

Ensuring lasting change for children

# CATALOGUE

2017 - 2018





CHILD RIGHTS AND YOU

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

Ensuring lasting change  
for children

**CHANGE THEIR PRESENT  
TO CHANGE THEIR FUTURE.**



Support CRY





Dear CRY supporter,

You have the power to change children's lives. Every time you purchase CRY merchandise, your contribution makes a big difference towards ensuring children in India get access to their rights. With your support, CRY - Child Rights and You has been able to impact over 2,000,000 children across India over nearly 4 decades!

I'm sure you remember CRY greeting cards through the years - the ones you sent to loved ones on festive occasions and surprised friends with on their birthdays - cards that brought with them the joy and colors of childhood! Today we bring to you those cards and so much more! Presenting the 2017 - 18 CRY catalogue - an extensive range of CRY greeting card designs, calendars, notebooks, diaries and various other products to choose from.

You can place corporate orders to present to your customers, partners or employees. These products can be customized with your logo, to reinforce your brand. You can also place orders not only for yourself but also as gifts for your friends and loved ones.

So go ahead and select the CRY merchandise of your choice, whose proceeds will go towards helping ensure happier childhoods for children.

In faith and goodwill,



Puja Marwaha  
Chief Executive  
CRY - Child Rights and You

# FESTIVE



CY-A221  
'Sparkling Diyas'  
Designed by: CRY-Child Rights and You  
Season's Greetings and  
Best Wishes for a Happy Diwali  
₹ 18.00  
(18.5 cms. x 13 cms.)



CY-A220  
'Golden Glow'  
Artist: Priya Das Malik  
Season's Greetings and  
Best Wishes for a Happy Diwali  
₹ 20.00  
(18.5 cms. x 13 cms.)  
Glitter - finished card



CY-B217  
'Peace'  
Digital Child Art by: Devila Shah  
Courtesy: Art underground, Vadodara  
Season's Greetings and  
Best Wishes for a Happy Diwali  
₹ 15.00  
(16 cms. x 12 cms.)



CY-B216  
'Glow of Joy'  
Season's Greetings and  
Best Wishes for a Happy Diwali  
₹ 15.00  
(16 cms. x 12 cms.)

# FESTIVE



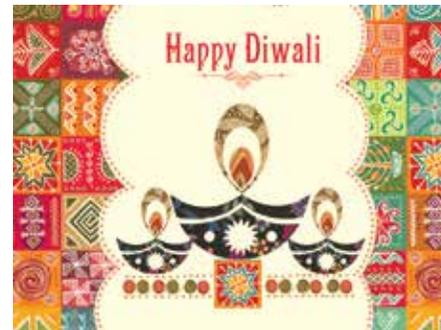
CY-B218  
'Festive Joy'  
Designed by: CRY-Child Rights and You  
Season's Greetings and  
Best Wishes for a Happy Diwali  
₹ 16.00  
(16 cms. x 12 cms.)  
Gold foil - finished card



CY-A219  
'Festivity'  
Photography: Ian Pereira  
Styling: Nazneen Gamadia  
Courtesy: Diyas - Cancer Patients Aid Association, Mumbai  
Season's Greetings and Best Wishes for a Happy Diwali  
₹ 20.00  
(18.5 cms. x 13 cms.)  
Glitter - finished card



CY-A197  
'Mosaic Diyas'  
Designed by CRY-Child Rights and You  
Season's Greetings and  
Best Wishes for a Happy Diwali  
₹ 18.00  
(13 cms. x 18.5 cms.)  
Gold foil - finished card

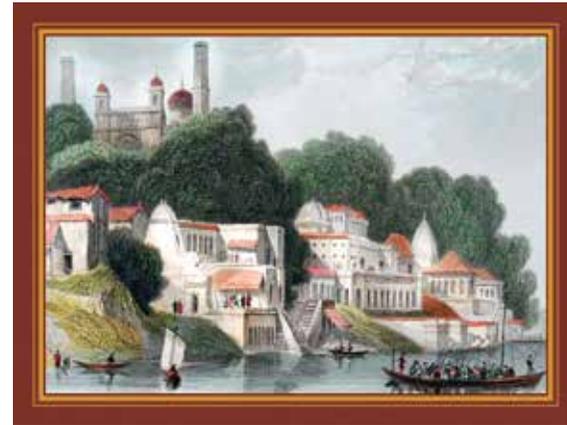


CY-S198  
'Everlasting Happiness'  
Season's Greetings and  
Best Wishes for a Happy Diwali  
₹ 35.00  
(19.5 cms. x 14.3 cms.)  
Gold Foil - finished card

# EXCLUSIVE



CY-E234  
'Dancing Nature'  
in Kalahari style on canvas  
Artist: Dr. Sneha Gangal  
Courtesy: Novica  
Season's Greetings  
₹ 25.00  
(19.5 cms. x 14.3 cms.)



CY-E233  
'Lithograph'  
Courtesy: Philips Antiques, Mumbai  
Season's Greetings  
₹ 25.00  
(19.5 cms. x 14.3 cms.)

# EXCLUSIVE



CY-E232  
'Regal Splendour'  
Courtesy: Philips Antiques, Mumbai  
Best Wishes For A Happy And  
Prosperous New Year  
₹ 28.00  
(19.5 cms. x 14.3 cms.)  
Gold foil - finished card



CY-E235  
'Bright Flights'  
Artist: Senaka Senanayake  
Courtesy: Patrimonio Gallery  
Season's Greetings  
₹ 25.00  
(19.5 cms. x 14.3 cms.)

# CLASSICS



CY-A224  
'Flower Power'  
Artist: Ketki Phadnis  
Courtesy: Art Flute Gallery, Bengaluru  
Season's Greetings  
₹ 18.00  
(18.5 cms. x 13 cms.)



CY-A226  
'Peacock Dance'  
Artist: Sunita Khedekar  
Season's Greetings  
₹ 18.00  
(18.5 cms. x 13 cms.)

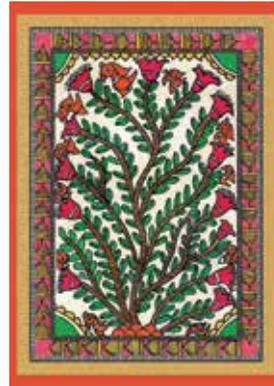


CY-A225  
'Dancing Girl'  
Artist: Subodh Poddar  
Courtesy: Studio3 Art Gallery  
Season's Greetings  
₹ 20.00  
(18.5 cms. x 13 cms.)  
Silver foil - finished card

# CLASSICS



CY-B222  
'Fun Fair'  
Artist: Divija Mazumdar  
Courtesy: Digital Child Art by  
ART underground, Vadodara  
Season's Greetings  
₹ 15.00  
(16 cms. x 12 cms.)



CY-B231  
'Shrub in the Bloom'  
Artist: Richa Singh  
Courtesy: Aahana Crafts Private Ltd.  
Season's Greetings  
₹ 15.00  
(16 cms. x 12 cms.)



CY-B223  
'Flower Garden'  
Artist: Aarna Patil  
Courtesy: Child art teacher  
- Sunita Khedekar  
Season's Greetings  
₹ 15.00  
(16 cms. x 12 cms.)



CY-B227  
'Lillies'  
Artist: Senaka Senanayake  
Courtesy: Patrimonio Gallery, Mumbai  
Season's Greetings  
₹ 15.00  
(16 cms. x 12 cms.)

# NEW YEAR



CY-A229  
'Xmas Glitter'  
Season's Greetings  
₹ 20.00  
(18.5 cms. x 13 cms.)  
Glitter - finished card



CY-A230  
'Joy & Peace'  
Season's Greetings  
₹ 20.00  
(18.5 cms. x 13 cms.)  
Silver foil - finished card

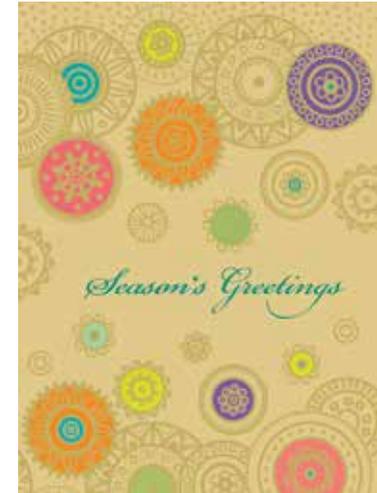


CY- A228  
'Golden Hue'  
Best Wishes For A Happy And  
Prosperous New Year  
₹ 22.00  
(18.5 cms. x 13 cms.)  
Gold foil - finished card

# SYMPHONY



CY-S236  
'Holly Leaves'  
Best Wishes For A Happy And  
Prosperous New Year  
₹ 40.00  
(19.5 cms. x 14.3 cms.)  
Gold and Red foil with embossing - finished card



CY-S237  
'Celebrations'  
Best Wishes For A Happy And  
Prosperous New Year  
₹ 40.00  
(19.5 cms. x 14.3 cms.)  
Turquoise Blue and Gold foil  
- finished card



CY-S238  
'Lanterns'  
Best Wishes For A Happy And  
Prosperous New Year  
₹ 40.00  
(19.5 cms. x 14.3 cms.)  
Gold foil with Embossing - finished card

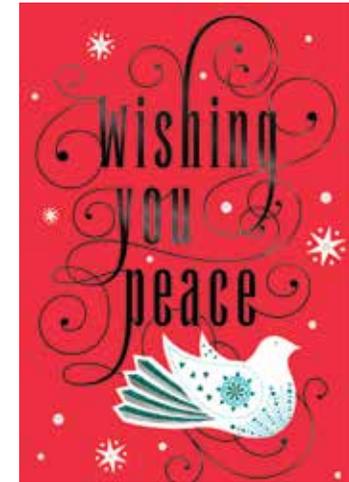
# LIMITED EDITION



CY-B201  
'Kutch Festivity'  
Designed by CRY-Child Rights and You  
Season's Greetings  
₹ 14.00  
(16 cms. x 12 cms.)  
Gold Foil - finished card

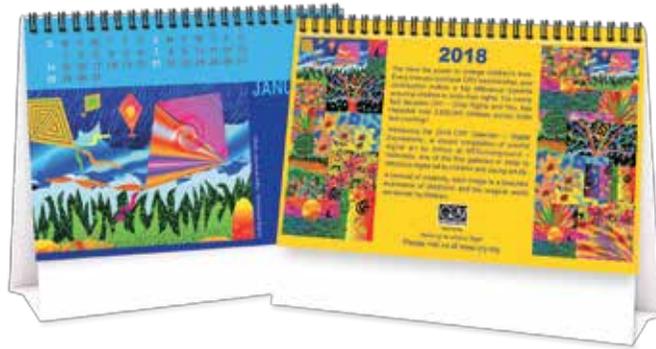


CY-S215  
'Ornamental'  
Best Wishes for a Happy and  
Prosperous New Year  
₹ 35.00  
(14.3 cms. x 19.5 cms.)  
Glitter and Foil - finished card)



CY-A207  
'Tranquility'  
Season's Greetings  
₹ 18.00  
(13.0 cms. x 18.5 cms.)  
Black Foil with Glitter - finished card

# DESKTOP COLLECTION



**CY-DC07**

**Calendar - Digital Child Art Calendar**

The 2018 CRY Calendar 'Digital Expressions', a vibrant compilation of colorful digital art by artists from ART underground - Vadodara. Each image is a beautiful expression of childhood and the magical world envisioned by children.

This vibrant calendar is not only an ideal corporate gift but is also perfect for your home.

(7.0" x 8.5")

₹ 100.00

**CY-DC08**

**Calendar - Inspiring Nature**

This 2018 CRY Calendar is enriched with images of paintings that depict the vivid beauty of lush rain forests, by the famous artist Senaka Senanayake.

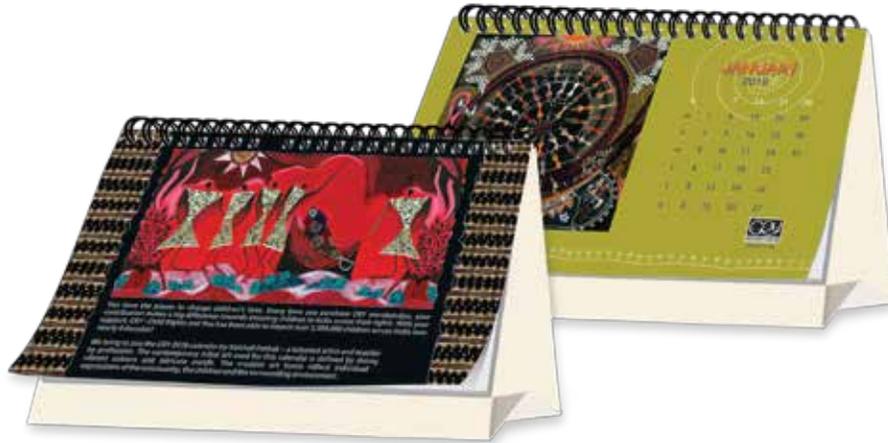
This inspirational calendar that depicts the beauty of the environment is not only an ideal corporate gift but also perfect for your home.

(8.5" x 8.5")

₹ 110.00



# DESKTOP COLLECTION



CY-DC09

Calendar - Tribal Art

The 2018 CRY contemporary Tribal Art calendar is defined by strong vibrant colours and intricate tribal motifs, by the artist Vaishali Pathak.

The calendar is created specially to help you plan and organise your days easily. This calendar is an ideal corporate gift and perfect for your home too.

(10.5" x 7.75")

₹ 180.00

**'A quote, a day'**

**CY14-CQ02**

A first of-its-kind from our desktop range, this product brings to you 366 quotations to brighten each day! With colourful child art reflecting a happy childhood, relationship, aspirations and thoughts, it guarantees to lighten up every day of your year, making it the perfect gift for your friends and loved ones.

(5.5" x 6.25")

₹ 199.00



# DESKTOP COLLECTION



**CY-NB39**

**Notebook - Colours of Joy**

This hard-backed CRY notebook is filled with colourful images that reflect a boundless world of 'Colours of Joy', by the artist Sunita Khedekar. A world filled with sunshine where children can achieve anything they dream of. This useful notebook is an ideal corporate gift and perfect for your personal use too.

(7.30" x 10" )

₹ 350.00

**CY-NB40-41**

**Eco Leatherette**

This 2018 CRY Eco Leatherette Notebook is a 100% eco-friendly hard cover notebook. It is handcrafted by skilled craftsmen to give it an effect of real leather. This sustainable notebook is an ideal corporate gift and perfect for your personal use too.

(7.30" x 10" )

₹ 399.00



**CY-NB41**

**CY-NB40**

# DESKTOP COLLECTION



**CY-D70**

**Diary - Tribal Art**

The 2018 CRY hard-backed diary can empower you to organise your plans, appointments and important notes. It is designed with images of contemporary tribal art defined by strong vibrant colours and intricate motifs, by the artist Vaishali Pathak.

This handy and useful diary is perfect not only for you, your friends and family but also as corporate gifts.

(7.0"x 9.5")

₹ 450.00

**CY-D35**

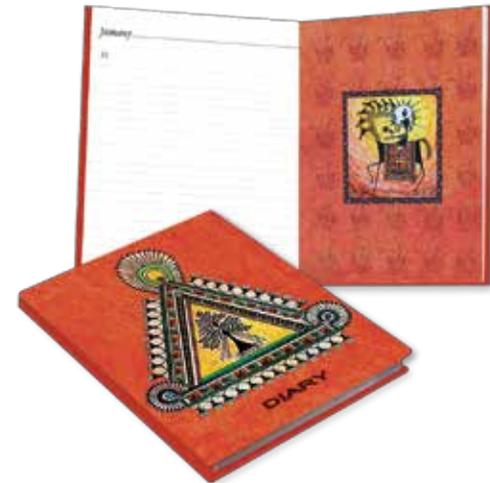
**Diary-Warli art**

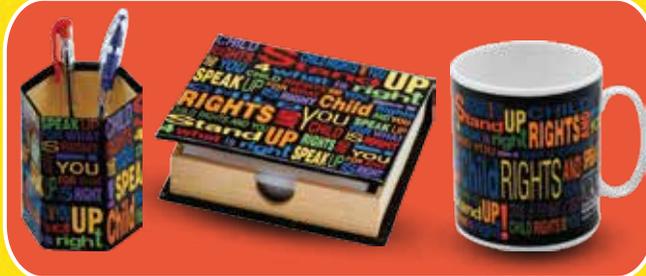
A diary can be your best friend. So embrace this beautiful diary with a selection of Warli art of Maharashtra by the artist Sandeep Bavachkar. Every page is adorned with beautiful art that captures simple yet fulfilling life and customs of tribal folk in rural India.

This diary is a perfect gift for corporates, friends or a special keepsake for the art lovers.

(7.0" x 9.5")

₹ 395.00





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

We offer you exclusive options in a range of attractive designs for bulk orders, which can be customized to your requirements.

For more information visit us at:  
Tel: 022-23061740 / 23096845 / 23063651  
Email: [cryworld@crymail.org](mailto:cryworld@crymail.org)





# THANK YOU

The 2017-18 CRY catalogue and the products within have come together only because of the support of the individuals and organizations listed below. We are immensely grateful for their contributions to help us put this catalogue together.

## Galleries

- Art Flute Gallery Pvt. Ltd.
- Sunita Khedekar, UK
- Vaishali Pathak, Pune
- Art underground, Vadodara  
Patrimonio Art Gallery,  
Mumbai

## Central and State Government for Exemption

- The Government of India, both at centre and in various states for supporting us with tax exemptions

## Photo Courtesy

- Cover photo courtesy - Image from a CRY supported project

## Printers

- Archies Ltd.
- Reproscan

## Banking Support

- Axis Bank
- HDFC Bank
- Citibank N.A
- Punjab National Bank

## Banking Support

- Statutory Auditors - Haribhakti & Co.
- Accounting support - Krishna
- Associates and Fintech Associates
- CBG and Associates

## Auditors / Accounting Services

- Statutory Auditors - Haribhakti & Co.
- Accounting support - Krishna  
Associates and Fintech Associates
- CBG and Associates

## Actuaries

- M/s K.A. Pandit



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[https://www.instagram.com/cry\\_india](https://www.instagram.com/cry_india)  
<http://www.cry.org/blog>