



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

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**ANNUAL  
REPORT  
2017 - 2018**

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## FROM THE CEO'S DESK

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Dear Supporters,

I'd like to take this opportunity to thank you for everything you've done for children this year! CRY wouldn't have been able to achieve everything it did, if it wasn't for your invaluable and unshakeable support.

As our partners, you have touched the lives of more than 3.5 lakh children this year. Your contribution not only helped more children go back to school, but also created a safe and healthy environment for them to grow. When you donated to CRY or participated in our initiatives, you made sure that our children's voices were heard. Children like Aarti, who is now in school instead of being a child bride, and Nandha Kumar who went from the slums of Vyasarpadi to become a rising soccer star.

Stories like these reinforce my faith in the power of all of us coming together for children and I'm so grateful to each and every one of you for being the very backbone of all our efforts.

Thank you so much for standing by us, as we continue on this journey of transforming children's lives!

With faith and goodwill,

*Puja Marwaha*

Puja Marwaha  
Chief Executive  
CRY – Child Rights and You

PS: Do write to me at [puja.marwaha@crymail.org](mailto:puja.marwaha@crymail.org) with your thoughts or feedback.

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# A MESSAGE FROM THE BOARD OF TRUSTEES

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Dear CRY Supporters,

You have helped us make 2017-18 wonderful year! Thanks to you – our donors, partners and volunteers – we've been able to create everlasting change in the lives of over 3.5 lakh children this year.

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

A heartfelt thank you for everything you have done for us. Together, we're confident that we'd be able to continue transforming children's lives in the years to come!

On behalf of the Board of Trustees,

Praveen Kadle  
Honorary Treasurer

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## VISION

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

## MISSION

- To inspire people to take responsibility for the situation of the deprived Indian child and motivate them to seek resolution through individual and collective action - thereby enabling children to realize their full potential.
  - To help people discover their potential for action and change.
  - To enable peoples' collectives and movements to work collaboratively to secure, protect and honor the rights of India's children.
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# NANDHA KUMAR

## FROM THE SLUMS OF VYASARPADI TO THE DELHI DYNAMOS

### Life In The Slum

Nandha Kumar hails from a small slum in Vyasarpadi, Chennai. At the age of 7, his father had to stop working owing to health issues which put immense pressure on his mother to keep the family financially afloat. She began selling snacks outside different school premises which helped the family make an average of about Rs. 3000-5000 a month - but it wasn't enough. Barely able to make ends meet, Nandha Kumar and his family survived on a single meal every day.

### The Turning Point

With the burden of his family's problems on his young shoulders, Nandha was unable to attend school regularly. SCSTEDS, a CRY project partner, decided to tackle the

problem head on. Observing his interest in soccer, they encouraged him to continue his education by facilitating his participation in the school team. At the age of 9, Nandha Kumar played in an under-10 tournament organized by the Chennai Football Association (CFA) in Vyasarpadi and scored maximum goals for his team - paving the way for their win! CRY didn't know it then, but a rising sports star was born!

### Living The Dream

Nandha Kumar went on to completing his B.Com at Hindustan University, Chennai with a full scholarship while playing for the Hindustan Eagles. Lauded by professionals such as Ronaldinho during his stint with the Premier Futsal League, he was chosen to play for Chennai

City FC (CCFC) in 2016 and has currently been loaned to Delhi Dynamos for the ISL. Owing to his outstanding performance at CCFC, he was then directly selected to represent the Indian team in the Asian Football Confederation (AFC) under-23 Championship in Doha and Singapore in 2017.

A powerhouse of talent, Nandha continues to represent India in various countries - the child who not only completed his education but also made his dreams come true!



# AREAS OF OUR INTERVENTION

A HAPPY,  
HEALTHY &  
CREATIVE  
CHILDHOOD



EDUCATION



HEALTH & NUTRITION



CHILD PROTECTION



CHILD PARTICIPATION



# WHAT WE DO

Address the immediate and critical needs of children

Influence the knowledge, attitudes and practices of parents which have an impact on children

Build the capacity of service providers like teachers and Anganwadi workers

Liaise with the government to facilitate the creation and implementation of child friendly policies

Sensitize the public to create an ecosystem in which children are made a priority



# OUR REACH

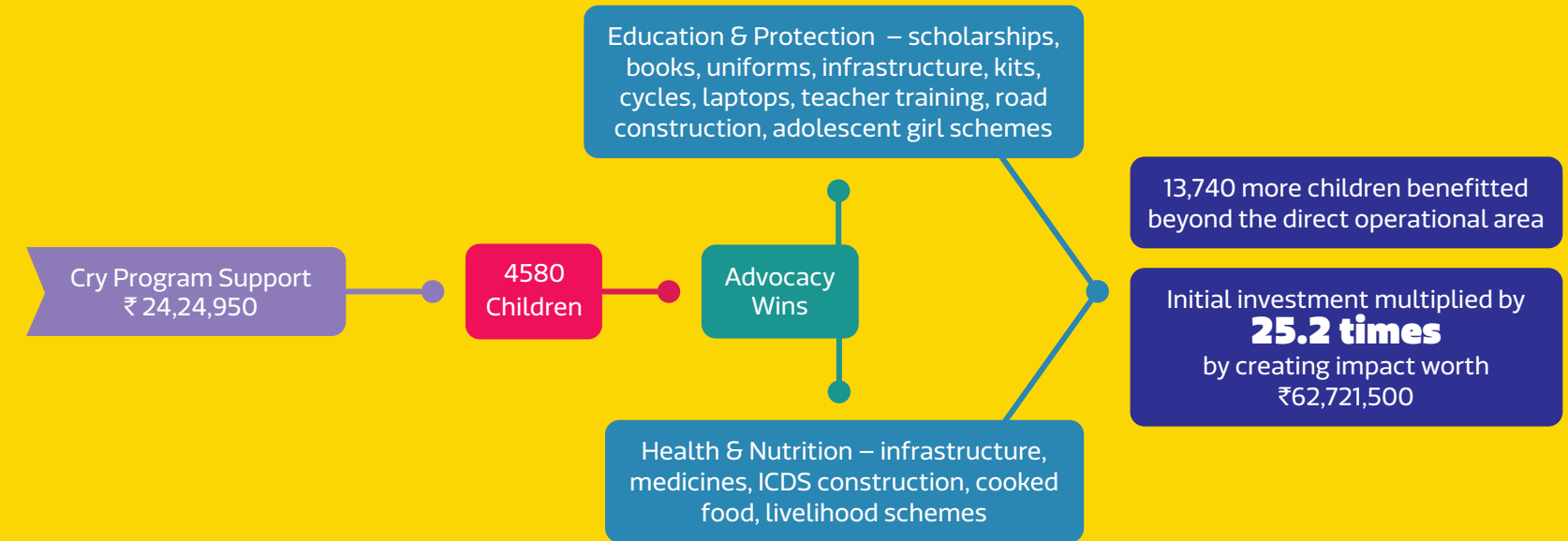
CRY has reached over 19 states and partnered with 103 projects across India.



# OUR MULTIPLIER MODEL

CRY endeavors to multiply the impact of every rupee spent by getting infrastructure and services from the state that benefit the entire community in perpetuity.

Here's an example from Pragathi, a CRY project in Chitoor (Andhra Pradesh), where the measurable benefit to the community was more than 25 times the original investment!



# ORGANISATIONAL IMPACT



**1,93,511**  
Children received the gift  
of education



**10,114**  
Children  
immunized



**804**  
Villages and slums freed  
from child labour



**43,984**  
Children participated in  
conversations on children's issues



**13,330**  
Children improved their health  
with better nutrition



**3,64,818**  
Children impacted  
overall



**206**  
Villages and slums stopped the  
practice of child marriage



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## WHY DONORS CHOOSE CRY

I became acquainted with CRY in the most serendipitous of ways.

It was 2006 and I was heading home, after a long day at work, when I happened to see the CRY logo. Curious, I asked around and a few close friends told me about the NGO that works for children and their right to a happy childhood. The idea, that a non-profit organisation was focusing the biggest need of the hour for India as a nation, really struck a chord deep inside me and I decided to help in any way that I can.

I started by donating an amount of ₹6,000. As the years went by, the impact that CRY was creating in the lives of underprivileged children continued to reaffirm my faith in

what they were trying to do and achieve. It was heartening to see children being pulled out of child labour and marriage to be re-enrolled in school. To witness malnutrition being tackled at a systemic level. To be a part of much needed change in the laws that influence children in our country.

By the grace of God, I was able to donate more and more – all the while finding peace in the fact that I was helping where it was needed the most. It's been over a decade and I still support CRY because they've really turned things around for children's rights. My faith stays strong and I'm proud of this organization that has moved mountains for India's children!

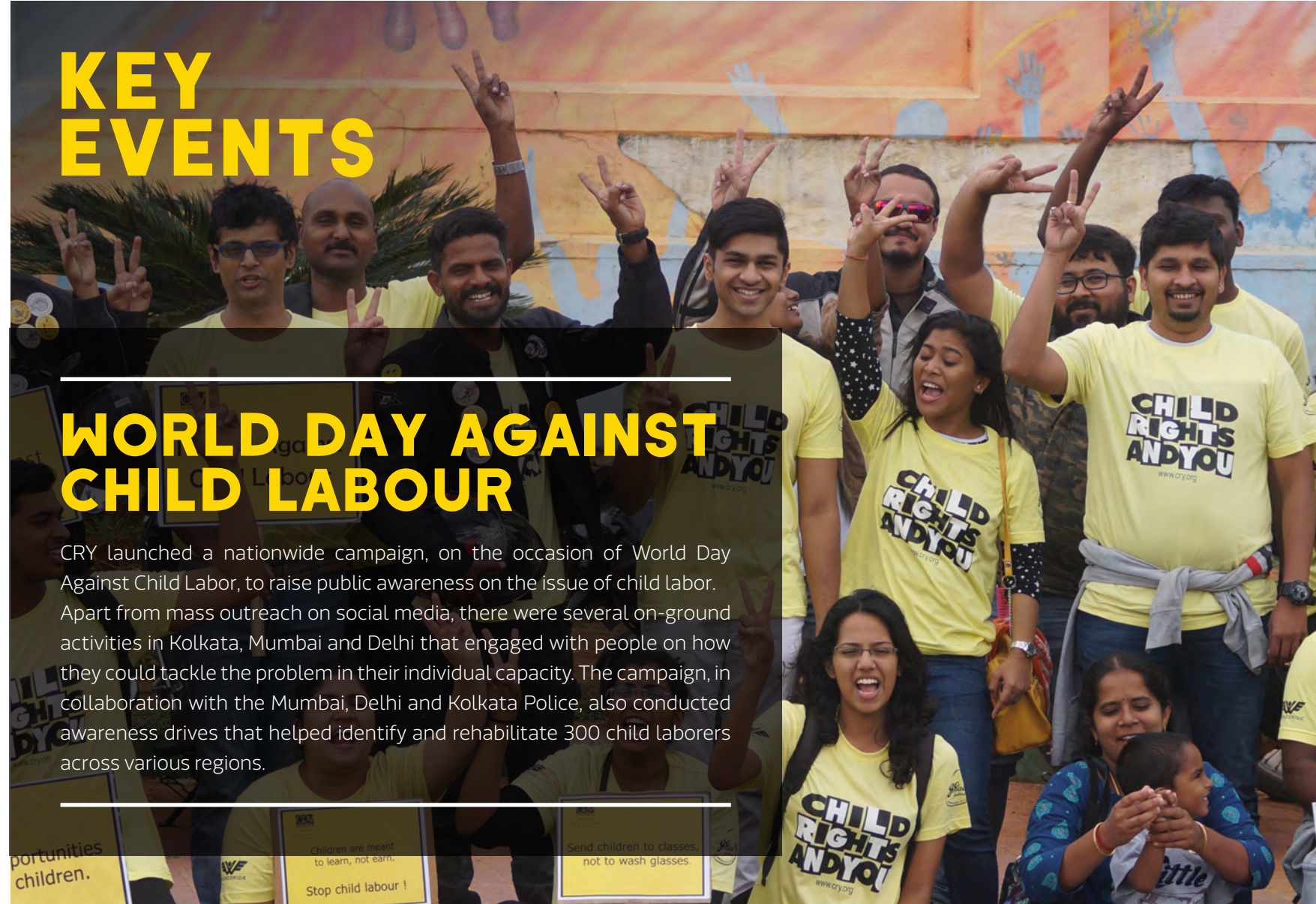
**- Mrs. Perviz Noshir Damania**  
*CRY Supporter*

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# KEY EVENTS

## WORLD DAY AGAINST CHILD LABOUR

CRY launched a nationwide campaign, on the occasion of World Day Against Child Labor, to raise public awareness on the issue of child labor. Apart from mass outreach on social media, there were several on-ground activities in Kolkata, Mumbai and Delhi that engaged with people on how they could tackle the problem in their individual capacity. The campaign, in collaboration with the Mumbai, Delhi and Kolkata Police, also conducted awareness drives that helped identify and rehabilitate 300 child laborers across various regions.



## SOCCER FOR CHILD RIGHTS

Soccer For Child Rights is an annual soccer tournament between corporate participants and children from CRY project areas with the objective of raising both funds and awareness for children in need.

In its 4th edition, SFCR saw participation from 12 corporates in the East and 39 corporates in the South along with the CRY children teams. Not only did the two events help CRY raise funds but also amplified the cause for happy childhood!



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## ART FOR CRY

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CRY and Foodlink Services, in association with Tata Capital, co-hosted 'Come Share My World' - an art fundraiser in Mumbai on 4th June. The event saw 50 celebrated artists like Satish Gupta, Surya Prakash, Fawad Tamkanat, Jagannath Paul, Anand Panchal, Dinkar Jadhav and Seema Kohli come together to showcase their work and raise funds for CRY.

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## GOOD FOOD FOR A GOOD CAUSE

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As a part of the Children's Day campaign - Good Food For A Good Cause - CRY partnered with over 150 restaurants to encourage visiting patrons to donate for children.

The month long campaign also witnessed a high-tea hosted for supporters and well wishers by Olive Bar & Kitchen, Delhi, which helped raise funds through the sale of photos taken in CRY project areas by celebrated photographers, as well as participation by children from CRY projects in a street art project at Sassoon Dock, Mumbai by St+Art.

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## CRY OVERSEAS

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

## FRIENDS OF CRY CLUB, KUWAIT

Friends Of CRY Club (FOCC) is a children's sports and activities organization in Kuwait, that focuses on serving the needs of underprivileged children in India. They organize several annual events like CRY Walk, CRY Cricket, CRY Chess – an annual chess tournament for children of all ages attracting nearly 200 participants.

CRY Buddies, another successful initiative by FOCC, is a program where children can donate some of their time to peer mentor underprivileged children in India.

2018 saw FOCC complete 20 successful years of its association with CRY!

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# CHILD CENTRE

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CRY believes that every child has the potential to shine; given the chance.

Child Centre aims to build children's participation as well as develop their agency through the use of tools like workshops, group discussions as well as individual conversations.

We look at the emotional, physical, social and psychological growth of the child and create programs, learning modules and knowledge building sessions to aid the process of overall child development.

In 2016-17, the curriculum was pilot tested in 8 states where CRY is actively working with project partners. It was observed that post training, children were more confident, able and empowered in their communication within their homes and schools. Some children have also been instrumental in bringing about relevant change in their home and school environments, taking responsibility for themselves as well as their peers.

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# AMAR SAIN

## THE POWER OF A CHILD'S VOICE

### **A Childhood Spent In A Brick Kiln**

8 year old Amar Sain used to migrate from his village in Karora Dang, UP to Haryana, for 8 months every year, to work in a brick kiln with his parents. His family could barely make ends meet. So, they pulled him out of school and he began contributing to household income. While he felt proud of being able to help his parents, Amar often wondered what it'd be like to be able to study like other children.

### **The Moment Of Truth**

In 2016, when CRY held a children's workshop in his village, Amar decided to go as well. Feeling different from the rest of the child participants, he silently

observed as everyone discussed the importance of education. The next day, he surprised everyone by announcing that he has spoken to his parents about not working as a child laborer anymore and would like to continue his education. "Everyone else was more accomplished in studies than me," he would remark later, "I wanted to study and gain knowledge as well."

### **On The Right Path**

It wasn't easy, but Amar managed to convince his parents to let him go back to school – even though it meant losing an earning member of the family. Today, he lives with his uncle in the same village, goes to school regularly and dreams of pursuing higher education!







## OUR EVERYDAY HEROES

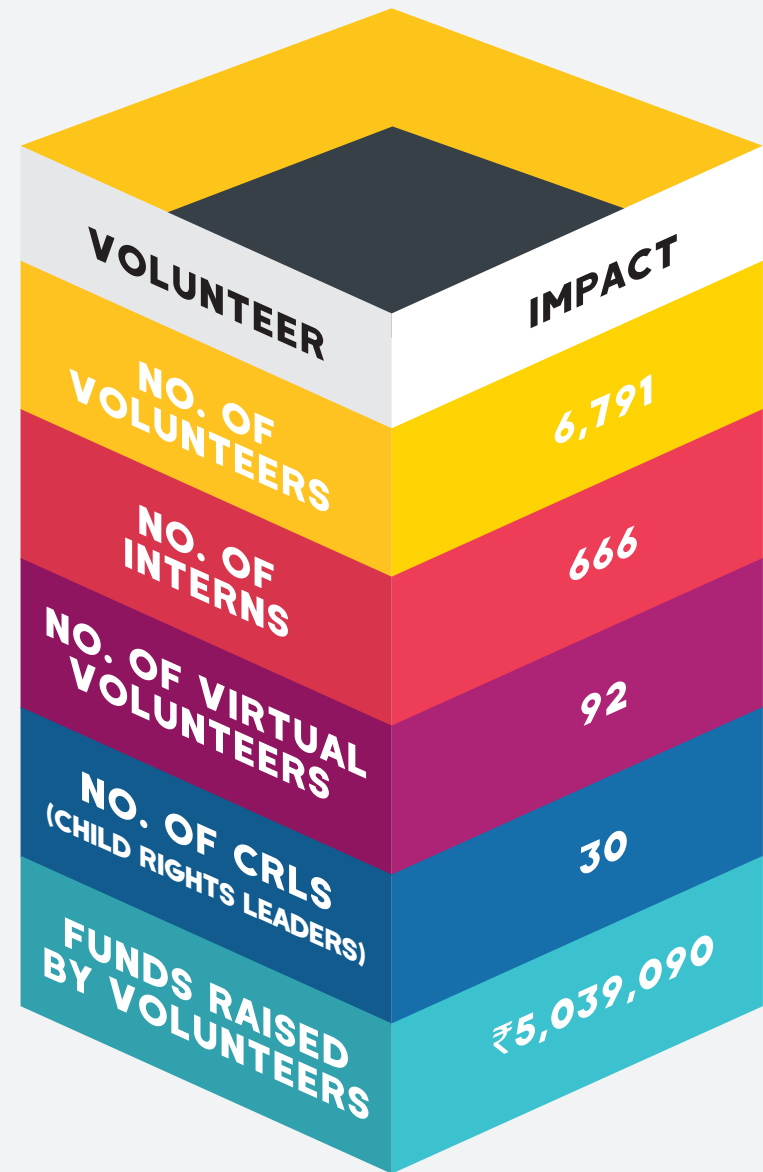
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The year 2017-2018 was one that witnessed many new milestones through the journey that our volunteers embarked upon for children! From the Kormangala Public Action Group, who got the CEVA school in Koramangla to clear all garbage dumps within its premises, to 16 year old Shambavi Vaidyanathan who helped raise over ₹3.96 Lacs through an online crowd funding campaign and also conducted a walkathon in Coimbatore with over 250 participants to show solidarity against the practice of child labor. From conducting a Model United Nations (MUN) conference, which had children from CRY projects as participants, and awareness drives against child labor in 25 police stations across Mumbai to training teachers in a Kolkata low-income school on computer literacy so they could increase enrolments instead of shutting down. Not only did the number of students in this school go up from 23 to 160 but the school inspector also recommended expanding the program in other such schools!

"I joined CRY a year ago as a volunteer to help children. Through the course of one year, I have helped hold workshops, health camps, created a documentary and even organized a walkathon for around 250 people! But most of all, I learnt a lot about how important it is for each and every one of us to fight for children. I also understood the importance of team work, efficient communication and having immense gratitude. Being a CRY volunteer has truly been a transformational experience!"

**- Shambavi Vaidyanathan,**  
**CRY Volunteer (Chennai)**

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# DRIVING POLICY & PUBLIC ADVOCACY

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## RECOMMENDATIONS TO THE GOVERNMENT

CRY not only liaised with different ministers and departments to influence legislation/policies that impact children but also provided specific recommendations with respect to allocations for children in the Union budget. In addition to presenting these as a part of a panel of the pre-budget civil society meeting organized by the Ministry of Finance, CRY also launched a #NotEnough campaign on social media - to raise awareness on inadequate budgets for children.

## STATE FACT SHEET ON CHILDREN'S RIGHTS

CRY released a state fact sheet on children's rights - a publicly available and thoroughly researched collection of indicators on education, health, nutrition as well as protection across regions where CRY is present.

## RIPPAN KAPUR NATIONAL CHILD RIGHTS FELLOWSHIP

This prestigious fellowship was created with the idea to provide an opportunity for Indians willing to invest time and creative energies in exploring children's rights. In its 9th edition, the Rippan Kapur National Child Rights Fellowship was awarded to 4 fellows.

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# AARTI MEGWAL

## COURAGE PAYS RICH DIVIDENDS

### Grappling With The Odds

Aarti, a spunky 16 year old living in a quaint little village called Lohagal near Ajmer, belongs to the scheduled caste community. After her father's death due to tuberculosis, Aarti's mother Vimla became the sole breadwinner for the family. Making ends meet was tough and there were too many mouths to feed. That's when, Aarti's family decided to get her married - against her and her mother's wishes.

### Finding Courage

Being a part of the CRY children's collective, Aarti did not want to give in to her circumstances. So she mustered up

the courage to take a stand against child marriage and made a phone call to CRY; explaining her situation and asking for intervention. CRY officials immediately visited Aarti's family, helped them understand the legal consequences of enforcing child marriage and put a stop to the impending nuptials at once.

### Reaping Rewards

Today everyone applauds Aarti for the courage she displayed.

Since then, Aarti has been a savior in disguise for other young girls. Being extremely skilled at applying henna, she gets called to many weddings in the nearby villages,

where she inconspicuously informs the young brides about the helpline number.

She says, "Thanks to CRY, I became more informed as an individual and was able to understand the adverse impact of child marriage. Today, I dream of completing my education and become a teacher so that I can support my mother."

# CRY IN THE SPOTLIGHT



“ I’ve always believed in CRY and their work for children’s rights because it is absolutely unreal and unthinkable to imagine a child being treated poorly. They bring happiness to you and it’s important that all of us be responsible for theirs. Nobody in this world has got the right to treat them poorly. ”

**- Sourav Ganguly**

# OUR CORPORATE PARTNERS



“ Oracle is committed to strengthening communities in which we operate around the world, and organisations like CRY are instrumental in helping us fulfil that commitment in India. CRY’s programs are helping ensure that children across India are able to achieve their full potential, and we are proud to support their efforts by giving and volunteering. ”

**- Colleen Cassity,**  
Executive Director, Oracle Corporate Citizenship



“ I am glad that, as an organization, we took a conscious call to discontinue tips from the customers and route it to a greater cause of giving a better future to lesser-privileged kids. It’s fulfilling to see how many lives we are collectively impacting with CRY! ”

**- Mr. Gaurav Dewan,**  
COO & Business Head, Travel Food Services Pvt. Ltd.



“ CRY is playing a significant role in managing a project component of our Educate to Empower (E<sup>2</sup>) programme – designed with the purpose of imbuing life skills in children and also empowering them with meaningful education – which in fact is their fundamental right. This partnership helped us reach over 13000 children ensuring a significant change in their lives. CRY’s approach towards addressing fundamental issues with regard to schooling of children and the outcomes so far have been noteworthy. Heartiest congratulations to team CRY for the completion of another good year and best wishes for the journey ahead. ”

**- Vijay Sethi**  
CIO, CHRO & Head CSR, Hero MotoCorp Ltd



A long term CRY partner, this year a team of Expedia employees got an anganwadi center painted at one of CRY’s Delhi projects. The whole activity, including fun interactions with the children at the center, ensured that the kids are now a lot more excited about regularly attending their bright and colourful anganwadi center!



PNB Metlife partnered with CRY to provide an opportunity for children from CRY supported projects to be coached for the upcoming Junior Badminton Championship. The partnership not only managed to awaken the spirit of the sport but also increased confidence amongst the participants!

# MANAGING COMMITTEE

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## PUJA MARWAHA

### *Chief Executive*

Puja believes that children are the very foundation of every nation's growth and development aspirations. It was this belief that fuelled her passion for children's rights and inspired her to become a full fledged part of the social sector in 1994. A post-graduate in Human Resources from XISS Ranchi, Puja has worked with Citicorp in her previous avatar and joined CRY to set up the HR function. She went on to become the Chief Executive in 2010 and, over the past 24 years, has helped build a solid organizational framework for CRY which reflects the values of justice and equity for all children. She currently also serves on the board for VANI – Voluntary Action Network India – in an endeavor to strengthen public mobilization for social causes.

## VATSALA MAMGAIN

### *Director – Resource Mobilisation*

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

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## KIRAN BABU DARLA

### *Director – Development Support*

Kiran is passionate about child rights and is a development professional with 28 years of experience in program designing and M&E with a focus on child rights. He has worked both in government establishments as well as with international NGOs like KNH Germany, ERIKS Sweden & ICA Japan. Kiran strongly believes in every child's right to participation to build their agency and prevent atrocities against them.

## SRIDHAR GUDUTHUR

### *Director – Finance, IT & Planning*

A Chartered Accountant with over 35 years of experience across industries, Sridhar joined CRY as General Manager – Finance in 2006. In 2010, he took on the role of Director – Finance with added responsibilities of the Information Technology and Organizational Planning.

## KREEANNE RABADI

### *Director – West*

A post graduate diploma holder in Early Childhood Care & Education (ECCE) from Sophia College Polytechnic, Kreeanne began her career with ORG-MARG designing market research projects with children for brands like Colgate Palmolive and Colgate etc. She joined CRY in 2000 to lead the Resource Generation team in West and in 2005, set out to establish the marketing function for CRY America. She came back to India in 2010 and took up her current role of Regional Director – West. Kreeanne's passion lies in unlocking peoples' potential to take transformative action that will deliver impact for marginalized children and communities.

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## SOHA MOITRA

### *Director – North*

A post graduate in Social Work from M.S University, Vadodara, Soha joined CRY in 1997. In her initial years, she worked on women's empowerment with Nirantar – where she realized how gender norms need to be tackled right from childhood itself. At CRY, she anchored the Volunteer Action function and spearheaded public participation as a fundamental lever for change. Today, she is Regional Director – North, chairs the sexual harassment committees at CRY as well as Expedia India and has been a jury member for the The Pramerica Spirit of Community Awards 2014 & 2018 – a worldwide acclaimed youth recognition program.

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## SUMA RAVI

### *Director – South*

Suma, a Business Management graduate from XLRI, has worked for several years in the market research industry as a qualitative researcher – in companies such as Nielsen and TNS (UAE, Hong Kong, Indonesia). Driven by her belief in every child's right to a happy childhood, she joined CRY in 1991 and currently heads South as a region.

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## ATIN DAS

### *Director – East*

With a firm belief in a just and equitable society for all children, Atin joined CRY in 1992 with 13 years of experience in the social sector. He was soon given charge of heading Development Support for CRY in the east and moved on to leading the region as Regional Director in January 2011.

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## KOMAL GANOTRA

### *Director – Policy, Research, Advocacy and Documentation*

With over 15 years of experience in policy framework, development and evaluation, with organizations such as National Commission for Protection of Child Rights, UN Refugee Agency, Action Aid India and Save The Children, Komal joined CRY in April 2014. She believes in the power of children's potential to transform the world.

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# BOARD OF TRUSTEES

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## RATAN BATLIBOI

*Board Chair & Hon. Trustee*

Ratan J. Batliboi, the founder and chairman of Ratan J. Batliboi Consultants Pvt. Ltd., is one of the leading architects in Mumbai and has worked on several prestigious urban design and planning projects over the past 35 years. In addition to CRY, Ratan also serves on the boards of the Nana Nani Park Foundation, Toy Bank and the Astad Deboo dance foundation.

## PRAVEEN KADLE

*Trustee & Hon. Treasurer*

Praveen Kadle currently serves as the Chairman of Tata AutoComp Systems Limited. Erstwhile Managing Director and Chief Executive Officer of Tata Capital Financial Services, he has been recognized as the country's 'Best Performing CFO' by CNBC-TV18 in addition to being awarded the prestigious 'Indian Business Leader of the year' by Horasis. Praveen has been CRY's treasurer since 2005 and brings a wealth of financial expertise to CRY's operations.

## BAHRAM.N.VAKIL

*Trustee*

Amongst India's foremost infrastructure and project finance attorneys, Bahram Vakil is the founder and senior partner of AZB & Partners. He has a LLM from the Columbia University, is a member of the New York State Bar and is recognized by Chambers and Partners & The Legal 500 as a leading lawyer for banking and finance in India.

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## RAJNI BAKSHI

*Trustee*

Rajni is a writer, speaker and author of several books including 'Bazaars, Conversations and Freedom'.

She has been a Homi Bhabha Fellow and served as Gandhi Peace Fellow at Gateway House: Indian Council on Global Relations from 2013 to 2016. In addition to CRY, serves on the board of Citizens for Peace and is a member of the Executive Committee of the Gandhi Smriti and Darshan Samiti, an autonomous body under the Ministry of Culture.

## PERVIN VARMA

*Trustee*

Pervin Varma started her career in advertising working with Lintas India for 3 years before joining CRY in 1990. In 1998, she was appointed CEO and led the organization till 2004, post which she continued to work as a consultant in the development sector.

From 2010-12 she worked with Tata Institute of Social Sciences in Mumbai on a Leadership Development Project led by Dr Monica Sharma. In addition to CRY, Pervin serves on the boards of Citizens for Peace, Dream a Dream, Pratham Books and Zensar Foundation.

## PROF. S PARASURAMAN

*Trustee*

Prof.S.Parasuraman has over 25 years of experience as a teacher, trainer, activist, administrator and development worker. Erstwhile Director at the Tata Institute of Social Sciences (TISS), he is also a writer and is passionate about bringing about social change in the country.

## MAHNAZ CURMALLY

*Trustee*

A seasoned communications professional with acknowledged strategy and consulting skills and experience of over 40 years in marketing communication, Mahnaz Curmally started her career with JWT and Ogilvy and then moved on to specializing in Public Affairs focusing on public health and development issues which included corporate CSR, public opinion mobilization and media advocacy. She is currently a senior consultant at Edelman India Private Limited, and is also a Director on the Board of Bharat Bijlee Ltd.

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# FINANCIALS



## BALANCE SHEET

CRY - Child Rights And You.  
Summary Balance Sheet As On 31st March, 2018 (Rs. in lacs)

	As On 31.3.2018	As On 31.3.2017
<b>SOURCES OF FUNDS</b>		
Corpus	855	854
Earmarked funds	1227	1023
Resources C/f (Note 1 below)	268	2
<b>Total</b>	<b>2350</b>	<b>1879</b>
<b>APPLICATION OF FUNDS</b>		
Properties net of depreciation	68	76
Other fixed assets net of depreciation	105	92
Investments ( Note 3 below )	1058	908
Net current assets (Note 2 & 3 below)	16	108
Cash, bank balances and deposits with Banks ( Note 3 below )	1103	696
<b>Total</b>	<b>2350</b>	<b>1879</b>

1. Represents resources net of surplus / ( deficit ) from the Income & Expenditure statement and ( write offs ) / write backs of liability.
2. For 2017-18 - Current Assets 445.47 Lakhs, Current Liabilities - Rs. 429.17 Lakhs; Net Current Assets Rs. 16 Lakhs - For 2016-17 - Current Assets 704 Lakhs, Current Liabilities - Rs. 596 Lakhs; Net Current Assets Rs. 108 Lakhs
3. Previous Year's figures have been re-grouped wherever necessary.

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

# INCOME & EXPENDITURE ACCOUNT

FOR THE YEAR ENDED  
31ST MARCH 2018 ( Rs. In Lakhs )

	Annexure	For The Period 1.04.2017 to 31.03.2018	For The Period 1.04.2016 to 31.03.2017
<b>INCOME</b>			
Donations	I	4958	4865
Interest & others		94	117
<b>Total</b>		<b>5052</b>	<b>4982</b>
<b>COST OF MOBILISING INCOME</b>			
Generating Donations	I	1822	1975
<b>Total</b>		<b>1822</b>	<b>1975</b>
<b>NET INCOME</b>			
Donations	I	3136	2890
Interest & others		94	117
<b>Total</b>	<b>A</b>	<b>3230</b>	<b>3007</b>

## ESTABLISHMENT & OTHER EXPENSES

Personnel		455	487
General Administration		359	354
Depreciation		50	68
Auditor Remuneration		12	8
Amount written off		7.434	0

<b>Total</b>	<b>B</b>	<b>883</b>	<b>918</b>
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<b>Net Income available for Deployment</b>	<b>A-B=C</b>	<b>2347</b>	<b>2090</b>
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## DEPLOYMENT OF FUNDS

Child development initiatives	II	892	1364
Awareness of Child Rights	III	711	424
Capacity building for supported initiatives	IV	571	652

<b>Total</b>	<b>D</b>	<b>2174</b>	<b>2440</b>
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<b>Surplus / (Deficit) c/f Balance Sheet</b>	<b>C-D</b>	<b>173</b>	<b>-350</b>
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# ANNEXURE - I,II,III,IV

## Annexure I: Donation Mobilisation & Expenses (Rs. In Lakhs)

	For The Period 1.04.2017 to 31.03.2018	For The Period 1.04.2016 to 31.03.2017
<b>INCOME ( DONATIONS )</b>		
<b>India</b>		
Corporates	420	465
Individuals	4534	4396
Donations in kind	4	4
<b>Total</b>	<b>4958</b>	<b>4865</b>
<b>COST OF MOBILISING DONATIONS</b>		
Fees and Consultancy Charges	1025	979
Telecalling and Mailer Costs	255	511
Donor Servicing Charges & Other Fund Raising Cost	216	184
Personnel cost	326	301
<b>Total</b>	<b>1822</b>	<b>1975</b>
<b>Net Resources (1-2)</b>	<b>3136</b>	<b>2891</b>

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

	For The Period 1.04.2017 to 31.03.2018	For The Period 1.04.2016 to 31.03.2017
Disbursals (Net of unspent balances)	623	1056
Projects	563	942
Resource Organisations	60	114
Networks	180	193
Fellows	15	16
One time grants	4	29
Training and development	71	69
<b>Total</b>	<b>892</b>	<b>1364</b>

## Annexure III: Awareness (Rs. in lakhs)

	For The Period 1.04.2017 to 31.03.2018	For The Period 1.04.2016 to 31.03.2017
Direct expenses	534	252
Personnel cost	166	157
Awareness division overheads	11	14
<b>Total</b>	<b>711</b>	<b>424</b>

### Annexure IV: Capacity Building of Project Partners (Rs. in lakhs)

	For The Period 1.04.2017 to 31.03.2018	For The Period 1.04.2016 to 31.03.2017
Direct expenses	0	0
Personnel cost	536	608
Capacity Building of Project Partners division overheads	35	45
<b>Total</b>	<b>571</b>	<b>652</b>

### TOTAL NO OF INITIATIVES SUPPORTED BY CRY

	For The Period 1.04.2017 to 31.03.2018	For The Period 1.04.2016 to 31.03.2017
1. Implementing Organisations	69	121
2. Resource Organisation	5	12
3. Strategic Alliances	21	26
4. Fellows	5	10
5. Advocacy	13	18
6. One Time Grant	3	6
<b>Total</b>	<b>116</b>	<b>193</b>

## SALARY TABLE

### Division Wise Personnel Costs to Total Income Ratio

Particular	2017-18	2016-17
<b>Total Income</b>		
General Income	5052	4982
Donation towards earmarked fund (Rs. In Lacs)	1181	644
	6233	6019
<b>Personnel Costs</b>		
Resource Mobilisation	326	301
%	5%	5%
Development Support Unit & Awareness Costs	702	765
%	11%	13%
Establishment	455	487
%	7%	8%
<b>Total</b>	<b>1483</b>	<b>1553</b>
%	24%	26%

# DEPLOYMENTS

CRY-Child Rights and You Statement of Deployments  
For the year ended 31st March 2018

Sr.No	Particular	Amount (Rs.)
<b>PROJECTS - EAST</b>		
1	CHARDS	39,537
2	DEEP	199,471
3	Disha Bihar	89,554
4	Gramya Vikash Mancha (GVM)	520,250
5	Jago Foundation	537,591
6	Jawahar Jyoti Bal Vikas Kendra (JJBVK)	283,000
7	Palli Alok Pathagar (PAP)	738,420
8	Rashtriya Jharkhand Seva Sanstha	1,195,493
9	Samagra Seva	477,700
10	Sanlaap	329,921
11	Sikshasandhan	937,375
12	Society for Advancement in Tribes, Health, Education, Environment (SATHEE)	54,771
13	Society for Promotion of Rural Education and Development (SPREAD)	1,159,752
14	The Calcutta Samaritans (TCS)	107,230
15	Wide Angle	348,500
Sub Total East		70,18,564

## PROJECTS - NORTH

1	Action for Health Education & Social Awareness (AHESAS)	694,360
2	Asian Institute of Management ( AIM) Trust	431,225
3	Dr. Shambhunath Sign Research Foundation (SRF)	774,442
4	Education Resource Society (ERS)	989,417
5	Gramin Vikas Samiti (GVS)	1,408,646
6	Jan Mitra Nyas - JMN	803,961
7	JKASW - Jammu Kashmir Association of Social Workers	47,019
8	Koshish	2,496,513
9	Kriti Shodh Sansthan (KSS)	7,984
10	Mahila Jan Adhikar Samiti (MJAS)	1,279,125
11	Matri Sudha	765,131
12	Nai Duniya Welfare Society	924,228
13	Navshrishti	1,550,250
14	Navshrishti -Haryana	1,058,879
15	PAHAL	1,047,816
16	PRAYATN Sansthan	205,701
17	Rural Organisation for Social Advancement (ROSA)	1,026,777
18	SAKSHAM	58,790
19	Samagra Vikas Sansthan (SVS)	1,284,573
20	SAMVEDNA	1,810,531
21	Sonebhadra Vikas Samiti	1,247,844
22	SWATI	189,330
23	Vikas Samvad Samiti (VSS)	2,761,953
Sub Total North		22,864,495

**PROJECTS - SOUTH**

1	Compassionate Rural Association for Social Action (CRASA)	266,489
2	Helping Hands Association	1,194,159
3	Human Rights Education and Protection Council (KALAM)	1,826,481
4	Margadarshi	1,728,393
5	PEOPLE	1,045,690
6	Pragathi	895,226
7	Rural Workers Development Society (RWDS)	154,550
8	Salem Peoples Trust (SPT)	917,250
9	Sanghamithra Service Society (SSS)	365,554
10	Shramik Vikas Kendram (SVK)	85,000
11	Shruti Samskruti Samsthe	2,203,159
12	SNEHA	1,462,760
13	Society for Rural Agriculturalists and Mass Awareness (SRAMA)	405,396
14	Vysarpadi Children empowerment project through SPT	444,400

Sub Total South 12,994,507

**PROJECTS - WEST**

1	Advocacy Chhattisgarh	63,123
2	Advocacy Maharashtra	207,912
3	Bahujan Samajik Trust (BST)	913,076
4	Habitat and Livelihood Welfare Association (HALWA)	1,523,434
5	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	663,919

**PROJECTS - WEST**

6	Lok Ashta Seva Sansthan (LASS)	301,182
7	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	922,960
8	Navadhar Samajik evam Sanskrutik Vikas Manch	620,710
9	Paras Swayam Sevi Sanstha	843,950
10	Path Pradarshak	703,865
11	Sahyog Charitable Trust (SCT)	1,028,936
12	SAMATA Charitable Trust	403,750
13	Sankalp Manav Vikas Sansthan (SMVS)	39,384
14	Sparsha Charitable Trust	1,709,649
15	Srishti - Jhadpatti	867,465
16	Vanchit Vikas Sanstha (VVS)	716,250
17	Vidhayak Bharati	2,063,500

Sub Total West 13,593,065

**NATIONAL HEAD OFFICE PROJECTS**

1	Documentation - P & A	97,939
2	Fellowships - ( P & A )	191,325
3	CR Fellowship Year 9	50,000
4	Overseas media	258,000
5	Press conference	57,788
6	PR agency	2,322,171
7	Primary Research	2,096,369

**NATIONAL HEAD OFFICE PROJECTS**

8	Resource Person Payment	36,6321
9	Centre for Budget and Governance Accountability (CBGA )	1,358,694
10	New Policy Resource Person - 1	203,734
11	Udyan Care	75,000
12	Flexi - Physical Education Foundation of India (PEFI)	120,000
13	View Finder Project	22,887

Sub Total National HO Projects 7,220,228

Total - Projects 63,690,859

**FELLOWSHIP**

1	Anandi Lal	268,643
2	Mrs. Leelavathi & Mr. Nagapandiyan	390,050
3	Siya Dulari Advasi	228,219
4	Walter Peter	471,900
5	Ramnaresh	156,000

Total - Fellows 15,14,812

**ONE TIME GRANT**

1	Navshrishti -UD	200,000
2	Rural Organisation for Social Advancement (ROSA)	63,300
3	SNEHA	100,000

Total - One Time Grants 3,63,300

**NETWORK ALLIANCE**

1	Alliance for People's Rights Through Matrisudha	1,362,476
2	Bal Adhikar Abhiyan ( BAA ) through GMSSS	46,600
3	Voice Of People (thru ERS)	9,41,949
4	Madhya Pradesh Lok Sangarsh Sajha Manch (MPSSLM) through Vikas Samvad Samiti	19,40,571
5	Coalition for Child Rights to Protection (CCRP) WB - thru Praajak	6,86,073
6	West Bengal Education Network (WBEN) - thru Kajla	5,63,550
7	Strengthening Child Protection Mechanism in Jharkhand through Bal Sakha	10,20,630
8	Coalition for Child Rights to Protection (CCRP) Bihar - thru Bal Sakha	3,51,331
9	Voice of Child Rights in Orissa through SPREAD ( VCRO )	6,08,884
10	People's Voice for Child Rights through SVK	10,08,500
11	Campaign for Right to Education in Jharkhand ( CREJ ) through Jago Foundation	5,50,000
12	HIFAZAT: A Coalition for Child Protection in MP through Vikas Samvad Samiti	9,64,667
13	Sama Kalvi Iyakkam - Tamil Nadu through Salem People Trust	9,63,460
14	Bal Hakka Abhiyan through SANKALP	9,76,600
15	People's Voice for Child Rights through Peoples Org for Rural Dev (PORD)	7,33,187
16	Manipur Alliance for Child Rights - MACR - through Wide Angle Social Development Organisation	12,08,525



## NETWORK ALLIANCE

17	Samajika Parivarthana Janandolana through Margadarshi	15,56,975
18	Mehfooz Alliance through Doaba Vikas Evam Uthan Samiti	8,63,430
19	Bal Bigul through Peoples Action for People in Need	6,33,368
20	Chhattisgarh Bal Adhikar Abhiyan (CG-BAA) through Gram Mitra Samaj Sevi Sansthan	2,86,859
21	Bihar Bal Awaz Manch (BBAM) - thru CHARDS	6,82,625
Total - Network Alliances		1,79,50,260

## RESOURCE ORGANISATION

1	Account Aid India	15,78,672
2	HAQ Centre for Child Rights	10,80,114
3	Sanjay Aditya & Associates	6,96,044
4	Centre for Child and the Law through National Law School of India University	6,35,060
5	Right to ECD Alliance through Mobile Creches for Working Mother's Children	19,94,190
Total - Resource Organisation		59,84,080

## TRAININGS AND DEVELOPMENT

1	Travelling Costs	63,97,421
2	Training, Workshop and Capacity Building Programmes for Project Partners	7,00,309
Total - Training and Development		70,97,730

1	Awareness Costs	5,44,64,036
2	Capacity Building Costs for Development Programmes	35,45,438
3	Personnel Costs of Development Support & Awareness building staff	7,01,95,307

Total Disbursals 22,48,05,822

1	Less: Refund of project disbursals	73,85,189
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Grand Total 21,74,20,633

# JOIN THE MOVEMENT

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## DONATE

### **Online**

The simplest and easiest way to donate! Just click on the donate button in the e-mailers you receive from us or log on to [www.cry.org](http://www.cry.org) to donate directly.

### **Cheques/Demand Drafts**

You can send these to us either directly or contact us for a pick up.

### **CRY Agents**

You can also donate through our field agents who will be happy to visit you, in the comfort of your own home!

### **Corporate CSR Partnerships**

Simply send us an email on [alakananda.ghosh@crymail.org](mailto:alakananda.ghosh@crymail.org) and we will be happy to create a customized donation option for you!

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## VOLUNTEER

CRY offers a diverse range of volunteering opportunities. Through these, you can not only contribute towards the betterment of underprivileged children, but also undergo a transformational journey yourself!

### Child Right Leaders Program

As a Child Rights Leader, you would not only learn more about how CRY works on several children related issues but also spearhead various campaigns that could give children a happy childhood!

### Internships

As a CRY intern, you can work for different functions within CRY based on your interest and skillsets. You can even pilot your own project ideas and in the process, grow as a champion for change!

### Virtual Volunteering

If you are committed to helping underprivileged children but are unable to volunteer with us in person, join our virtual volunteering program. The scope of what you could do is endless – from helping with research projects, photography and media monitoring to content translations, graphic design and IT development – the list goes on!

### Volunteer Locally

As a CRY volunteer, you would work with a Public Action Group (PAG) in your city. PAGs are groups

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of motivated individuals who get together to not only create a safe environment for children, but also work towards identifying and eliminating major problems faced by them in urban slum settings.

### Raise Funds For CRY

For us to be able to create sustainable impact, monetary support is essential.

You can help raise funds for CRY by

- Collecting donations from your friends/colleagues on special occasions
- Organising fundraising events like marathons

To know more and apply, visit <https://www.cry.org/volunteer-with-cry>

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## OTHER WAYS TO HELP

1. Help CRY forge partnerships with local brands and businesses who can raise awareness as well as funds through collaboration activities
  2. Build awareness about CRY on social media by following our pages and sharing our posts across platforms with your networks
  3. Become a child rights advocate by writing about our endeavors in media publications or blogs
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CHILD RIGHTS AND YOU

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