATION**

Our donors are the key to everything that we achieve. So this year has been about constantly experimenting and improving systems, so that we can reach out to donors effectively and efficiently, and make giving a meaningful experience for them.

Seeding, experimenting, strengthening

Contributing to development shouldn't just be a one-time activity, there needs to be regular efforts in order to make a sustained difference. This year, we continued to strengthen our fundraising modules and created a better donor experience.

- a. **Building donor relations:** The stage for this had been set the year before, and this year we took those plans and set them in motion. To connect with our new donors beyond just transactions, we reached out to them, to welcome them into CRY and stayed connected to them through the year. A significant number of donors have chosen to remain with CRY because of this.
- b. **Going digital:** Our new mobile website has helped us make the donation experience smoother for our digital savvy donors. We have also used this space for active interaction and engagement.
- c. **New experiments:** We explored new platforms in fundraising through our very first crowd-funding campaign, 'Get Healthy. Give Healthy.' This has not only got us new supporters but has also encouraged us to explore uncharted areas when it comes to fundraising.

Forging deeper connections with our corporate supporters

Oracle Corporation: When you have complete faith in an organisation, you want to invest in it in ways that will make it even more efficient and impactful. Oracle has done just that for CRY.

The company has awarded CRY a substantial grant for design and development of a Results Based Monitoring System (RBMS) and hardware support for 50 computers. This will help us track programme results and use data analytics to measure progress, social impact, and outcomes of our programmes across India.

What this means is, greater accountability for our children and communities and also more precise information to our donors and the government about lasting changes made by the projects. The current grant is for the period of April 2016 to March 2017. During this partnership, Oracle employees will also explore opportunities with CRY to give their time, skills and resources to our projects.

Success Menswear: They have demonstrated their faith in us by unstintingly supporting us year after year. This year, they explored new paths by spreading awareness and ensuring that there will be a better tomorrow for children.

PNB Metlife: PNB Metlife has an ongoing partnership with us, but this year they went a step further to help children inculcate important life skills. As part of this partnership, children got an opportunity to be coached for the Junior Badminton Championship. This initiative managed to kindle a sporting spirit in the participating children and increased their confidence.

Expedia: Expedia is a long-term corporate partner with CRY who constantly seeks to add more value to the partnership. This year Expedia employees went on to paint an anganwadi centre at one of the CRY-supported projects in Delhi. The whole activity including the interaction with the children at the centre not only made this extremely fulfilling but also ensured that children at the project are now more excited about regularly attending their bright and colourful anganwadi centre.

Hero Motocorp: Hero Motocorp is another CRY partner that looks for different ways to make a meaningful contribution. Their active and enthusiastic participation in the marathon to raise funds, and lighting diyas with children to celebrate the festive season makes it a partnership that stands apart.

Microsoft: Throughout their 6 yearlong partnership with CRY, Microsoft has always

found new ways to give. Whether it is by encouraging employees to donate and matching their contributions, supporting volunteers, organising a 'Giving Month' along with CRY or setting up a wishing tree for children, Microsoft ensures that their contribution goes beyond financial support.

Tata Capital Financial Services: The organisation has consistently supported a specific intervention area over the years. This year they decided to continue their support by increasing the timelines of our partnership. The team has always believed in remaining connected to the project and frequent project visits have actually enabled them to see the progress children have made over the years.







**VOLUNTEER
ACTION**

Volunteers are an important part of our work. Volunteering not only allows concerned citizens to participate in our work with children, it also allows us to spread the message of child rights further.

Creating a culture of action for child rights

In 2015-16, active volunteering increased by 30%. CRY worked with over 3,000 volunteers spread across 20 cities and had 260 internship placements within CRY.

Here are some of the key volunteer initiatives:

Picture perfect with CLICK RIGHTS

Click Rights 2015 was part of our Get Healthy | Give Healthy campaign. Volunteer action teams, along with volunteers, staged exhibitions, street plays and flash mobs in different cities to create awareness on the issue of health and nutrition of children under 6 years. Over 30 volunteers set up personal fundraising pages and involved their family and friends to crowdfund for the cause of health for all children.

Collegians lead the CHILD RIGHTS LEADER PROGRAMME

The Child Rights Leaders Programme – a college-centred leadership initiative, was launched nationally across metros in 2015. 35 Child Rights Leaders were handpicked out of 250 applications from across reputed campuses in the cities. The selected students formed volunteer groups on campuses and organised campaigns to popularise the programme, which included poster bombing, campus marathon for

anti-child labour day and a fiction-writing contest. Not only did they include child rights ideas and programmes in their college fests and annual contests but also added value to CRY's on-ground programmes and events by working towards sustainable outcomes.

Getting real with VIRTUAL VOLUNTEERING

Virtual volunteering offers a great opportunity to individuals who want to contribute to the child rights movement, but are unable to travel to participate in the on-ground programmes. Virtual volunteering allows these individuals to use their digital expertise and interest for a good cause. This year, we attracted over 50 dedicated volunteers who added significant value to the work through design inputs, translations and proof reading of documents, secondary research on child rights issues, content generation in the form of reports, posts and articles, collation and analysis of data.

Learning through INTERNSHIP

Our Internship programme allows young students to combine their idealism with a deeper understanding of the nation's ground realities. It requires students to spend a couple of weeks working on a focused assignment. This year, we were flooded with applications from students of all backgrounds. 2015 saw over 260 interns join hands with CRY on an array of assignments. This added great value to their understanding and skills on developmental work, on ground programmes, primary and secondary research, public campaigns, documentation, design, and strategy and analysis.

Capturing reality through VIEW FINDER

The View Finder Project saw a couple of enthusiastic photography volunteers training a group of underprivileged children in Delhi and Kolkata to capture the realities of their childhood and what they witness in their lives. Over six months, the children were taken through various sessions including field exposure and special interactions were held with renowned photographers as part of the master training class. A photo-book was compiled of their learning, showcasing the photos clicked by them.

Celebrating INTERNATIONAL VOLUNTEER DAY

What makes our volunteers special is that they are unabashed optimists, believers in change and intolerant of injustice. And that's why we believe in celebrating their unique contribution to our work through International Volunteer Day. The 2015 theme was 'Celebrating the Child in You'. Each region had a day-long celebration where many volunteers participated and were acknowledged and felicitated for their work. Tokens of appreciation were also distributed to each one of them.







**POLICY,
RESEARCH,
ADVOCACY AND
DOCUMENTATION**

Our extensive experience of working on children's issues has allowed us to garner equity as a child rights expert. This puts us in a unique position to effect change through working with the highest levels of government.

Engaging with the Drafting Committee of the New Education Policy

CRY actively engaged with Ministry of Human Resource Development (MHRD), Government of India and the Drafting Committee of New Education Policy and presented suggestions on 10 school education themes in April 2015 to improvise the policy document. This was in the form of a report 'Revitalising India's Education' and face-to-face presentation to the Drafting Committee in December 2015.

Sharing budget expectations with the Ministry of Finance

Advocacy for adequate budget for children is an important part of policy advocacy at CRY. We participated in the pre-budget consultation meeting with the Ministry of Finance headed by Mr. Arun Jaitley in January 2016. We also reached out to multiple stakeholders through media advocacy and discussions with detailed analysis of the Union Budget and CRY analysis on the same.

Submissions to Ministries of Human and Resource Development, Women and Child Development, Health and Family Welfare

We made helpful submissions to the Ministry of Health and Family Welfare on Draft National Health Policy 2015 in March, and on the Draft National Policy for Skill Development and Entrepreneurship 2015: A Reflection from the Child Rights Lens in May 2015.

Creating Partnerships, Strengthening Relationships

On advocacy for child labour legislation, in 2015-16 CRY met 49 parliamentarians across various political parties to influence them with our analysis, viewpoint and stance for children involved in labour. Most of these parliamentarians actively engaged with the issue and became the voice for children in representing their thoughts during the child labour debate in the parliament.

CRY successfully completed the 8th year of the National Child Rights Research Fellowship, the only fellowship of its kind in the country. The studies completed this year investigated effects of military training on children in conflict areas, juvenile detention, challenges in education for migrant tribals and early child marriages.

CRY engages in active media advocacy in order to build mass opinion and awareness for children and rights of children. Through the last year CRY achieved over 900 news coverages nationally, across print, electronic and online media publications. CRY saw major breakthroughs in international media and forayed into new online platforms.

Strategic advocacy on the Child Labour Bill and Juvenile Justice Bill was achieved via various media tools. Media advocacy on the Child Labour bill yielded 150 press coverages spread across various print publications and online spaces.

In order to rally journalists to advocate child rights, we introduced the CRY Media Fellowship and invited

applications from journalists who were passionate about child rights. The journalists were required to research a topic, which encapsulated an area of neglect or violation of the child right space – a case study, new perspective or a breakthrough research.

The CRY Media Fellowship 2015 selected 3 media fellows from 25 applicants by a jury comprising Ms. Usha Rai, a veteran journalist who is currently working as media and communication consultant, Mr. Indrajit Gupta, co-founder and director of Founding Fuel and Ms. Puja Marwaha, Chief Executive of CRY. The media fellows Skand Vivek of Rajasthan Patrika, Bikash Kumar Sinha of Prabhat Khabar and Banjot Kaur of The Times of India, researched for three months on specific child right issues and published their findings and insights via stories in their respective publications.

CRY published a paper 'Child Labour -

Magnitude, Trends and Concerns in Child Labour Protection and Regulation Act' for a conference organised by the Centre for Study of Social Exclusion and Inclusive Study, Andhra University in order to reach out to students and other readers.

The documentation unit in CRY is a knowledge and resource hub. Located in Mumbai, it reaches out to 120 employees, sharing new books, reports and videos purchased and those received on a complimentary basis. Approximately 60 Books, 40 Reports and 15 Videos were added to the centre's collection of material on child rights, fundraising and social development. Once a month employees receive 'In-betweens' - a detailed list of articles from periodicals related to CRY's thematic focus areas which keeps them updated on latest developments in the sector.







OVERSEAS

Making child rights in India a part of global conversation

CRY America, CRY's partner in the USA, reaches out to non-resident Indians and people of Indian origin, encouraging them to join the movement of child rights. CRY America volunteers play a key role in organising events across the country.

CRY Walk 2016, an annual fundraising event was organised across 15 cities this year - bringing thousands of individuals together to help change the lives of children in India. CRY America hosted four benefit dinners and one lunch in New York, Houston, Seattle, Alabama and San Francisco respectively. 'Pledge 2016' was attended by 140 guests in New York and 22 guests in San Francisco. 'Uphaar 2016' in Seattle saw 170 attendees while 'Spread the Love' in Houston saw 150 and 'Viswaprem' in Alabama saw 120 supporters coming together for the cause of underprivileged children in India.

Together, the charity dinners and lunch raised US\$360,000, which will be directed towards funding several CRY America supported projects in India. The events were attended by prominent personalities like legendary actress Ms. Sharmila Tagore, Honorable Nagesh Singh - Consul General of India, Atlanta, Mr. Don McNeal - retired Ernst and Young Partner, Pooja Batra - actress and former Miss India and Dan Nainan - comedian.

CRY America held two targeted fundraising campaigns in 2016 - 'Right To Write' encouraging individuals to help ensure children across CRY America-supported

projects in India go to school and complete their education, and the 'Joy of Five' that aimed to ensure children get the necessary health and nutrition in the first 5 years of their lives, and experience the joy of turning five and go on to live happier and healthier lives.

Since inception, with the support of over 25,153 donors and 2,000 volunteers, CRY America has impacted the lives of 6,18,915 children living across 3,084 villages and slums through support to 70 Projects in India and USA.

CRY UK, CRY's partner in the UK, has helped transform the lives of 12,220 children from 116 rural and tribal communities based in the Gujarat and Jharkhand regions of India. In 2016, CRY UK-supported project Gram Swaraj Sangh (GSS), got 2 anganwadis sanctioned by the state government and helped ensure 22 children between the ages of 3 and 6 years receive pre-primary education through these anganwadis. These anganwadis will continue to serve as centres for immunisation of children, provide pre and post natal care for pregnant women and hot cooked meals for children.

In 2016, CRY UK Corporate Cricket Challenge saw various corporate firms including TCS, Lebara, Infosys, Kensington Cricket Club and ICICI Bank participate enthusiastically for child rights. The grand finale of the cricket challenge was held at Regents Park Cricket Ground in London on 11th June 2016 and raised £7000. Lebara emerged as the winner of the tournament.

Five runners participated in the British 10k run, UK's greatest road race, for CRY UK and raised £850 for the cause of child rights in India.

CRY UK also organised a historic walk along the alleyway and lanes of East London tracing the history of the East India Company with acclaimed historian Nick Robins in September. This charity walk was attended by both British and Indian communities and raised £225.

BeCause, held in March 2016, was an interactive quiz where organisations registered and competed with each other for the cause. The event saw participants from Norton Rose, Fulbright, Penningtons Manches LLP, Siemens, Ipes Ltd, Zee TV, Levi Roots, Headway and one individual team. Ipes was the winner of the quiz competition.

The 'Autumn Edition' of the CRY UK Football Championship was played amongst HiFX, Augentius, ICICI Bank, IPES, Hamilton Court FX, Macfarlanes, Deutsche Bank, Langham Hall. It raised over £3000 in November 2016.







COMMUNICATIONS

Continuing the child rights conversation

From communication for fundraising to leveraging opportunities for awareness and visibility, a number of brand partnerships across locations helped create awareness on the issue of child rights like Zee Bangla's 'Dadagiri', Bengaluru Top Guns at Premier Badminton League, Bakery Carnival at Calcutta Club, #RanaforCRY – an auctioned lunch for a cause with Rana Daggubati, Big Hero, Tata Steel 25k Marathon and a film on children's education featuring India's national anthem.

CRY experimented with crowdfunding through 'Get Healthy. Give Healthy', an initiative that encouraged people to achieve a personal health goal while at the same time fundraise for a healthy start for underprivileged children. Over 100 people from all walks of life took up personal health challenges for themselves, shared it with their friends and family and raised funds for the cause.

Continued focus on digital platforms contributed to increasing Facebook and

Twitter communities to over 2,60,000 and 11,000 followers respectively while expanding further on LinkedIn and Instagram. The engagement and interaction rate on our social media pages increased at an average of 5% over 2014-15. Social media platforms saw an increase of content from our online supporters, with them sending us stories on how they identify and experience child rights issues. The CRY website www.cry.org saw a 3% increase in unique users and 50% increase in page views. The CRY blog was revamped and is a resource hub for all CRY stories. Do visit it on www.cry.org/blog.



**INFORMATION
TECHNOLOGY,
FINANCE AND
PLANNING**

Streamlining technology to make a difference

CRY implemented a custom developed telecalling solution to effectively communicate with our supporter base. Utmost care is taken to ensure data security and integrity of our supporters and to enhance the quality of engagement with donors.

Based on the risk audit recommendations, we created a business continuity plan for CRY's application servers which would help ensure minimum downtime of CRY servers. Creation of the configuration management database ensured mapping of all software, hardware and services to ensure efficiency and productivity. Transformation of physical servers to the virtual environment and server consolidation helped in reduction of data centre footprint, faster server provisioning, application isolation and increased uptime.

To reduce travel time and cost, CRY implemented video conferencing for internal and external meetings. Bandwidth management through a firewall was also implemented to help in managing bandwidth between business applications and video conferences.

Ensuring a smooth running system

CRY continues to remain 100% statutorily compliant. CRY has worked using a compliance calendar thereby ensuring that no dates are missed. Further CRY has subscribed to updates and notifications on related laws to be constantly appraised on changes and modifications in the rules and procedures. All statutory approvals and renewals were obtained e.g. 35 AC approval for 100% exemption to donors, and renewal under Foreign Contribution

(regulation) Act, 2010 for further period of 5 years.

Guiding our mission and vision

The planning team at CRY continued to enable leadership in designing annual imperatives and taking critical calls guided by financials. They ensured timeliness, accuracy and comprehensiveness of financial MIS. Collaboration with all functions in CRY enabled putting together the Child Protection Policy for CRY – which ensures integration of various proactive efforts towards safety of children in our organisational pursuits and achieving high standards of child protection within the organisation and its extension to all stakeholders of CRY.



**HUMAN
RESOURCES AND
BUSINESS
SUPPORT**

Enhancing performance

Building on the initiatives of last year, the competency framework was extended to the next level of employees in CRY with an aim to improve performance and accountability. Leadership development programmes were conducted where Associate General Managers in the organization were trained in being more effective leaders and team managers.





**GRANT
RISK
MANAGEMENT**

Building efficiency, ensuring accountability

Financial risk is inherent in any grant making decision. The primary responsibility of this function is to ensure effective utilisation of CRY resources and build efficient and transparent accounting systems and financial monitoring mechanisms at the partner level. In 2015-16, a comprehensive risk assessment mechanism was put in place. The financial review section of the annual evaluation report was revamped to focus on tracking statutory compliances, processes and recording the existing internal control systems in a partner organisation. This ensures CRY partners are statutorily compliant and have stringent systems in place, thereby ensuring reduced risk to resources. Participation in the annual workshop with Account-Aid focused on legal compliance management and associated risks of non-compliance.





**THE CHILD
CENTRE**

Listening to the child

The Child Centre at CRY envisions broadening the conversation on child rights by incorporating all round child development, which includes physical, emotional, social and psychological growth of the child.

Taking this forward, a curriculum on Rights-Based Direct Practice with children was created to ensure an integration of a multidisciplinary and comprehensive approach to understand the child as a holistic being by bridging the gap between the adult and child and providing an inclusive and participative approach to work with children.

This curriculum was pilot tested across eight states where CRY has been actively engaged with the children and the communities. On completion of training, it was observed that the children were now more confident, able and empowered in their communication within their homes and schools. Some children were instrumental in bringing about relevant changes not only in their home and school environments but were also taking responsibility for themselves as well as for their peers.

The aim of the training module was to bring together practice with the set theory. CRY believes that adults or the primary duty-bearers, including parents need to be engaged and educated about these Rights-based practices in all spaces such as family, school and the community at large, resulting in attitudinal shifts thereby enabling behavioural changes both for adults and children.

The objective of the Child Centre is to empower children by developing their capacities in matters that affect them; and that they are treated with dignity, respect and equality by adults. It also aims to understand the development of children from the yardsticks of their age-appropriate milestones and the related skills that a child needs to achieve, to lead an optimally functioning life and thus become more autonomous and responsible.



SUMMARY - BALANCE SHEET

CRY - CHILD RIGHTS AND YOU

AS ON 31ST MARCH, 2016 (Rs. in lakhs)

	As on 31.03.2016	As on 31.03.2015
SOURCES OF FUNDS		
Corpus	853	850
Earmarked funds	1235	1285
Resources C/f (Note 1 below)	180	541
Total	2268	2676
APPLICATION OF FUNDS		
Properties net of depreciation	84	93
Other fixed assets net of depreciation	116	122
Investments (Note 3 below)	1368	1381
Net current assets (Note 2 & 3 below)	(12)	(105)
Cash, bank balances and deposits with Banks (Note 3 below)	712	1185
Total	2268	2676

- (1) Represents resources net of surplus / (deficit) from the Income & Expenditure statement and (write offs) / write backs of liability.
- (2) For 2015-16 - Current Assets 464 Lakhs, Current Liabilities - Rs. 476 Lakhs; Net Current Assets Rs. (12) Lakhs - For 2014-15 - Current Assets - Rs. 306.33 Lakhs, Current Liabilities - Rs. 411.65 Lakhs; Net Current Assets - Rs. (105.32) 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.

SUMMARY - INCOME & EXPENDITURE ACCOUNT

CRY - CHILD RIGHTS AND YOU

FOR THE YEAR ENDED 31ST MARCH 2016 (Rs. in lakhs)

	Annexure	For the period 1.04.2015 to 31.03.2016	For the period 1.04.2014 to 31.03.2015
INCOME			
Donations	I	4891	4979
Interest & others		164	164
Total		5055	5143
COST OF MOBILISING INCOME			
Generating Donations	I	1928	1799
Total		1928	1799
NET INCOME			
Donations	I	2963	3180
Interest & others		164	164
Income available for Deployment & Expenses	A	3126	3344
ESTABLISHMENT & OTHER EXPENSES			
Personnel		446	474
General Administration		378	413
Depreciation		96	105
Auditor Remuneration		10	8
Amount written off		1	-
Total Establishment Expenses	B	932	1000
Net Income available for Deployment	A-B = C	2195	2344
DEPLOYMENT OF FUNDS			
Child development initiatives	II	1363	1393
Awareness of Child Rights	III	567	435
Capacity building for supported initiatives	IV	684	665
Total	D	2614	2493
Surplus / (Deficit) c/f Balance Sheet	C-D	-419	-149

DONATION MOBILISATION & EXPENSES

ANNEXURE I

(Rs. in lakhs)

	For the period 1.04.2015 to 31.03.2016	For the period 1.04.2014 to 31.03.2015
INCOME (DONATIONS)		
India		
Corporates	282	356
Individuals	4606	4623
Others	3	-
Total (1)	4891	4979
COST OF MOBILISING DONATIONS		
Fees and Consultancy Charges	1000	985
Telecalling and Mailer Costs	438	329
Donor Servicing Charges & Other Fund Raising Costs	156	179
Personnel cost	334	306
Total (2)	1928	1799
Net Resources (1-2)	2963	3180

CHILD DEVELOPMENT INITIATIVES

ANNEXURE II

(Rs. in lakhs)

	For the period 1.04.2015 to 31.03.2016	For the period 1.04.2014 to 31.03.2015
Disbursals (Net of unspent balances)	955	959
Projects	760	794
Resource Organisations	195	165
Networks	263	245
Fellows	21	21
One time grants	8	9
Training and development	116	159
Total	1,363	1,393

AWARENESS

ANNEXURE III

(Rs. in lakhs)

	For the period 1.04.2015 to 31.03.2016	For the period 1.04.2014 to 31.03.2015
Direct expenses	402	225
Personnel cost	153	175
Awareness division overheads	11	35
Total	567	435

CAPACITY BUILDING OF PROJECT PARTNERS

ANNEXURE IV

(Rs. in lakhs)

	For the period 1.04.2015 to 31.03.2016	For the period 1.04.2014 to 31.03.2015
Direct expenses	0	0
Personnel cost	642	624
Capacity Building of Project Partners division overheads	43	41
Total	684	665

TOTAL NUMBER OF INITIATIVES SUPPORTED BY CRY

	For the period 1.04.2015 to 31.03.2016	For the period 1.04.2014 to 31.03.2015
Implementing Organisations	106	102
Resource Organisation	15	11
Strategic Alliances	26	24
Fellows	12	9
Advocacy	19	12
One Time Grant	3	8
TOTAL INITIATIVES	181	166

DIVISION WISE PERSONNEL COSTS TO TOTAL INCOME RATIO

PARTICULARS	2015-16	2014-15
Total Income		
General Income	5055	5143
Donation towards earmarked fund (Rs. in lakhs)	1011	1332
	6066	6475
Personnel Costs:-		
Resource Mobilisation	334	306
%	6%	5%
Development Support Unit & Awareness Costs	795	799
%	13%	12%
Establishment	446	474
%	7%	7%
Total	1575	1579
%	26%	24%

STATEMENT OF DEPLOYMENTS

PROJECTS - EAST

FOR THE YEAR ENDED 31ST MARCH 2016

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Association for Development and Health Action in Rural areas (ADHAR)	1,80,210
2	Auranga Gramin Vikas Samiti (AGVS)	2,86,250
3	Centre for Social Development (CSD)	13,93,598
4	Chale Chalo	10,04,160
5	Comprehensive Health and Rural Development Society (CHARDS)	9,41,950
6	Development Education and Environmental Programme (DEEP)	6,20,910
7	Dhara (People Education, Training and Resource Centre)	3,77,100
8	Diksha	15,51,076

9	Gitaldaha Bikash Samity (GBS)	1,92,800
10	Gramya Vikash Mancha (GVM)	15,87,475
11	Hope	9,57,425
12	Jago Foundation	9,84,450
13	Jan Madhyam	17,28,950
14	Kajla Jana Kalyan Samiti (KJKS)	19,82,245
15	Marfat	5,01,950
16	Mithila Gram Vikas Pirashad (MGVP)	2,82,300
17	New Era Environmental & Dev Society (NEEDS)	3,23,020
18	New Life Foundation (NLF)	2,40,580
19	Orissa Institute of Medical Research and Health (OMRAH)	5,33,750
20	Palli Alok Pathagar (PAP)	1,68,530
21	Pratichi India Trust	14,48,940
22	Rashtriya Jharkhand Seva Sanstha	4,60,896
23	Rural Aid	8,39,442
24	Society for Action in Disability and Health Awareness (SADHANA)	2,56,212
25	Samagra Vikas Foundation (SVF)	8,59,554
26	Self Employed Workers Associations Kendra (SEWAK)	2,14,750
27	Sikshasandhan	5,59,400
28	Society for Advancement in Tribes, Health, Education, Environment (SATHEE)	5,04,989
29	Swaraj Foundation	13,35,420
30	The Calcutta Samaritans	5,80,820
31	Vikramshila Education Resource Society	8,02,726
Sub Total East		2,37,01,878

PROJECTS - NORTH

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Action for Health Education & Social Awareness (AHESAS)	11,560
2	Bal Vikas Dhara (BVD)	2,57,700
3	Deenbandhu Samajik Sanstha	4,58,150
4	Dr. Shambhunath Sign Research Foundation (SRF)	30,371
5	Gramin Vikas Samiti (GVS)	6,76,340
6	Guria Swayam Sevi Sansthan	3,36,100
7	Himalayan Society for Alternative Development (HIMAD)	1,44,725
8	Jan Kalyan Samiti (JANAK)	6,19,053
9	Jan Mitra Nyas (JMN)	15,15,531
10	Jammu Kashmir Association of Social Workers (JKASW)	1,86,717
11	Koshish	5,14,413
12	Kriti Shodh Sansthan (KSS)	10,39,496
13	Lok Prabandh Vikas Sansthan (LPVS)	4,516
14	Mahila Jan Adhikar Samiti (MJAS)	15,59,670
15	Manav Ashrita Sansthan (MAS)	7,30,911
16	Matri Sudha - A Charitable Trust	27,091
17	Mountain Childrens Foundation	3,15,259

18	Navshrishti	3,30,573
19	Pahal	5,22,100
20	Pardarshita	8,84,545
21	Parvarish - Bal Mahila Vikas evam Samaj Seva Sanstha	21,80,649
22	Parvatiya Lok Shikshan Samiti (PLSS)	4,31,240
23	Peoples Action for People in Need (PAPN)	3,92,424
24	Physical Education Foundation of India (PEFI)	74,400
25	Prayatn Santhan	9,81,740
26	Rural Organisation for Social Advancement (ROSA)	2,50,500
27	Saksham	2,00,899
28	Samvedna	3,86,760
29	Sonebhadra Vikas Samiti	13,05,774
30	Swati (Rajeev Neelu Kachwaha Public Charitable Trust)	2,56,308
Sub Total North		1,66,25,515

PROJECT - SOUTH

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Bangalore Oniyavara Seva Coota (BOSCO)	11,26,659
2	Centre for Human Empowerment through Education Related Services (CHEERS)	5,48,240
3	Compassionate Rural Association for Social Action (CRASA)	2,94,900
4	Dalit Woman Society (DWS)	6,02,680
5	Helping Hands Association	10,77,692
6	Human Rights Education and Protection Council (KALAM)	18,36,097
7	Janavani	13,65,270
8	Mahila Abhivrudhi Mattu Samrakshana Samasthe	5,14,712
9	Margadarshi	13,68,315
10	Pragathi	10,31,105
11	Rural and Child Education Trust (RACE)	2,89,600
12	Rural Workers Development Society (RWDS)	5,86,905
13	Salem Peoples Trust (SPT)	10,03,314
14	Sanghamithra Service Society (SSS)	5,94,315
15	Slum Children Sports Talents Education Development Society (SCSTEDS)	21,17,420
16	Sneha	13,00,139
17	Society for Rural Agriculturalists and Mass Awareness (SRAMA)	14,82,114
18	Thampu - A National Trust for Tribal Education, Development and Research	16,01,637
19	Theera Desha Samrakshana Samithi (TDSS)	1,47,700
Sub Total South		1,88,88,814

PROJECTS - WEST

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Aakar Mumbai	2,63,450
2	Adivasi Sarvangi Vikash Sangh	3,81,750
3	Adivasi Vikas Trust	6,75,700

4	Area Networking and Development Initiatives (ANANDI)	11,62,050
5	Bahujan Samajik Trust (BST)	13,47,284
6	Gram Mitra Samaj Sevi Sansthan (GMSSS)	2,35,713
7	Gram Swaraj Sangh (GSS)	17,73,385
8	Gramya Vikas Trust	1,80,851
9	Gujarat Jan Jagran Sangh (GJJS)	2,80,170
10	Habitat and Livelihood Welfare Association (HALWA)	6,13,321
11	Lok Ashta Seva Sansthan (LASS)	3,69,800
12	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	4,29,410
13	Navadhar Samajik evam Sanskrutik Vikas Manch	4,70,200
14	Paras Swayam Sevi Sanstha	4,70,200
15	Path Pradarshak	71,650
16	Peoples Rural Education Movement (PREM)	4,13,046
17	Sahyog Charitable Trust (SCT)	6,31,631
18	Samata Charitable Trust	2,72,750
19	Sankalp Manav Vikas Sansthan (SMVS)	2,24,758
20	Shoshit Mukti Abhiyan	1,91,990
21	Sneha Mumbai	30,59,768
22	Society for Health Alternatives (SAHAJ)	14,86,467
23	Sparsha Charitable Trust	3,65,950
24	Srishti - Jhadpatti	1,99,000
25	Vikalp	2,49,735
Sub Total West		1,58,20,029

NATIONAL HEAD OFFICE PROJECTS

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Advocacy - Education theme	59,181
2	Catch Them Young	20,164
3	National CRY Child Rights Fellowship Year - 8	1,22,603
4	National CRY Child Rights Fellowship Year - 9	77,000
5	Translations/Transcriptions for Media Dissemination	5,411
6	Media Fellowships	6,20,120
7	Overseas Media	7,14,900
8	Policy Engagement with Stakeholders	2,78,688
9	Policy Engagement Workshop on Child Labour Methodology Study	1,230
10	PR Agency	24,68,239
11	Press Conference	71,991
12	Resource Organisations	9,57,387
13	Secondary Data Analysis	1,30,000
14	Resource Persons Payment	2,13,656
15	Advocacy Chhattisgarh	1,58,378
16	Advocacy Gujarat	3,78,157
17	Advocacy Maharashtra	2,48,964
18	Others	1,11,545
Sub Total National HO Projects		66,37,614
Total - Projects		8,16,73,850

FELLOWSHIP

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Anandi Lal	1,51,131
2	Deepika Singh Rajawat	2,05,500
3	Faisal Anurag	71,850
4	Mr. Keisan Pradip Kumar	2,52,000
5	Mr. P. Joseph Victor Raj	1,37,300
6	Mrs. Leelavathi & Mr. Nagapandiyan	3,60,970
7	Rajkishor Mishra	2,62,800
8	Ramnaresh	1,21,200
9	Siya Dulari Advasi	1,56,000
10	Vasavi Kiro	1,54,200
11	Victor Joseph Raj	1,26,000
12	Walter Peter	1,07,250
Total - Fellows		21,06,201

ONE TIME GRANT

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Chennai Disaster Relief Operations	85,656
2	Chennai - CRY Direct Disaster Relief	7,02,625
3	Slum Children Sports Talents Education Development Society	30,000
Total - One Time Grants		8,18,281

NETWORK ALLIANCE

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Samajika Parivartana Jana Andolana (SPJA) through TREES	4,89,305
2	Alliance for People's Rights through Matrisudha	6,88,180
3	Alliance through People's Rights through Pahal Multipurpose Organisation	9,94,546
4	Bal Adhikar Abhiyan (BAA) through GMSSS	4,23,760
5	Bal Bigul through Navsrishti	4,92,625
6	Bal Hakka Abhiyan through Sankalp	10,43,650
7	Bihar Lok Adhikar Manch (BLAM) through CHARDS	6,97,300
8	Bihar Lok Adhikar Manch (BLAM) through Disha Vihar	10,01,935
9	Buniyadi Adhikar Andolan Gujarat (BAAG) through Gram Swaraj Sangh	9,04,541
10	Campaign for Right to Education in Jharkhand (CREJ) through Jago Foundation	16,10,925
11	Coalition for Child Rights to Protection (CCRP) Bihar through Bal Sakha	3,42,090
12	Coalition for Child Rights to Protection (QICAC) Orissa through Basundhara	3,00,183
13	Hifazat - A Coalition for Child Protection in MP through Vikas Samvad Samiti	8,66,257

14	Kerala Alliance - Jana Munnettam through RIGHTS	8,58,250
15	Madhya Pradesh Lok Sangarsh Sajha Manch (MPSSLM) through Vikas Samvad Samiti	26,73,865
16	Manipur Alliance for Child Rights (MACR) through Wide Angel Social Development Centre	12,12,600
17	People's Voice for Child Rights through Peoples Org for Rural Dev (PORD)	8,49,404
18	People's Voice for Child Rights through SVK	9,12,874
19	QIC & AC UP through Doaba Vikas	14,11,776
20	Sama Kalvi Iyakkam through Salem People Trust	16,85,926
21	Samajika Parivarthana Janandolana through Margadarshi	15,81,100
22	Strengthening Child Protection Mechanism in Jharkhand through Bal Sakha	11,44,756
23	Voice of Child Rights in Orissa through SPREAD (VCRO)	12,11,550
24	Voice of People (through ERS)	14,13,500
25	West Bengal Education Network (WBEN) through Kajla	15,18,600
Total - Network Alliances		2,63,29,498

RESOURCE ORGANISATION

S. No.	Particulars	(Object to Trust-General) Amount (Rs.)
1	Centre for Budget and Governance Accountability (CBGA)	8,00,000
2	Education Resource Society (ERS)	5,60,131
3	Mumbai Working Group On Child Labour	65,468
4	RIGHTS - A Society for Human Rights	12,31,556
5	Social Legal Inforamtion centre (SLIC)	10,59,921
6	Account Aid Consulting Pvt. Ltd.	4,81,400
7	Account Aid India	10,06,965
8	Centre for Child and the Law through National Law School of India University	36,80,525
9	HAQ Centre for Child Rights	44,73,600
10	Little Trusts - A Centre for Children	7,24,289
11	New CBV RO - HAQ Centre for Child Rights	8,86,400
12	Right to ECD Alliance through Mobile Creches for Working Mother's Children	18,37,539
13	Sanjay Aditya & Associates	25,57,233
14	Tata Institute of Social Science (TISS)	1,62,163
Total - Resource Orgnisations		1,95,27,190
Trainings and Development		
	Travelling Costs	99,65,277
	Training,Workshop and Capacity Building Programmes for Project Partners	15,94,651
Total - Training and Development		1,15,59,928
	Awareness Costs	4,13,15,489
	Capacity Building Costs for Development Programmes	42,87,520
	Personnel Costs of Development Support & Awareness building staff	7,95,45,609
Total Disbursals		26,71,63,566
	Less: Refund of project disbursals	56,74,672
Grand Total		26,14,88,894









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