

Dear Friend, Hemlata is a 12 year-old girl in Ajmer who dreams of one day 'being in service'. Her dream hangs on a thin sliver of hope – the non-formal education centre she attends. Her mother's reluctance to send her to school is understandable. Hemlata used to be a working member of her family. She, along with her 6 brothers and sisters used to roll beedis for the local trader. The whole family could roll around 1,000 beedis in 2 days and it would fetch them Rs. 30. Today, Hemlata can recite her tables and read books. But if her future is to turn out better than her mother's, it is imperative that she stay in school rather than return to rolling beedis.

Each time you read a story like Hemlata's, or see the silent plea on the face outside your window, or pass that nameless child desperately seeking shelter from the weather, your heart reaches out wanting to do something, anything to make their lives just a little bit less unbearable.

Given the sheer numbers can anyone make a real difference? Can we do more than provide a little temporary relief to this child here and now? What does it take to irrevocably change each of these intolerable situations?

23 years ago a 25 year-old Indian man thought he'd try. And from that individual act of commitment was born a movement called CRY. Founded on the simple, almost naïve, belief that if each of us do what we can, together there is no problem we cannot solve. For me, and for each of you that contributes in your own individual way, what Rippan did was create a means for the totality of our individual acts to count for more than their sum.

So, when CRY supports a project called Garib Nawaz Mahila Evam Kalyan Samiti, working in Ajmer, on the issue of children's welfare in the beedi making industry, you are actually enabling children like Hemlata to change their lives.

GNMEKS runs the non-formal education centre Hemlata goes to and the organisation works towards raising awareness among parents about education as a way out of poverty and exploitation. GNMEKS, is of course, only one of the 204 initiatives CRY supports across the country. All of them work with the objective of making change in children's lives sustainable and irreversible. To give you an idea of the processes that go into making this possible, do read the section "Changing children's lives irreversibly: A holistic approach to development" in this annual report. It explains CRY's approach.

Combining the impact and learning from all these micro-initiatives with the contributions of thousands of supporters like you who give of your money, time, skills and commitment allows CRY to be a potent force for change on a national scale. Over 23 years this movement has transformed the lives of over 1 million children directly and innumerable others indirectly. As importantly, it has strengthened hundreds of small, struggling NGOs and empowered children, families and communities to take charge of their futures.

This annual report presents the progress we have made in 2001-02. For many of us, beyond these numbers and lists of activities, it's the radiance of Hemlata's smile that makes it all worthwhile. Thank you for making that possible.

With faith and goodwill,



Ingrid Srinath
Chief Executive, CRY.

TRUSTEE'S OVERVIEW

For CRY, the year gone by has been a watershed. While the Indian corporate world reeled under a global recession, the country felt the after effects of violence based upon religious communities in Gujarat, and war threatened with Pakistan, CRY managed to raise a gross income of Rs. 24 crores, 6% more than comparable figures last year. While funds deployed to initiatives was Rs. 10.65 crores, 16% lower than in the previous year, impact on the ground was optimised by community empowerment efforts. And, as promised to you last year, CRY undertook a major restructuring of its fundraising operations to improve efficiency and productivity.

The restructuring was designed to facilitate a renewed focus on CRY's core mission – of enabling and motivating people to take responsibility for the situation of the deprived Indian child through collective action. It included :

- consolidation of manufacture and distribution of CRY products with Archies Greetings and Gifts Ltd., a move that has expanded the reach of these products considerably and freed CRY's scarce management resources to focus on its core mission
- introduction of a new channel – face-to – face marketing – that has resulted in an exponential increase in CRY's ability to reach individuals and lowering the cost of raising funds from first time donors
- outsourcing of mail handling and transaction processing that has resulted in significant cost reductions
- reducing employee numbers by 30% thereby cutting overheads and improving cost manageability.

CRY supported 200 development initiatives this year. Despite the reduction from 280 the previous year, 71,830 children were covered by education and health programmes, 316 balwadis and 826 non-formal education centres were supported, 478 villages were declared child labour free and 9,062 child labourers no longer work for a living.

CRY began 2001-2002 aiming to become leaner, more efficient, more impactful and better able to cope with the changing environment. This annual report will tell you how far we have come in that direction. We believe we face the future more effectively for India's children.

On behalf of the Board of Trustees Nandan Maluste (Honorary) Trustee Mumbai, November 2002

CHANGING CHILDREN'S LIVES IRREVERSABLY : A HOLISTIC APPROACH TO DEVELOPMENT

CRY approaches each individual child's situation as an integrated whole, inextricably linked to the situation of her family and the community they are part of. Whether a child can enroll and stay in school and develop the attitudes, skills and abilities to lead a life free from poverty, exploitation and despair, depends not just on her own will to stay the course. It depends also on :

- the availability of a school in her vicinity
- the quality of the education provided there
- the state of her health
- the safety of her environment and living conditions
- her family's ability to sacrifice the income she could earn
- the availability of early childhood care for her younger siblings whom she would otherwise have to stay home and care for while both her parents earn a living, besides
- overcoming age-old prejudices against girls and particular castes, classes or communities.

CRY's response to this tangled web of circumstances that keep a third of India's children from realising their potential is to address every aspect of the situation simultaneously and holistically. And this is done from a perspective of child rights, as articulated in the UN Convention on the Rights of a Child (see box). What this ensures is that the change engendered is sustainable, not dependent on particular individuals or initiatives.

The Child Rights Framework is based on the UN Convention on the Rights of a Child. India is a signatory to this convention, as are 191 other countries across the world. This is an international human rights treaty that has as its core premise that children are born with fundamental freedoms. It spells out the basic rights children across the world have, without discrimination: the right to survival – to life, health, nutrition, name and nationality, the right to development – to education, care, leisure, recreation, the right to protection – from exploitation, abuse, neglect and the right to participation – to expression, information, thought and religion.

A CRY-supported project would typically :

1. Runs balwadis or pre-schools to introduce children to schooling and build an interest in learning at an early age.
2. Run Non-Formal Education (NFE) centres for older children who need a jump-start into formal school, assistance in staying in school or a way out of child labour.

Rachana, a CRY-supported project in Pune district in Maharashtra, runs support classes for children in government schools. These classes ensure that these students perform better in school and reduce drop out rates. These support classes use innovative teaching methods and

place a lot of emphasis on the overall development of the child. The benefits of these support classes are so tangible, that government school teachers have approached Rachana to train them in making teaching aids.

3. Ensure pre and post natal care and child health care including immunisation and health check ups.

APD (Association of People with Disability), a CRY-supported project in Karnataka, runs school health programmes in 11 government schools in the project area. Regular monthly inputs on simple health issues like hygiene and cleanliness are offered to students in the age group of 10-14 years.

4. Work to create, revive or improve formal government schools and primary health centres ensuring that investments are not duplicated, and that our government delivers its stated promises to India's children.

In an example of what communities can achieve if they manage to take control of their lives, a women's group in the Community Service Guild (a CRY-supported project working in Tamil Nadu) discovered that most girls in their locality were dropping out of high school because of the distance of the government school from the village. So, the group got the community together and met with the school authorities and the district educational officer. Today, all their efforts are directed towards organising a bus service to the village.

5. Provide training to teachers in balwadis, NFEs and in government schools to improve the quality of teaching provided.

6. Understand and respond to the distinct needs of children at risk from, or in difficult situations with regard to, abuse, neglect or exploitation.

Sankalp, a CRY-supported project working in 60 villages in the Shankargarh block of Allahabad district in UP is a great example of how empowering communities can lead to a better life for their children. Shankargarh is an arid area unsuitable for agriculture. But it is rich in silica deposits and mining is the only source of livelihood. Over 95% of the population in Shankargarh comprise Kol tribes. Most of them work in the silica mines and the stone quarries. Entire families, including children, are employed in the mines in the most exploitative conditions. They are forced to work 14-15 hours a day and are paid as little as Rs. 12 per day. About 10,000 children are employed in the mines. These children too work 14 hour days but are paid even less than their parents – as little as Rs. 5-6 a day. So, obviously, these children have no opportunity to go to school, and when they become adults, they have no option but to continue as labourers in the mines. Moreover, there are health problems associated with this work - silicosis, tuberculosis, asthma and the common cold are widely prevalent. There are no government health facilities for the treatment of these diseases.

Sankalp started working in this area in 1995, by starting educational classes at night for children working in the mines. They then started mobilising the communities, making them aware of the rights that are due to them and their children. 'Mitra Mandals' were formed by the Kol tribals to protest against exploitative working conditions. One of the first things these Mitra Mandals did, was stop the children from going to work. Today, the children go to school instead of work. This movement spread to the neighbouring villages as well and now, 40 villages in the region are completely child labour free. The struggle is far from over, however. In some of the villages, the tribals have managed to get control of the leases of the mines, which means that the tribals

control the means to their livelihood. But in the others, the villagers continue to struggle under the yoke of an exploitative system.

Sankalp is an example of tackling a child rights issue in a holistic manner. To eliminate child labour and to ensure a child's right to protection against exploitation, Sankalp empowered a community to address issues of livelihood.

7. Form children's groups to give children a voice in determining their futures and in disseminating awareness of the importance of primary health-care, sanitation and education especially for girls.

Swarnirvar, a CRY-supported project in West Bengal has a unique way of ensuring that children have a say in what their world is going to be. This Youth group – Kishor Kishori Bahini comprises high-school children in the age group of 10-16 years. The 223-member group from 8 villages designs its activities, functions and roles on its own. What Swarnirvar provides these children is experiential learning that helps them and their community in their own lives and surroundings. Being primarily a farming community, the children are taught to measure rainfall, daily temperature, safe sanitation, map the village for flood prevention, build awareness on vaccination of poultry, cattle and also conduct vaccination camps on their own. They are made capable of monitoring the health of people in the villages, disinfecting and repairing tubewells, keeping roads clean and quarterly cleaning (Gram Safai) of villages. They sensitise the community to have their own kitchen gardens, prepare the seeds for the garden, impart the skills of gardening and also sell the seeds at reasonable prices. Health awareness with an emphasis on prenatal and antenatal care and blood donation camps is another focus area. This is an effort to prepare the youth to be effective decision makers.

8. Involve parents and the community at large through Parent-Teacher Associations, Village Education Committees and other community organisations :

- in enhancing the quality of their children's lives and futures
- in monitoring the services provided to their children by the government or NGO's
- in prevailing upon local officials to ensure adequate resource allocation and delivery of policy commitments in education, healthcare and protection for their children
- in building awareness of the value of education in the community
- in addressing gender, caste, class or religious discrimination that cuts some children off from access to education, healthcare or protection.

The Community Service Guild, a CRY-supported project in Tamil Nadu, has a counselling programme to tackle gender discrimination in the community it works with. In an area where cases of female infanticide and foeticide are uncommonly high, these counselling sessions target high-risk families (where the woman is pregnant for a 3rd time, when she already has 2 girl children or women who have had frequent abortions) and aim to bring about an attitudinal shift in the community. The community is also made aware of the importance of education for all

children, including girl children and the children of the most marginalised sections of the community.

- in understanding the linkages between the urgent day-to-day problems of livelihood, exploitation and discrimination and the longer term but equally important rights of their children.

Sonebhadra is a district in UP with abundant natural beauty but extreme poverty. This region is mainly inhabited by Kol tribals who are forced to work 8 hours a day for just 5 kg of paddy worth Rs. 15. This can be reduced to Rs. 9 if it is women who work the fields. Bonded labour is also widely prevalent with children forced to continue to work in the same exploitative conditions as their parents and their grandparents. The infamous carpet industry with children as the primary source of labour also has its headquarters in this region.

Children Welfare Society (CWS), a CRY-supported initiative was set up in 1994 in Ghoraval block of Sonebhadra district (Uttar Pradesh) with the objective of making education a fundamental tool to fight oppression. CWS realised early on that to make education for the children of this community a reality, they had to address the long term issue of livelihood for their parents. They have mobilised the tribal community to ensure rights for themselves and their children. Today, over 1,200 children have access to education and over 1,500 have access to primary health facilities. The change is reflected in the confidence of the labourers who are now demanding minimum wages. Since the intervention from Children Welfare Society, the government machinery and local self-governance bodies have started paying heed to the villagers. As a result several Primary Health Centres and Primary Schools have been re-activated in the area. Labour relations have undergone a sea change and wage rates have gone up. More importantly, the villagers have realised the importance of education as a tool to fight oppression.

9. Communicate and work with policy framers and implementers at the community, state, regional and national levels to :

- sensitise them to children's issues and raise the priority they accord to these issues

- identify areas for improvement and effect change in policies affecting children

As part of CRY's efforts to influence macro level policy on children, CRY is working with the Central Ministry and 8 state governments in an innovative initiative on quality institutional care for children. This initiative is based on the principle that every child has the right to a family – biological, adoptive or foster. Where any of this is not possible, we believe the child must be provided with institutional care that is of high quality and works in the best interest of the child. Children living in institutions are largely invisible, marginalised and difficult to access. The institutions where they are kept are inaccessible and the conditions are deplorable. The staff lack training and motivation. The children are very often subjected to physical abuse. Sexual abuse of and among these children is also not uncommon. Innovative approaches and alternatives to institutional care, though sorely needed, are quite rare. The "alternatives" such as foster care and adoption also need wider debate and dissemination.

CRY has been working with several organisations at the regional level on this issue. However, it was felt that setting quality standards for institutions needed a national level perspective and debate. Those who have vast experience on this issue need to share their experiences and evolve an actionable agenda collectively.

A National Consultation was organised on the 10th and 11th of October 2001 in Delhi to set the framework. Issue experts, government representatives and NGO's from the states that are

working on this issue attended it. There were about 40 participants. The current situation of the homes, the new Juvenile Justice Act and its implications, the need to set standards, collaborate and promote the issue was discussed. A tentative plan of action for the year 2002 was also discussed and the need for national/ regional core groups agreed upon.

The initiative was launched in eight states – Maharashtra, Gujarat, Delhi, Tamil Nadu, Karnataka, West Bengal, Orissa and Rajasthan. Organisations that work on this issue have been identified in each of these states. These organisations are a blend of organisations that are working with government-run children's homes, doing advocacy work, running street children programmes and training/ capacity building organisations. They have agreed to be a part of this initiative and the first level of planning has been done with them.

At the macro level, the work has involved understanding and influencing model rules of the Juvenile Justice Act, relevant state and national policies and establishing close working relationships with the government at the state and national level on the issue. In this year the Central Ministry as well as the governments of West Bengal, Delhi and Maharashtra have been extremely supportive and collaborative efforts have been made at the programme level. All the other state governments have also agreed to collaborate on this. This has also provided opportunities for debate, sharing and learning at the state and national level through building of core groups and regional consultations.

Even after the passing of the revamped Juvenile Justice Act 2000, there is no authentic database of either children in institutions or of the institutions themselves. Therefore, the first phase will focus on data base collection to make visible the number of children living in institutions. A state level directory has been planned to enable this in the eight states. Relevant national guidelines and standards on QIC&AC, training modules and trained resource persons, will also be evolved and promoted thereby building a body of expertise on the issue. National level consultants have been appointed to assist CRY in establishing the initiative.

Apart from channelising the financial support that donors provide us to these organisations and activities, CRY ensures that the funds are allocated where they are most needed and that they are used cost-effectively and with complete accountability to the local community and to our donors. Further, CRY provides these nascent organisations with the information, training, perspective building and networking inputs to grow into self-sustaining, democratic, transparent instruments of change.

DIRECTORS' REPORT

In a year that was challenging, CRY has been able to cope with the downturn in the economy through innovations in community mobilisation, cost control and resource mobilisation.

Development Support

CRY disbursed Rs. 10.65 crores to child development initiatives during this financial year. In spite of a decrease in the money disbursed, the number of villages where there was 100% enrolment of children in schools increased by 796. 478 villages were declared child labour free.

Across the country 9,062 child labourers are now no longer working for a living and are enrolled in education programs. 532 government primary schools have been re-activated and in 547 schools, there was a 100% retention rate.

All of these point to an increase in the sustainability of change CRY has enabled. It means that in spite of the lack of resources to set up balwadis and non-formal education centres, CRY and its project partners have enabled communities with whom they work to become aware of their rights and demand what is due to them.

However, the cutbacks did not leave CRY unscathed. CRY was able to support fewer initiatives and hence the number of balwadis and NFEs supported came down. Also, there was a decrease in the number of government teachers trained. This year, 44,617 children were offered an opportunity for education through 826 NFE centres, 316 Balwadis and support classes while 22,922 children have been mainstreamed into the formal schooling system. CRY, in this financial year supported 200 child development initiatives across 13 states in the country.

CRY also prime-moved the formation and strengthening of 5 State Alliances of NGO's. These alliances were part of the Shiksha Satyagrah that brought more than 40,000 people from all across the country to Delhi, demanding for their children, from Parliament, the fundamental right to education. This was one of the first cross-regional mass demonstrations on a social issue in independent India's history.

In an acknowledgement of CRY's intervention in Gujarat post the earthquake, the Social Justice & Empowerment Ministry has adopted CRY's Activity Centre model for disaster relief, an area that CRY has recently entered. CRY was also a participant at the UN General Assembly's Special Session for Children.

CRY's youth wing attempts to make privileged youth and children sensitive to the situation of the underprivileged in the country. As part of their activities for the year, the Youth Wing conducted intensive sessions in 19 schools across the country and ad hoc ones in many others. It organised interactive camps in Mumbai, Bangalore and Delhi and brought privileged and underprivileged children face to face, in an effort to get them to understand and share each other's lives and in the process have fun.

The CRY youth wing was instrumental in the formation of 6 CRY clubs in colleges. Students in these clubs volunteer their time and skills to impact the lives of children in their immediate surroundings. For example, a CRY club in Mumbai interacts with children in the paediatric ward of Sion Hospital to ensure that the children feel cared for. A CRY club in Pune works with the same objective at the Sassoon

Hospital.

Resource Mobilisation

CRY, in the financial year 2001-2002, reports total income of Rs. 24 crores, an increase of 6% as compared to total income for last year. Income from traditional streams is below the previous year's figures but individual donor contribution grew at a massive rate of 81%, primarily due to the introduction of face-to-face marketing where donors are approached directly by representatives of CRY. CRY is partnered by Support Direct in this area. This innovative channel of recruiting new donors brought in more than Rs. 4 crores for CRY, contributing over 20% of CRY's total income. It was also primarily responsible for increasing CRY's individual donor base by over 50%. The structural changes in resource mobilisation effected in the last financial year, to build insulation from business cycle volatility, have started to bear fruit. The outsourcing of mail handling and donation processing has resulted in significant cost reductions.

The reversal in the direct cost to overhead ratio from 0.73:1 to 1.30:1 and the downsizing of CRY's employee base by HRD 30% have permitted CRY better cost management flexibility. The products manufacturing and distribution outsourcing to Archies Greetings and Gifts has increased retail penetration of CRY's greeting cards and stationery products from 500 outlets to 6,000. Incomes from the retail segment have increased 25% in a shrinking market. However, these gains were more than offset by a continuing decline in institutional sales, and the loss of import duty exemption for paper.

Income from the sale of CRY products grew marginally, while non-disaster income from corporates actually declined from last year by 46%, contributing just 5.5% of CRY's total income this year. This is directly attributable to the recession, with companies being unable to contribute to social causes when their own bottom lines were under severe pressure. There were 8 new co-operative marketing tie-ups and special mention must be made of organisations that pitched in, even in a year that has been difficult for them.

Corporates that care

In a world increasingly wary of businesses and the way they operate, CRY offers companies and institutions avenues to participate in increasing economic and social well-being now and over the longer term. There are a number of inspiring examples of how organisations have taken to these offerings.

The British High Commission supported the CRY capacity building programme for all North India partners for the third consecutive year. This programme, better known as "Training for Transformation" enabled CRY to hold a number of training programmes for its development partners. So far, CRY has received support to the tune of Rs. 54 lakhs for the three-year training programme.

British Airways continued to support CRY's development agenda. They gave Rs. 8.5 lakhs that have gone towards the support of two of our projects, **Good Shepherd Society** in Chennai that provides development opportunities and rehabilitative programmes for girls and **Nabadisha** in **Kolkata** that works to ensure child rights and develop harmonious relations with the local police, to sensitise them to handle children in need of care and protection and those in conflict with the law.

The Citi-CRY credit card programme launched by Citibank a few years ago got CRY Rs. 5 lakhs this year. The relationship has now been extended through the Citi Junior Account programme where select Citibank customers can open an account in their child's name and contribute part of the proceeds to CRY. CRY has already received Rs. 1 lakh so far through this programme. Tata Council for Community Initiatives, TCCI - Kolkata has been supporting 5 centres of a CRY project Nabadisha in Kolkata for the last two years. Besides financial support, the staff of the Tata Group also devote their time and skills towards the project by teaching English to children in the non-formal education centres over weekends and take them out for recreation and exposure trips. Corporation Bank, Bangalore, on the occasion of the 55 th year of independence, made a grant of Rs.5 for every account opened between August 1 and December 31, 2001. The Finance Minister, Mr. Yashwant Sinha, presented the cheque for Rs.19,72,100 to CRY on behalf of Corporation Bank at a function in New Delhi on March 28, 2002.

FACT (Free A Child Today) a quiz for corporates helped raise more than Rs. 14 lakhs for CRY nationally. Conceptualised by a group of volunteers in Bangalore 4 years ago, FACT was held in

5 cities this year and the entry fee for each team went towards supporting CRY's projects. In Bangalore alone, 33 organisations sent 42 teams to take part in the quiz. In Bangalore, for instance, DIGITAL and HP, the presenting and associate sponsor respectively, helped offset the cost of the event in the city.

Tata Chemicals, in a one-of-a-kind scheme, has promised to contribute 10 paise for every kilo of Tata Salt sold between 15 th August and 14 th September, 2002. The money raised, which is expected to be around Rs. 30 lakhs, will support 6 child development initiatives across the country. This partnership will impact the lives of children in 45 slums and 19 villages and will enable the functioning of 22 non-formal education centres, 2 balwadis, 2 coaching centres and help improve the functioning of 27 government schools.

The total overseas non-disaster relief income grew by 16% to Rs. 6.44 crores this year. The relationship with the erstwhile volunteer group in the US was terminated and significant investments will be required in 2002-2003 to re-establish CRY's outreach presence in the US.

Interaction that's enhanced

The overwhelming impetus to the CRY movement received through its website www.cry.org has encouraged CRY to re-engineer and re-construct its website, keeping in mind the interactivity of the medium. The web site will be made much more user-friendly and comprehensive, making it easier for an individual or an organisation to participate in CRY's cause.

Human Resource Development

The Human Resources division had a tough task last year with the structural changes that were undertaken by the organisation. A third of the work force opted for a VRS. This was handled extremely well, effecting a graceful separation of the employees. The communication was conveyed through well conducted workshops. A compensation strategy was also initiated. Other HR initiatives included conducting much needed training workshops, outsourcing housekeeping activities and filling key vacancies.

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SUMMARY BALANCE SHEET AS ON 30 th JUNE, 2002

(Rs. in Lakhs)

	As on 30.6.2002	As on 30.6.2001
SOURCES OF FUNDS		
Corpus	618	648
Earmarked funds	580	480
Resources C/f (Note 1 below)	469	191
Total	1,667	1,319
APPLICATION OF FUNDS		
Properties net of depreciation	62	69
Other fixed assets net of depreciation	38	49
Investments and deposits	1,448	980
Net current assets (Note 2 below)	68	182
Cash and bank balances	51	39
Total	1,667	1,319

(1) Represents resources net of surplus / (deficit) carried forward from the Income & Expenditure statement.

(2) Current assets - Rs. 149 lakhs, Current liabilities - Rs. 81 lakhs; Net current assets - Rs. 68 lakhs.

Prior year comparisons have been regrouped wherever necessary.
Summarised from Accounts audited by M/s. Lovelock & Lewes,
Chartered Accountants for even period.

SUMMARY – INCOME & EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 30 th JUNE, 2002
 (Rs. in Lakhs)

Annexure	For the period		For the period	
	1.7.2001 to 30.6.2002	1.7.2000 to 30.6.2001	Growth %	
INCOME				
Donations	I	1,727	1,390	24%
Income from Sale of Products	II	315	454	-31%
Disaster Relief and Rehabilitation	III	264	348	-24%
Interest & others	94	83	13%	
Total	2,400	2,275	6%	
COST OF MOBILISING INCOME				
Generating Donations	I	447	243	84%
Manufacturing & Marketing Products	II	402	436	-8%
Disaster Relief and Rehabilitation costs	III	3	3	-
Total	852	682	25%	
NET RESOURCES				
Donations	I	1,280	1,147	12%
Sale of Products	II	-87	18	-574%
Disaster Relief and Rehabilitation	III	261	345	-24%
Interest & others	94	83	13%	
Resources available for Deployment & Expenses	A	1,548	1,593	-3%
ESTABLISHMENT & OTHER EXPENSES				
Personnel	26	10	160%	
General Administration	33	21	57%	
Depreciation	23	34	-31%	
Auditors' Fees & Reimbursement	1	3	-67%	
Total Establishment Expenses	B	83	68	23%
Net resources available for deployment	A-B	1,465	1,525	-4%
DEPLOYMENT OF FUNDS				
Child development initiatives	IV	667	910	-27%
Disaster Relief and Rehabilitation entirely to projects	161	142	16%	
Awareness of child rights	60	38	60%	
Capacity building for supported initiatives	177	180	-2%	
Total	1,065	1,270	-16%	
Resources/deficit c/f to Balance Sheet	400	255		
- Gujarat relief fund	101	203		
- Surplus	299	52		

Prior year comparisons have been regrouped wherever necessary.

Annexure I : Donation Mobilisation & Expenses

(Rs. in Lakhs)

	For the period 1.7.2001 to 30.6.2002	For the period 1.7.2000 to 30.6.2001		
INCOME (DONATIONS)				
India				
Corporates	132	245		
Individuals	907	500		
Events & others	44	91		
Overseas				
International cell		197	175	
Cry Inc. (USA)	447	379		
Total (1)	1,727	1,390		
COST OF MOBILISING DONATIONS				
Direct expenses :				
- Promotional costs	244	67		
- Personnel cost	62	36		
Overheads of donation mobilisation team			33	34
Awareness building cost allocated :				
- Comm. & Youth wing salary	10	6		
- Direct cost	32	41		
- Overheads	17	7		
Establishment expenses allocated :				
- Establishment salary	25	31		
- Establishment overheads	25	21		
Total (2)	447	243		
Net Resources (1-2)	1,280	1,147		

Annexure II : Products Income & Expenses

(Rs. in Lakhs)

	For the period 1.7.2001 to 30.6.2002	For the period 1.7.2000 to 30.6.2001		
INCOME				
Sale of Products	357	419		
Change in Stock of Finished Goods			-42	35
Total (1)	315	454		
COST OF MOBILISING INCOME				
Direct cost :				
- Production & distribution		329	216	
- Personnel cost	28	93		
Overheads of products team		24	33	

Annexure II : Products Income & Expenses (Contd.)

(Rs. in Lakhs)

	For the period 1.7.2001 to 30.6.2002	For the period 1.7.2000 to 30.6.2001	
Awareness building cost allocated :			
- Comm. & Youth wing salary	3	4	
- Direct cost	—	25	
- Overheads	5	4	
Establishment expenses allocated :			
- Establishment salary	7	35	
- Establishment overheads	6	26	
Total (2)	402	436	
Net resources (1-2)	-87	18	

Annexure III : Disaster Donation & Expenses

(Rs. in Lakhs)

	For the period 1.7.2001 to 30.06.2002	For the period 1.7.2000 to 30.06.2001	
INCOME			
CRY Inc.	257	69	
Corporates	—	105	
Funding Agencies	—	17	
Government of India	—	20	
Individuals :			
- Overseas	3	25	
- National	4	111	
Total (1)	264	348	
COST OF MOBILISING INCOMES			
Advertisement	—	3	
Travelling & Others	3	—	
Total (2)	3	3	
Net Resources (1-2)	261	345	

Annexure IV : Child Development Initiatives

(Rs. in Lakhs)

	For the period 1.7.2001 to 30.6.2002	For the period 1.7.2000 to 30.6.2001	
Projects	494	719	
Fellows	23	29	
Resource Organisations		72	88
Networks	6	13	
Nodal Agencies		38	15

One time grants	23	16	
Awareness events	–	1	
Training and development	11		29
Total	667	910	

Annexure V : Capacity Building of Project Partners

(Rs. in Lakhs)

	For the period 1.7.2001 to 30.06.2002	For the period 1.7.2000 to 30.06.2001	
Direct expenses :			
- Travelling	26	32	
- Material support	1	1	
- Personnel cost	74	80	
Overheads of project support team			20 22
Establishment cost allocated :			
- Personal cost	28	27	
- Overheads	28	17	
Total	177	180	

Annexure VI : Establishment Expenses

(Rs. in Lakhs)

	For the period 1.7.2001 to 30.06.2002	For the period 1.7.2000 to 30.06.2001	
Personnel cost	26	10	
Establishment overheads		33	21
Audit fees	1	2	
Total	60	33	

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Annexure VII : Awareness

(Rs. in Lakhs)

	For the period 1.7.2001 to 30.6.2002	For the period 1.7.2000 to 30.6.2001
Direct expenses	27	20
Personnel cost	12	12
Awareness division overheads	21	6
Total	60	38

TOTAL NO. OF INITIATIVES SUPPORTED BY CRY

01-02 2k-01

1. Implementing Organisation	138	182
2. Resource Organisation	16	20
3. Nodal Agencies	2	1
4. Strategic Alliances	5	9
5. Fellows	40	59
6. Advocacy	3	9
TOTAL INITIATIVES	204	280

CRY - CHILD RELIEF AND YOU**Division-wise Salary Ratio to Total Income**

PARTICULARS	2001-02	2000-01	1999-00	1998-99	1997-98	1996-97
Total Income (Rs. in Lakhs)	2,400	2,275	2,275	1,578	1,327	1,180
Salaries :-						
Resource Mobilisation	134	205	125	104	96	81
%	5.59%	9.00%	5.50%	6.59%	7.23%	6.86%
DSU & Youthwing	114	119	67	66	57	47
%	4.75%	5.25%	2.97%	4.18%	4.30%	3.98%
Establishment	26	10	81	66	42	48
%	1.08%	0.46%	3.54%	4.18%	3.17%	4.07%
Total	274	335	273	236	195	176
%	11.42%	14.70%	12.01%	14.96%	14.69%	14.92%

**GUJARAT RELIEF INCOME & EXPENDITURE ACCOUNT
FOR THE PERIOD ENDING 30 th JUNE, 2002**

EXPENDITURE	(Rs. in Lakhs)	INCOME	(Rs. in Lakhs)
Opening Balance b/f	203.45		
DISBURSALS - FCRA	FCRA :		
Ganatar	42.45	CRY Inc.	256.79
Centre for Social Knowledge & Action		Individual donors	3.34
Marag	19.39		
Gram Swaraj Sangh	55.26	LOCAL :	
	Individual donors		4.00
DISBURSALS - LOCAL			
Shaishav	5.67		
Marag	16.68		
National Centre for Peoples Action			2.10
Centre for Social Knowledge & Action			3.28
Total	160.44		
EXPENSES - FCRA			
Travelling	-		
Computer	-		
Relief Expenditure	-		
Advertisement	-		
Printing & Stationery	-		
Total	-		
EXPENSES - LOCAL			
Travelling	2.77		
Computer	0.44		
Relief Expenditure	-		
Advertisement	-		
Printing & Stationery	-		

Total	3.21	
Total Expenses & Disbursals	163.65	
Closing Balance	303.93	
Total	467.58	Total 467.58

PROJECT LIST 2001-2002

Expenditure on Objects of the trust for the year ended 30 th June, 2002
(Rupees)

Particulars	Amount	
Projects (East)		
Adarsh Seva Sansthan	4,53,726	
Basundhara	4,01,740	
Bhartiya Kisan Sangh	3,84,350	
Dalit & Adivasi Liberation Trust	2,04,022	
DISHA	1,96,800	
Era Ke? Club	1,20,765	
Gram Vikas Foundation	3,51,600	
Indian Society for Rural Development	1,64,700	
Jabla Action Research Organisation	5,58,400	
Judav	5,50,600	
Kajla Jankalyan Samiti	5,99,900	
Kamini Seva Trust	70,000	
Mandra Lions Club	4,39,475	
Mon Foundation	5,78,800	
New Alipore Praajak Development Society	5,97,700	
Nishtha	3,28,200	
Open Learning System	3,42,737	
Pather Shesh Sabuj Prithavi Unnayan Samiti	3,39,619	
Pratibandhi Kalyan Kendra	5,83,166	
Right Track	1,84,989	
Ruchika School Social Service Organisation	87,300	
Shanti Sadhana Ashram	1,12,000	
Society for Advancement in Tribes, Health, Education & Environment	3,37,745	
Song of Unity & Liberty	14,821	
Sunderban Social Development Centre	6,56,860	
Swanirwar	6,33,250	
The Orissa Institute of Medical Research and Health Services	6,19,320	
Voluntary Health Association of Assam	1,02,650	
West Bengal Education Network	2,00,000	
Youth Council for Development Alternative	3,25,600	
Youth Service Centre	2,17,700	
Projects (North)		
Alamb	4,97,456	
Alert Sansthan	4,73,434	
Anchal Charitable Trust	4,88,300	
Association for Development	5,16,242	
Association for Social Health Rehabilitation	4,26,647	
Budh Ambedkar Gram Udyog Siksha	40,950	
Centre for Environment & Rural Technology	6,44,188	
Centre for Rural Entrepreneurship & Technical Education	3,14,951	
Children's Welfare Society	9,44,273	

Dilli Bal Adhikar Manch 50,000
Doaba Vikas Evam Utthan Samiti 4,85,225
Dr.Shambhunath Singh Research Foundation 3,60,051

Experiments in Rural Advancement 32,02,450
Garima 40,500
Gaudwad Gramin Vikas Evam Anusandhan 4,46,122
Gharib Nawaz Mahila Evam Bal Kalyan Samiti 2,46,954
Gram Swaraj Samiti 7,69,532
Grameen Vikas Kendra 3,01,591
Gramiya Sansthan 7,38,991
Hanuman Van Vikas Samiti 3,46,726
Jan Chetna Sansthan 4,99,848
Jan Mitra Nyas 4,21,407
Jan Shikshan Kendra 7,42,214
Jyoti Vikas Samiti 4,03,873
Kislay 8,86,657
Lok Kalyan Sansthan 4,70,022
Lokshakti Vikas Sansthan 5,65,834
Madhya Pradesh Jan Adhikar Manch 50,000
Mahan Seva Sansthan 5,13,268
Mahila Mandal Barmer 1,01,160
Manav Ashritha Sansthan 3,44,328
Men's Institute for Development & Training 2,46,317
Navshristi 48,000
Prayas - Vocational Institute for Mentally Handicapped 4,90,430
Saikripa 76,045
Samagra Vikas Sansthan 4,49,382
Samaj Evam Paryavaran Vikas Sansthan 3,08,641
Samarth, The Professionals 11,21,849
Sankalp 10,10,183
Sarokaar 50,000
Shikhar Prashikshan Sansthan 9,09,578
Shramik Samaj Siksha Sansthan 5,26,703
Srijamayaham Hastkala Sansthan 2,15,255
Vikalp - Social Organisation 5,52,242
Projects (South)
Aasare 2,49,981
Anawim Trust 1,60,850
Aralu - Society for Social & Economic Development 59,081
Arunodaya Centre for Street & Working Children 1,76,355
Association for Integrated Rural Development 3,24,090
Banjara 1,15,927
Centre for Action Research & People's Development 4,14,026
Centre for Rural Education Research 6,27,216
Children's Welfare Home Innovatives for Life Development 2,14,825
CMC Educational Society 25,053
Collective Action for Rural Development 4,95,653
Don Bosco Anbu Illam Social Service Society 3,91,645
Good Shepherd Society 1,68,874
Grameen Mahila Mandali 2,11,247
Gramya Resource Centre for Women 4,55,811
Helping Hands 79,658

Indian Council for Child Welfare	1,12,600	
Joint Voluntary Action for Legal Alternatives		1,64,200
Kaingkarya Social Welfare Organisation	1,00,000	
Karnataka State Trainers Collective	3,92,475	
Karnataka State Council	40,000	
Mahita	5,19,338	
Multipurpose Action Social Service Society		1,78,004
Mythri Serva Seva Samiti	2,40,365	
Narikuravar Education & Welfare Society		1,86,413
Navjeevan Trust	8,38,766	
Odanadi Seva Trust	3,06,600	
Paraspara Trust	3,01,739	
People's Action for Creative Education	99,900	
Programme for Rural Education & Social Service Trust		2,48,754
Raichur Rural Education & Child Health Care Society		55,105
Rural Development Organisation	45,000	
Rural Development Welfare Society	1,33,555	
Rural Environmental Awareness and Community Help		2,20,126
Sadhana	7,52,014	
Shanti Niketan Society	5,70,013	
Shramik Vikas Kendram	4,96,516	
SNEHA- Society for National Integration through Education and Humanising Action	4,29,563	
Society for Help Entire Lower Rural People		8,42,675
Society for National Integration through Education & Humanizing Action	1,31,981	
Society for Training & Research	99,900	
Street Elbins Education & Development Society	3,75,600	
The Association of People with Disability		3,89,269
The Community Service Guild	5,24,031	
The Society for the Aid of the Handicapped Children (SAHC)		3,76,064
Tribal Health Initiative	5,15,333	
Tribes Development Society	3,08,817	
Ujwala Rural Development Service Society		4,29,617
Voluntary Co-ordinating Agency for Adoption Projects (West)		99,831
Arambh	3,42,980	
Avehi Public Charitable (Educational) Trust		4,77,400
Bal Hakka Abhiyan	2,00,000	
Centre for Social Knowledge & Action	2,61,703	
Chentana Vikas	1,83,600	
Gantar	3,66,338	
Gujarat Riot Relief Rehabilitation		2,67,000
India Sponsorship Committee	2,28,913	
Jaag	6,36,750	
Jiwihala Rural & Tribal Development Organisation		2,43,396
Kalapandhari Magasvargiya & Adivasi Gramin Vikas Sanstha		3,62,200
Khoj	5,19,550	
Kshitij	2,37,900	
Lokhit Samajik Vikas Sanstha	4,53,500	
Lokvikas Samajik Sansthan	2,65,200	

Manavya	55,800	
National Institute of Women, Child & Youth Development		78,330

Nirmala Niketan College of Social Women	53,400	
People Rural Education Movement	4,69,500	
Rachana - Society for Social Reconstruction	6,86,400	
Rajarshi Shau Gramin Vikas Prakalp	2,70,250	
Reach Educational Assistance Programme	8,10,000	
Rural Development Centre	6,11,184	
Saathi	5,99,492	
Sangath Society for Child Development	73,500	
Sankalp Manav Vikas Sanstha	2,73,800	
Social Institute Programme of Rural Area	2,97,710	
Society for Development in Environment Economic Social & Health Action	3,54,064	
Society for Education, Action and Research	3,00,000	
Swami Brahmananda Pratisthan	3,00,000	
The Experimental Theatre Foundation	3,40,250	
Vikas Adhyayan Kendra	55,500	
Total - Projects	6,09,73,968	
Fellowships (East)		
Baidyanath	54,750	
Daya Shankar Kushwaha	60,000	
Forum Against Child Exploitation	95,080	
Kalachand Das	78,000	
Kalyanbrotodas	84,000	
Malay Kumar Sen	63,600	
Rajan Kumar Nayak	72,000	
Runa Basak	66,000	
Narendra Mohanty	49,500	
Subrata Banerjee	60,000	
Sushree Chitrupa	60,000	
Tapan Mahapatra	72,000	
Uma Charan Barman	52,500	
Fellowships (North)		
Alok	87,000	
Anjali Sinha	1,35,000	
Govind Sharan	78,000	
Raju Verma	1,14,000	
Vipin	1,14,000	
Ranjana Gaur	72,000	
Sheeba K. Paul	60,000	
Fellowships (South)		
A. Assuntha	1,09,800	
A. Vanaja	54,000	
Appala Naidu	24,000	
Aswath Naryan	27,000	
Bheemalingham	36,000	
Elizabeth Francina Negi	54,000	

K.V. Raman	42,000	
K. Moorthy	60,000	
L.S. Harish	54,000	
Mercy Menon	30,000	
Ratnakumari	42,000	
Vijayakumari	15,000	
P. Virupakshappa	24,000	
P. Saraswati	48,000	
Prakash Kumar P.M.	27,000	
Rajeshwara Rao	42,000	
Saraswathi	60,000	
Venkatachala	12,000	
Venkataramanaswamy	54,000	
Yallappa G.Irrakkal	48,000	
Sub-total	11,96,230	
Total - Fellowships	23,90,230	
One time grants		
1 Others	23,18,241	
Total - One time grants	23,18,241	
Trainings and Workshops		
1 Account Aid India	1,05,690	
2 Others	10,96,734	
Total - Trainings and Workshops		12,02,424
Total Disbursals	6,68,84,863	
Less : Refund of project disbursals made in the previous year	1,94,567	
Total (a)	6,66,90,296	
Expenditure on allied objects of the trust		
1 Capacity building for development programmes (Refer Schedule - XIII A)	1,77,16,561	
2 Awareness of child rights issues (Refer Schedule - XIII B)	60,35,883	
Total (b)	2,37,52,444	
Grand Total (a) + (b)	9,04,42,740	

Note : The above is exclusive of expenses amounting to Rs. 1,85,67,513 incurred towards CRY - Revolving Fund, Orissa Relief Fund and Gujarat Relief Fund which have been utilised from Other Earmarked Funds as reflected in Schedule - II.

ACKNOWLEDGEMENTS :

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- Voluntary organisations supported by CRY
- The thousands of individuals and organisations who gave material, professional skills and financial assistance
- Charitable trusts, corporate houses and individuals who have contributed to CRY's Premises Fund
- Organisations and individuals who have bought CRY products
- The Shroff Family Charitable Trust, for allowing CRY to use their 1600 sq. ft. premises at Goregaon, Mumbai
- The Government of India, both at the centre and in various states, for granting us sales tax exemption, permissions for events and 50% and 100% tax exemption benefits for our donors
- Blue Dart for its invaluable support since 1990
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- Zensar for letting CRY use its premises in Pune for the CRY office
- On-line Solutions (P) Ltd. for designing and maintaining the CRY web site
- WhiteLight Moving Picture Company (P) Ltd., Freehand Productions, Vivek Kamath, Shaman Research Agency, Ogilvy One, Ogilvy PR, Ogilvy Interactive, Alka Puri, Vivek Kamath and Peter Griffin for contributing their professional services
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