

40

**YEARS OF ENSURING
HAPPY CHILDHOODS**

Annual Report 2018-2019





FROM THE CEO'S DESK

Dear CRY Supporter,

I want to take this opportunity to thank you for everything you've done for our children!

40 years ago, Rippan Kapur started CRY with just ₹ 50 and an ambitious dream to ensure happier childhoods for India's children. 40 years later, I look back on our journey and feel overwhelmed with gratitude. For the faith that our partners and supporters placed in us. For the kindness and generosity of our donors. For the encouragement we received at every step from kind souls such as yourself.

Rippan's dream would have remained but a dream if it wasn't for YOU.

2018-19 has been a particularly special year for CRY. Not just because we celebrated our 40th anniversary but also because we were able to give so many children the chance to discover their true potential. Children like Naveen who went from working as a child labourer at a vegetable stall in Chittoor to earning a place in the prestigious Sakura Science Plan program for budding scientists in Japan. Children like Asha who, instead of getting married at an early age, fulfilled her dream of serving the country by becoming the first female police officer of her village in Latur.

It is stories like these that truly reinforce our belief in our work every single day.

Thank you for standing by us every step of the way and I hope that we can count on your continued support in the years to come.

With faith & goodwill,



Puja Marwaha
Chief Executive, CRY – Child Rights and You

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

A MESSAGE FROM THE BOARD OF TRUSTEES

Dear Supporter,

You have helped us make 2018-19 a truly wonderful year! Thanks to you – our donors, partners and volunteers – we've been able to create lasting change in the lives of over 6.4 lakh children this year.

Your generosity helped children get proper nutrition and a chance at a better education. Your contributions ensured that they were protected from practices like child labour/ child marriage and were able to chase their dreams instead. Your unwavering support helped create happier childhoods for India's children and we cannot thank you enough!

Our heartfelt gratitude for everything you have done for us. As we celebrate CRY's 40th anniversary, we sincerely hope to continue transforming children's lives with you by our side!

On behalf of the Board of Trustees,



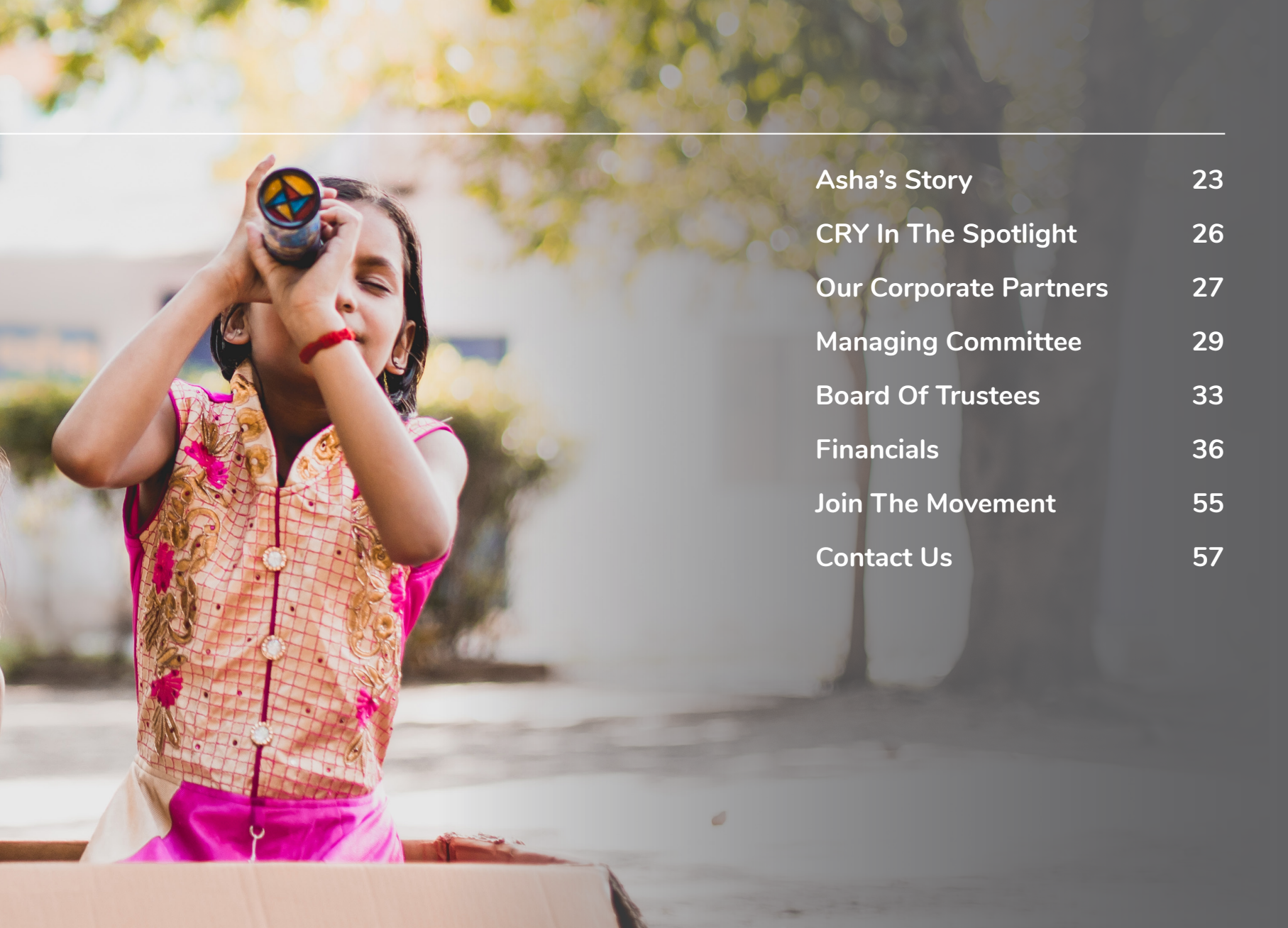
Praveen Kadle
Honorary Treasurer



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Our Vision

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

Our Mission

Taking Responsibility

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

Mobilizing Potential

To make people discover their potential for action and change.

Inspiring Collective Action

To enable peoples' collectives and movements encompassing diverse segments, to pledge their particular strengths, working in partnership to secure, protect and honour the rights of India's children.



Areas Of Our Intervention



Education

Ensuring children go to school and complete their education



Health & Nutrition

Increasing access to proper nutrition and quality healthcare



Safety & Protection

Addressing issues like child labour, child marriage, trafficking and abuse



Child Participation

Creating an environment where children's voices are heard and considered

Our Approach

With your support, we address children's critical needs by working with parents, teachers, Anganwadi workers, communities, district and state level governments as well as the children themselves.

We focus on changing behaviours and practices at the ground level and influencing public policy for advocacy at a systemic level - thereby creating an ecosystem where children are made the nation's priority.

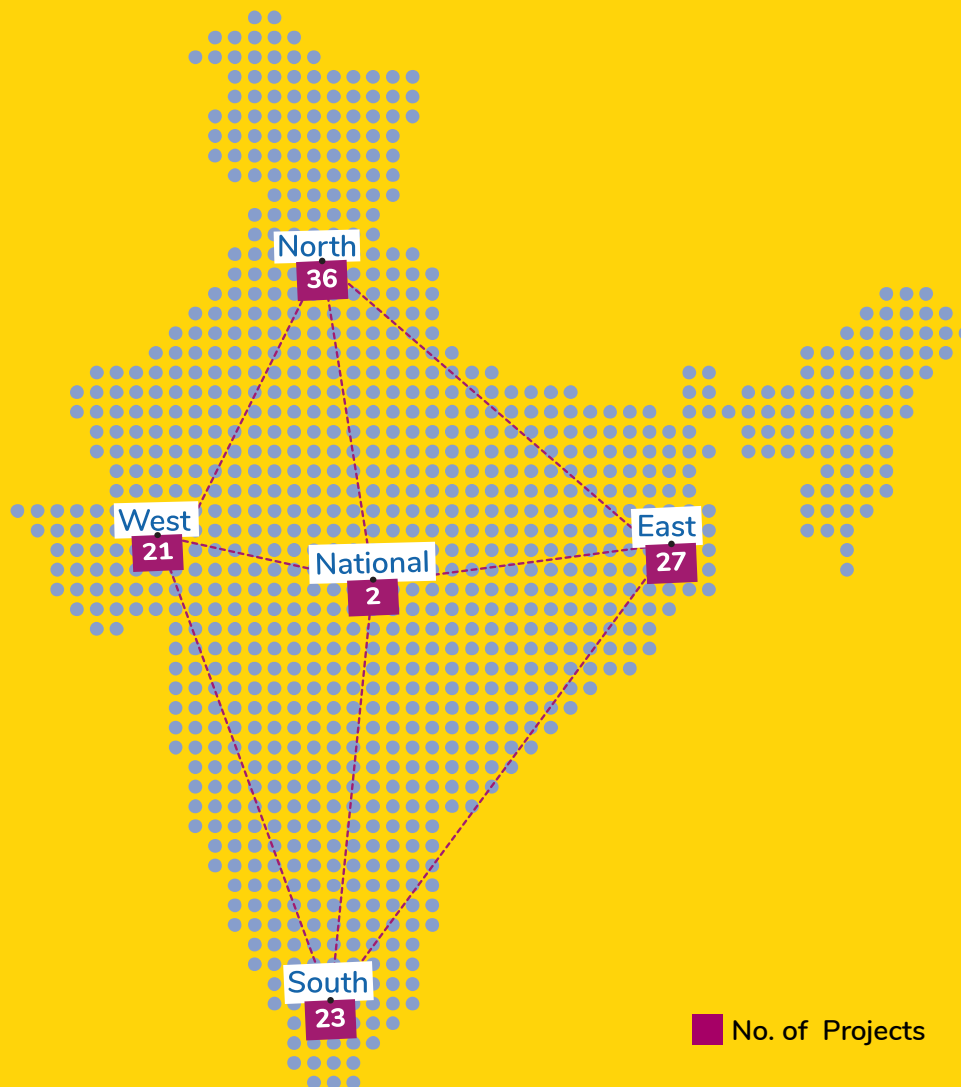




Our Reach

At CRY, we aim to reach the last child in the hope of enabling brighter futures for children everywhere.

In 2018-19, we partnered with 109 local projects across 19 states in India to positively impact the situation of India's children.



Naveen's Story

FROM BEING A CHILD LABOURER TO BECOMING A FUTURE SCIENTIST

Becoming A Child Labourer

Life was never easy for Naveen and his family. His father was a vegetable seller with no means to expand his business. To contribute to the meagre family income, Naveen had to drop out of school in the 4th grade and start working with his father at a vegetable stall.

Going Back To School

When his story reached CRY project partners, they intervened by creating the means and opportunities for Naveen to go back to school. Making the most of this second chance, the boy connected with local children's groups and quickly adapted to school life again.

Finding His True Potential

Naveen's immense interest and aptitude in science compelled his school to enroll him in a district-level science competition. The invention he developed for the competition helped the former child labourer become a national award winning inventor and an Ashoka Youth Venturer! Naveen was also selected for Sakura Science Plan, an exchange program in Japan for budding scientists, and has recently secured a seat at IIIT at Idupulapaya in Andhra Pradesh.

"I'm extremely happy that I was selected for the Sakura program! This would have been just a distant dream, if CRY hadn't helped me re-enroll in school after I had to drop out in 4th grade. Today, I'm chasing my dream of becoming a scientist!" he says.



Organizational Impact

With your
support,
we were able to
impact
the lives of
6,41,431 children
in 2018-19.





1,74,163

children in CRY projects,
between the ages of 6-18
years, in school



78%

children in CRY projects,
under the age of 5 years,
free from malnutrition



100%

children in CRY projects,
under the age of 1 year,
immunized



149

villages freed from
child labour



377

villages freed from
child marriage



Our Multiplier Model

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

Here's an example from SATHEE, a CRY project in Jharkhand, where the measurable benefit to the community was over 56 times the original investment!

Scholarships, Adolescent Girls
Schemes, Maternity Schemes,
Health Camps

Schemes

Advocacy
Wins

Infra-
structure

Education Kits,
Toilets, Medicines



17394
Children

CRY Program Support
₹ 20,58,246

Each rupee worked **56 times harder**

43737
More children benefited

Impact created worth
₹ 6,73,07,074

Why Donors Choose CRY

Our donors enable transformational change in the lives of underprivileged children in India. Here's what a few of them have to say:

I have been donating to CRY since so long! The problem before CRY is Himalayan and my contribution to CRY is like a drop in the ocean. But I am happy that I'm able to do something towards building our nation.

Mr. V.C. Verma

CRY helps identify children's issues and encourages individuals to partner for the cause. That's what makes their model sustainable. I am sure that CRY will go a long way in mitigating the hurdles faced by underprivileged children.

Mr. Neelakantan Sekar

I admire CRY's innovative idea of reaching out to more underprivileged children by partnering with and empowering local NGOs across India. CRY gives me hope for India's future.

Mr. R. Chhapwala

CRY inspires our society to listen and respond to the needs of underprivileged children. I'm proud to be a CRY donor and helping them change the world; one child at a time.

Ms. Nilmoni Mitra

I have great trust that CRY's initiatives will bring about a change in children's lives and this is what makes me donate to them. It has been a great pleasure to be associated with CRY over several years and I hope to continue well into the future in as big a way as possible.

Ms. Kalpana S. Raj

I feel so blessed to be associated with a great NGO like CRY. It has done pioneering work to uplift underprivileged children in the areas of education, malnutrition, health and safety. I am glad to have been a small part of their work.

Mr. Anant Thyagaraj

My search for trusted Indian NGOs brought me to CRY. What CRY does to ensure every child's right to nutritious food, education, health and protection from exploitation is truly commendable. I'm sure that CRY will continue its good work and that one day, we will see our nation truly upholding children's rights!

Ms. Veena Thimmaya

CRY, to me, signifies an excellent way to give back to our society and our country. It represents trust and competence in dealing with children's rights. I believe that there are very few organisations in India which match CRY's calibre and that's the reason for my continued association with CRY for over a decade now.

Mr. Sandeep Sahney

I feel that it's my duty to help unfortunate children who are not getting their basic rights. I feel CRY is doing their best to help these underprivileged children. I'm sure all my donations will bring lasting change for the bright future of these children.

Mr. Prabhakar Marathe

CRY is so much like the wee defenseless children that they champion. The organization is most at ease when helping underprivileged children, they are happy when they succeed and uncomfortable with the limelight. I contribute to CRY to ensure that this noble work continues!

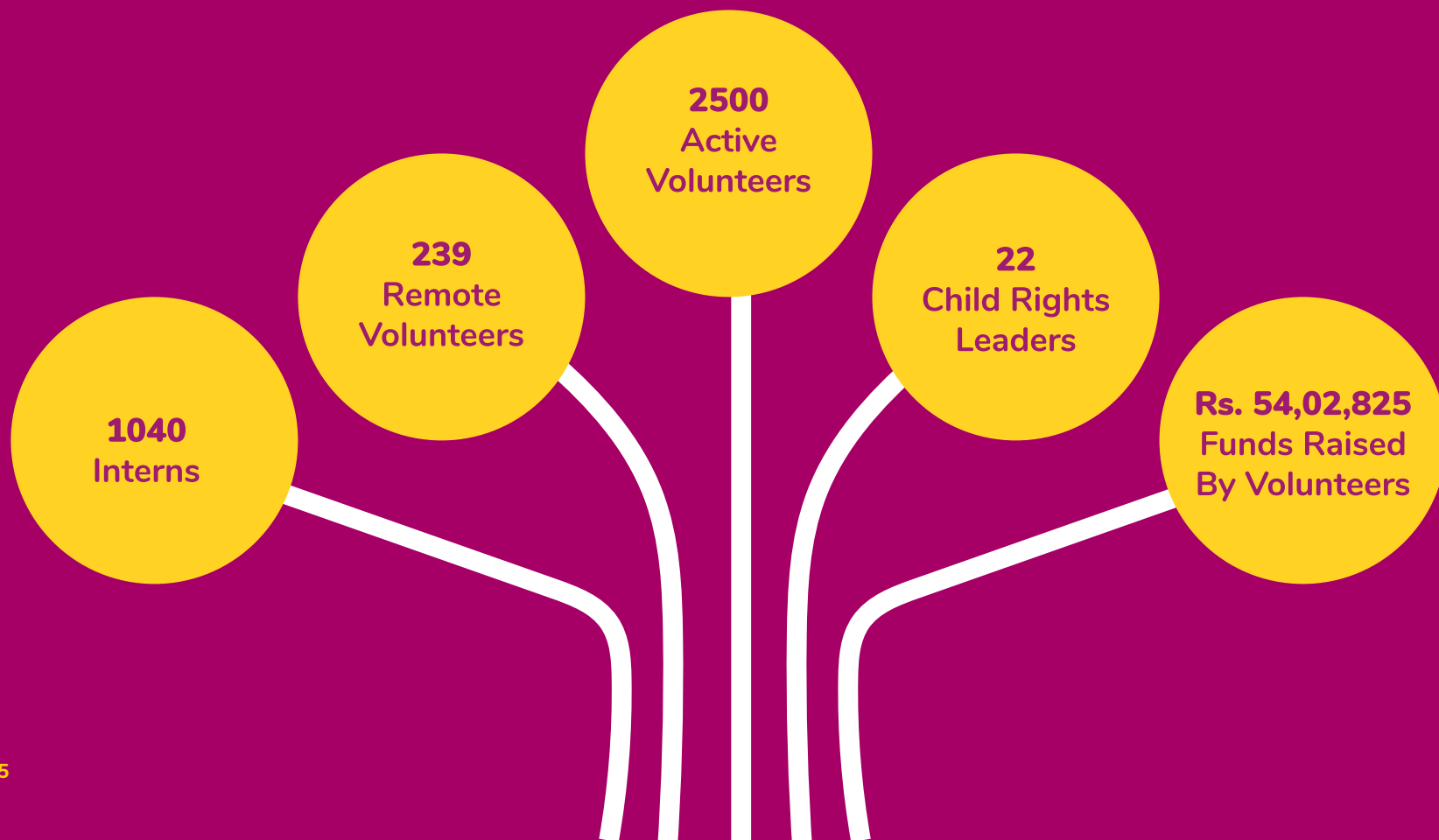
Mr. Seby

Children are our future, our charge and treasure,
They need our protection
and care in full measure,
To help them grow healthy,
aware and educated
And win a place in the world
is a privilege and a pleasure

Ms. Rajul Sogani

Volunteer Impact

At CRY, we believe that everyone can make a difference in their own special way. No matter who our volunteers are or what they do, they help create happier childhoods for children everywhere. Our volunteers are truly our everyday heroes!



Volunteer Speak



Humbled, happy and heroic - that's how I feel as a CRY volunteer. It's a place that pushes me to be the light for underprivileged children and helps me shine brighter as an individual.

- Shreyansh Sharma

Working with CRY as a volunteer has been one of the best learning experiences of my life. It taught me how we can find happiness in small things and how important it is to be connected to your community. CRY has helped me both in personal and professional development. It taught me how to be a team leader as well as a team player. I understood the true meaning of the word selflessness here. At CRY, they never treat you like a volunteer but always like a family member!

- Arpna Joshi



My volunteering experience at CRY has made me more compassionate and vigilant about communities around me. The problems that I've witnessed firsthand have helped me strive to find a long term solution for these problems. The experience at CRY has challenged me to come up with my own ideas and plans for bringing about change, keeping the bigger picture in mind.

- Benison Joseph





Driving Policy & Public Advocacy

State Level

- ▶ Contributed towards strengthening state level policies for children by forming knowledge partnerships with quasi bodies which were in turn submitted to relevant State Departments:
 - a) Chhattisgarh State Policy on Children with the Chhattisgarh State Commission For Protection Of Child Rights
 - b) West Bengal State Child Protection Policy with the West Bengal State Commission For Protection Of Child Rights
 - c) Early Childhood Care and Education Policy for Jharkhand with the State Department
- ▶ Submitted inputs on the Draft Uttar Pradesh Juvenile Justice (Care and Protection of Children) Rules, 2018 .



National Level

- ▶ Submitted inputs to the Ministry of Women and Child Development on the draft National Child Protection Policy.
- ▶ Conducted an in-depth study, based on secondary data, on the status and needs of children between 15-18 years of age – the first of its kind that recognized those over the age of 14 as children as well. The resulting report, “Childescents In India: We Are Children Too!” was presented to policy makers, academicians and practitioners.
- ▶ Conducted a primary data study on factors affecting dropout rates amongst girls and community awareness on state education schemes. The resulting report, “Educating The Girl Child— Role Of Incentivisation And Other Enablers And Disablers” was released on the eve of International Women’s Day.
- ▶ Conducted participatory research with children across 14 states to understand what children need from their government in order to thrive. The resulting report, “Our Aspirations From Our Government: The Voice Of India’s Children” was submitted to the National Commission for the Protection of Children’s Rights (NCPCR) and shared with 53 parliamentarians across 17 political parties.

International Level

- ▶ CRY became a member of the ‘Girls not Brides’ network which connects over a 1000 organisations working across the globe on different aspects of child marriage.
- ▶ CRY became a part of the National Action And Coordination Group For Ending Violence Against Children (NACG-EVAC) - a civil society network formed in India under the aegis of the South Asia Initiative To End Violence Against Children (SAIEVAC). SAIEVAC is an inter- governmental platform comprising of 8 SAARC countries.
- ▶ The G20 Summit Summary Briefing Booklet, which is circulated among world leaders, carried an article by CRY titled ‘Childescents Of India – They are Children Too’ based on its report focusing on the situation of Childescents (children between 15-18 years of age).

Key Events

CRY Cyclothon

The second edition of CRY Cyclothon was held on 8th December, 2018 at Rajghat, New Delhi - the fundraising event saw over 600 cycling enthusiasts come together to support children's education.

Xavient Digital and TELUS International came on board as the corporate sponsors and Mr. Manish Sisodia, Deputy Chief Minister of Delhi, graced the occasion as the chief guest.



Soccer For Child Rights

The fifth edition of Soccer For Child Rights was held in Bangalore and Chennai and saw participation by 34 corporate teams and 4 children's teams from CRY projects to raise funds and awareness for children's rights.

"We are privileged to have been a part of this tournament for 4 years now. It gives us immense satisfaction to know that, through football, we are contributing towards happier childhoods. This game is changing the lives of children!" says Puneet Martis, captain of the Oracle team.





#YellowFellow

On the occasion of Children's Day 2018, CRY launched the #YellowFellow campaign with the objective of building public awareness for children and their right to a happy childhood.

What is #YellowFellow?

A fun yet meaningful engagement activity where people are encouraged to stand up for children and their rights by becoming a #YellowFellow.

How Does One Become A #YellowFellow?

All one must do is wear a pair of yellow socks in quirky or unusual ways and post a photo of themselves on their social media as a way to show their support for happy childhoods.

Why Socks?

Socks symbolize warmth & comfort and are representative of the joy of a happy childhood.

Campaign Highlights

The month long campaign reached over 32 Lakh people through social media and saw participation through 350+ audience entries including 35 celebrities and influencers. With more than 30 on-ground activations and 36 outreach partnerships, #YellowFellow became one of the most talked about social campaigns and also won an award for 'Best Multi-Channel Campaign By An NGO' at the MCube Awards 2019.

The 'Record Breaking' Event

CRY successfully broke the Guinness World Record for the maximum number of people wearing yellow sock puppets as CRY #YellowFellows in a single location! We broke it...for our children!

Become a #YellowFellow to show your support for children! Visit www.cry.org/yellowfellow to know more!

Asha's Story

HOW ASHA BECAME A POLICE OFFICER

Dropping Out Of School To Become A Child Bride

Asha belonged to a poor family living in a small village in Latur. Despite the challenges posed by poverty, Asha persisted in seeking an education. However, when she reached 10th grade, her parents asked her to drop out of school and get married.

Standing Up For Her Dreams

Asha was determined to continue her education and not succumb to child marriage. Being a part of an adolescent girls group operated by a CRY project in her village, Asha knew that if she didn't study she'd never be able to make her dreams come true. She reached out to the CRY team for help and together, they convinced her parents to allow her to study further.

Becoming The First Woman Police Officer In Her Village

Asha worked hard towards her dream of serving the country and as the saying goes - fortune does favour the brave. Asha went on to become the first ever woman police officer in her village in Latur!

"I used to be a part of the CRY Children's Committee and the experience inspired me to stand up for my dreams. My parents wanted me to get married at an early age but I wanted to study. So I did. I wanted to become someone and today, I am. Everyone has the right to be successful in life – don't let anyone stand in your way," she says with pride.





CRY In The Spotlight

Social Media



4.1 Lakh
Followers



16.3K
Followers



2.82 Lakh
Followers



4.1K
Subscribers



20K
Followers

Traditional Media



1000+ coverage across television and print
mediums



40+ op-eds by CRY leadership
team members



Neha Dhupia, Actor

"The biggest wealth anyone can have is education. CRY is helping so many children get a proper education - I had an amazing experience with the children at the CRY project, it was wonderful to hear their stories, their dreams. I want to do more for these girls, in the hope that each girl will help another!"

Our Corporate Partners





“

**Shubham Mittal,
DGM - CSR, Bajaj Finserv**

CRY's community centric and multi-layered approach to solving child protection and health issues is truly remarkable, and in line with the best models of development we've seen anywhere. They have proven to be a unique incubator in this space, coupled with deep domain expertise and execution capability. The large scale impact and sustainability of their interventions ensures that CRY is a key partner for us in our shared vision of transforming the lives of millions of children across the country.

“

**Gaurav Dewan,
COO & Business Head, Travel Food Services**

I am glad that, as an organisation, 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!





Managing Committee

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 25 years, has helped build a solid organizational framework for CRY which reflects the values of justice and dignity for all children. Awarded the Olga Alexeeva Memorial Prize in 2018 for social innovation, she currently also serves on the board for VANI (Voluntary Action Network India) in an endeavour to strengthen public mobilization for social causes.

Vatsala Mamgain **Director – Resource Mobilization**

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

Kreeanne Rabadi

Director - West

A post graduate diploma holder in Early Childhood Care & Education from Sophia College Polytechnic, Kreeanne began her career with ORG-MARG designing market research projects with children for brands like Colgate Palmolive and Godrej Foods. 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 Director – West. Kreeanne's passion lies in unlocking peoples' potential to take transformative action that will deliver impact for marginalized children and communities.

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, is an external member of internal complaints committee in various organisations as mandated by POSH and has been a jury member for the The Pramerica Spirit of Community Awards 2014 & 2018 – a worldwide acclaimed youth recognition program.

Priti Mahara

Director – Policy, Research, Advocacy and Documentation

A post graduate in Child Rights and Laws, Priti has extensive experience with social development issues in children across India and Southeast Asia. Having previously worked with Plan International and SOSCV International areas, her areas of expertise include evidence based research, policy advocacy, program management and capacity building. Priti's first volunteering experience was with CRY and her trust in the organization finally inspired her to come on board and contribute to the cause for happier childhoods.

Sridhar Guduthur

Director – Finance & IT

A Chartered Accountant with over 35 years of experience across industries, Sridhar joined CRY as General Manager – Finance in 2006 and took on the role of Director – Finance and IT in 2010. Having previously worked on several World Bank projects, he believes there is no other organization in India that reaches the last child the way CRY does and is proud to be a part of the movement for children's rights.

Trina Chakrabarti

Director – East

A Chevening Scholar from the University of Essex with a Masters in the Theory and Practice of Human Rights, Trina graduated from the Tata Institute of Social Sciences and started her career in CSR with the Tata Group and CARE India. She joined CRY in 2002 as a part of the Development Support team and went on to lead Volunteer Action before taking on Director role for the East. Trina believes that children can change the world and hopes to make a difference in children's lives through her work with CRY.

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.

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.







Board Of Trustees

Ratan J. Batliboi

Board Chair & Hon. Trustee

Ratan, 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. A graduate from Sir J. J. School of Architecture, he advises the SMART City Task Force, the Department of Electronics & Information Technology, the Mumbai Commission for Arts, Music & Culture and the Department of Design at Mumbai University among others. Ratan has been a part of CRY since 40 years as a volunteer, advisor and now trustee. 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

A Chartered Accountant from the Institute of Chartered Accountant of India, 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.

Pervin Verma

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.

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 an LLM from 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.

Rajni Bakshi

Trustee

Rajni is a writer, speaker and award-winning author of several books including 'Bazaars, Conversations and Freedom' and 'Bapu Kuti – Journeys In Rediscovery Of Gandhi'. She has been a Homi Bhabha Fellow and served as a Gandhi Peace Fellow at Gateway House: Indian Council on Global Relations. In addition

to CRY, Rajni serves on the boards of Citizens for Peace and the Centre Of Education & Documentation and is a member of the Executive Committee of the Gandhi Smriti and Darshan Samiti, an autonomous body under the Ministry of Culture.

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.

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.



Financials - Balance Sheet

CRY - Child Rights and You

Summary Balance Sheet As On 31st March, 2019 (Rs. in Lakhs)

	As on 31.3.2019	As on 31.3.2018
Sources Of Funds:		
Corpus	855	855
Earmarked funds	1,591	1227
Resources C/f (Note 1 below)	867	268
Total	3,313	2350
Application Of Funds		
Properties net of depreciation	61	68
Other fixed assets net of depreciation	123	105
Investments (Note 3 below)	1,433	1058
Net current assets (Note 2 & 3 below)	(78)	16
Cash, bank balances and deposits with Banks (Note 3 below)	1,775	1103
Total	3,313	2350

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

(2) For 2018-19 - Current Assets 454.19 Lakhs, Current Liabilities - Rs. 532.35 Lakhs; Net Current Assets (-) Rs. 78.17 Lakhs - For 2017-18 - Current Assets 445.47 Lakhs, Current Liabilities - Rs. 429.17 Lakhs; Net Current Assets Rs. 16 Lakhs

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

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

Income & Expenditure Account

CRY - Child Rights and You

Summary - Income & Expenditure Account For The Year Ended 31st March 2019 (Rs. in Lakhs)

	Annexure	For the period 1.04.2018 to 31.03.2019	For the period 1.04.2017 to 31.03.2018
Income			
Donations	I	5,492	4958
Interest & others		108	94
Total		5,599	5052
Cost Of Mobilising Income			
Generating Donations	I	1,735	1822
Total		1,735	1822
Net Income			
Donations	I	3,756	3136
Interest & others		108	94
Income available for Deployment & Expenses	A	3,864	3230

Establishment & Other Expenses

Personnel		499	455
General Administration		510	359
Depreciation		62	50
Auditor Remuneration		11	12
Amount written off		-	7
Total	B	1,081	883

Net Income available for Deployment	A-B =C	2,782	2347
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Deployment Of Funds

Child development initiatives	II	894	892
Awareness of Child Rights	III	690	711
Capacity building for supported initiatives	IV	601	571
Total	D	2,184	2174

Surplus / (Deficit) c/f Balance Sheet	C-D	599	173
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Annexure - I,II,III,IV

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

	For the period 1.04.2018 to 31.03.2019	For the period 1.04.2017 to 31.03.2018
Income (Donations)		
India		
Corporates	443	420
Individuals	5048	4534
Donations in kind	1	4
Total (1)	5492	4958
Cost Of Mobilising Donations		
Fees and Consultancy Charges	989	1025
Telecalling and Mailer Costs	112	255
Donor Servicing Charges & Other Fund Raising Costs	294	216
Personnel cost	340	326
Total (2)	1735	1822
Net Resources (1-2)	3756	3136

Annexure II: Child Development Initiatives (Rs. in Lakhs)

	For the period 1.04.2018 to 31.03.2019	For the period 1.04.2017 to 31.03.2018
Disbursals (Net of unspent balances)	583	623
Projects	543	563
Resource Organisations	40	60
Networks	191	180
Fellows	24	15
One time grants	17	4
Training and development	79	71
Total	894	892

Annexure III: Awareness (Rs. in Lakhs)

	For the period 1.04.2018 to 31.03.2019	For the period 1.04.2017 to 31.03.2018
Direct expenses	522	534
Personnel cost	161	166
Awareness division overheads	7	11
Total	690	711

Annexure IV:

Capacity Building of Project Partners (Rs. in Lakhs)

	For the period 1.04.2018 to 31.03.2019	For the period 1.04.2017 to 31.03.2018
Direct expenses	0	0
Personnel cost	572	536
Capacity Building of Project Partners division overheads	29	35
Total	601	571

Total No Of Initiatives Supported By CRY

	For the period 1.04.2018 to 31.03.2019	For the period 1.04.2017 to 31.03.2018
1. Implementing Organisations	86	69
2. Resource Organisation	4	5
3. Strategic Alliances	19	21
4. Fellows	17	5
5. Advocacy	13	13
6. One Time Grant	35	3
Total Initiatives	174	116

Salary Table

Division Wise Personnel Costs To Total Income Ratio

Particular	As on 31.3.2019	As on 31.3.2018
Total Income		
General Income	5599	5052
Donation towards earmarked fund	1702	1181
(Rs. in Lakhs)	7301	6233
Personnel Costs		
Resource Mobilisation	340	326
%	5%	5%
Development Support Unit & Awareness Costs	733	702
%	10%	11%
Establishment	499	455
%	7%	7%
Total	1571	1482
%	22%	24%

Deployments

CRY-Child Rights and You Statement Of Deployments For The Year Ended 31st March 2019

Sr. No.	Particulars	Amount(Rs.)
Projects - East		
1	Adarsh Seva Sansthan (ASES)	31,010
2	Chale Chalo	31,010
3	CHARDS	31,010
4	DEEP	31,010
5	Diksha	31,010
6	Flexi - Disbursals	1,50,000
7	Gramya Vikash Mancha (GVM)	21,31,577
8	Jago Foundation	31,010
9	Jawahar Jyoti Bal Vikas Kendra (JJBVK)	10,74,780
10	New Era Environmental & Dev Society (NEEDS)	31,010
11	Palli Alok Pathagar (PAP)	31,010
12	Rashtriya Jharkhand Seva Sanstha	12,25,990
13	Regional Advocacy East - Project1	31,437
14	Sadhana-Society for Action in Disability and Health Awareness.	31,010
15	Samagra Seva	31,010
16	Sanlap	31,010
17	Sikshasandhan	31,010

18	Society for Advancement in Tribes, Health, Education, Environment (SATHEE)	31,010
19	Society for Promotion of Rural Education and Development (SPREAD)	12,38,793
20	Vikramshila Education Resource Society	13,75,318
21	Wide Angle	13,95,860
Sub Total East		90,26,885

Project - North

1	Asian Institute of Management (AIM) Trust	32,135
2	Doaba Vikas Evam Utthan Samiti (DVEUS)	31,010
3	Dr. Shambhunath Sign Research Foundation (SRF)	67,231
4	Education Resource Society (ERS)	9,22,585
5	Flexi - Disbursals	19,31,055
6	Gramin Vikas Samiti (GVS)	31,010
7	Jan Mitra Nyas - JMN	31,010
8	JKASW - Jammu Kashmir Association of Social Workers	38,52,590
9	Koshish	9,58,327
10	Kotra Adivasi Sansthan	32,135
11	Kriti Shodh Sansthan (KSS)	31,010
12	Mahila Jan Adhikar Samiti (MJAS)	10,96,279
13	Matri Sudha	9,69,036
14	Nai Duniya Welfare Society	1,53,810
15	Navshrishti	11,78,765

16	Navshrishti - Haryana	2,04,542
17	PAHAL	5,68,373
18	Peoples Action for People in Need (PAPN)	31,010
19	PRAYATN Santhan	31,010
20	Rural Organisation for Social Advancement (ROSA)	9,91,328
21	SAKSHAM	62,471
22	Samagra Vikas Sansthan (SVS)	9,61,950
23	SAMVEDNA	17,69,021
24	Sonebhadra Vikas Samiti	31,010
25	SWATI	36,635
26	Vikas Samvad Samiti (Shivpuri)	31,010
27	Vikas Samvad Samity (VSS)	14,93,366

Sub Total North	1,75,29,714
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Projects - South

1	Bangalore Oniyavara Seva Coota (BOSCO)	31,010
2	Compassionate Rural Association for Social Action (CRASA)	31,010
3	Flexi - Disbursals	14,91,221
4	Empowering Girl child through Margadarshi	31,010
5	Human Rights Education and Protection Council (KALAM)	1,81,010
6	Margadarshi	7,66,907
7	PEOPLE	5,74,640
8	Peoples Oragnisation for Rural Development (PORD)	1,81,010

9	Pragathi	2,18,313
10	Rural Workers Development Society (RWDS)	3,26,060
11	Salem Peoples Trust (SPT)	17,85,408
12	Shramik Vikas Kendram (SVK)	1,81,010
13	Shruti Samskruti Samsthe	26,59,962
14	SNEHA	3,63,430
15	Society for Rural Agriculturalists and Mass Awareness (SRAMA)	31,010
16	Vysarpadi Children empowerment project through SPT	31,010
Sub Total South		88,84,021

Projects - West

1	Advocacy Chhattisgarh	40,924
2	Adivasi Sarvangi Vikash Sangh	3,87,550
3	Adivasi Vikas Trust	7,08,070
4	Bahujan Samajik Trust (BST)	9,90,020
5	Flexi - Disbursals	23,84,237
6	Gram Mitra Samaj Sevi Sansthan (GMSSS)	31,010
7	Gram Swaraj Sangh (GSS)	31,010
8	Gramya Vikas Trust	31,010
9	Habitat and Livelihood Welfare Association (HALWA)	5,59,270
10	Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan (KMAGVS)	9,74,580
11	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	8,58,333

12	Navadhar Samajik evam Sanskrutik Vikas Manch	7,28,410
13	Paras Swayam Sevi Sanstha	9,76,260
14	Path Pradarshak	31,010
15	Sahyog Charitable Trust (SCT)	12,18,040
16	SAMATA Charitable Trust	5,74,860
17	Sankalp Manav Vikas Sansthan (SMVS)	3,12,430
18	Sparsha Charitable Trust	31,010
19	Srishti - Jhadpatti	6,18,720
20	Vanchit Vikas Sanstha (VVS)	6,01,208
21	Vidhayak Bharati	20,36,510

Sub Total West	1,41,24,472
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National Head Office Projects

1	Documentation - P & A	26,250
2	Fellowships - (P & A)	3,78,825
3	CR Fellowship	9,466
4	Overseas media	4,81,500
5	Translation and Printing	80,058
6	Press conference	1,23,041
7	PR agency	25,20,480
8	Primary Research	30,41,037
9	Resource Person Payment	3,65,447
10	Travel Policy & adovacacy	9,40,161

11	Adolescent Empowerment and Prevent Child Marriage	12,000
12	Centre for Budget and Governance Accountability (CBGA)	13,91,000
13	Centre for Child and the Law of the National School	888
14	View Finder Project	4,14,041
Sub Total National HO Projects		97,84,194
Total - Projects		5,93,49,286

Fellowship

1	Anandi Lal	2,45,245
2	Siya Dulari Advasi	2,03,905
3	Walter Peter	4,80,450
4	Ramnaresh	1,77,505
5	B. Prithish	51,600
6	Erugu Laxmaiah	76,500
7	Erugu Laxmaiah	45,900
8	G. Vijaya Lakshmi	2,06,628
9	John Baptist D'souza	87,750
10	John Baptist D'souza	87,750
11	Killo Ramya	12,900
12	KRUPA M.K	86,750
13	M. Rajeshkumar	57,300

14	M. Venkata Ramanamma	1,03,200
15	Marri Lakshmi	90,300
16	PRATHAP.JERRA	2,76,000
17	Thangaraj N	76,500
Total - Fellows		23,66,183

One Time Grant

1	Adivasi Sarvangi Vikash Sangh	2,000
2	Adivasi Vikas Trust	2,000
3	Anandi Lal	1,000
4	Bahujan Samajik Trust (BST)	2,000
5	Bangalore Oniyavara Seva Coota (BOSCO)	2,67,000
6	Education Resource Society (ERS)	1,00,000
7	Ghash - through Koshish	2,000
8	Human Rights Education and Protection Council (KALAM)	2,21,200
9	JKASW - Jammu Kashmir Association of Social Workers	2,000
10	Mahila Jan Adhikar Samiti (MJAS)	2,000
11	Margadarshi	2,000
12	Matri Sudha	2,000
13	Mitwa Mahila Kalyan evam Seva Sansthan (MMKSS)	4,000
14	Navadhar Samajik evam Sanskrutik Vikas Manch	2,000
15	Navshrishti	1,00,000
16	Palli Alok Pathagar (PAP)	2,000

17	Paras Swayam Sevi Sanstha	2,000
18	Path Pradarshak	2,000
19	Pragathi	99,400
20	RIGHTS - A Society for Human Rights	6,42,000
21	Rural Workers Development Society (RWDS)	2,19,200
22	Sahyog Charitable Trust (SCT)	2,000
23	SAKSHAM	2,000
24	Salem Peoples Trust (SPT)	2,000
25	SAMATA Charitable Trust	2,000
26	Sanlap	7,000
27	Shruti Samskruti Samsthe	2,000
28	Smt Siya Dulari Adivasi, Ramnaresh and Chhotelal	2,000
29	Sonebhadra Vikas Samiti	2,000
30	Sparsha Charitable Trust	2,000
31	Vanchit Vikas Sanstha (VVS)	2,000
32	Vidarbha - Zhadpatti Initiatives through SRISHTI	2,000
33	Vikas Samvad Samiti (Shivpuri)	2,000
34	Vikramshila Education Resource Society	2,000
35	Vysarpadi Children empowerment project through SPT	2,000

Total - One Time Grants	17,10,800
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Network Alliance

1	Alliance for People's Rights Through Matrisudha	15,05,137
2	Voice Of People (through ERS)	10,19,683
3	Madhya Pradesh Lok Sangarsh Sajha Manch (MPSSLM) through Vikas Samvad Samiti	21,25,867
4	West Bengal Education Network (WBEN) - through Kajla	6,36,500
5	Strengthening Child Protection Mechanism in Jharkhand through Bal Sakha	10,80,840
6	Coalition for Child Rights to Protection (CCRP) Bihar - through Bal Sakha	12,75,958
7	Voice of Child Rights in Orissa through SPREAD (VCRO)	6,02,976
8	People's Voice for Child Rights through SVK	10,91,726
9	Bal Hakka Abhiyan through SANKALP	10,30,800
10	Campaign for Right to Education in Jharkhand (CREJ) through Jago Foundation	5,86,400
11	HIFAZAT: A Coalition for Child Protection in MP through Vikas Samvad Samiti	11,58,372
12	People's Voice for Child Rights through Peoples Org for Rural Dev (PORD)	8,80,966
13	Manipur Alliance for Child Rights - MACR - through Wide Angel Social Development Centre	12,48,325
14	Samajika Parivarthana Janandolana through Margadarshi	17,09,766
15	Bihar Bal Awaz Manch (BBAM) - through CHARDS	4,59,700
16	Bihar Lok Adhikar Manch (BLAM) - through CHARDS	4,40,175
17	Mehfooz Alliance through Doaba Vikas Evam Uthan Samiti	9,93,388
18	Bal Bigul through Peoples Action for People in Need	7,70,561
19	Chhattisgarh Bal Adhikar Abhiyan (CG-BAA) through Gram Mitra Samaj Sevi Sansthan	4,60,750

Total - Network Alliances

1,90,77,890

Resource Organisation

1	Account Aid India	7,54,019
2	Sanjay Aditya & Associates	7,64,832
3	Right to ECD Alliance through Mobile Creches for Working Mother's Children	19,07,996
4	Account Aid Consulting Pvt Ltd	5,98,426

Total - Resource Organisations	40,25,273
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Trainings and Development

1	Travelling Costs	71,31,196
2	Training,Workshop and Capacity Building Programmes for Project Partners	7,92,131

Total - Training and Development	79,23,327
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1	Awareness Costs	5,28,58,010
2	Capacity Building Costs for Development Programmes	28,83,859
3	Personnel Costs of Development Support & Awareness building staff	7,32,96,075

Total Disbursals	22,34,90,703
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1	Less: Refund of project disbursals	50,93,412
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Grand Total	21,83,97,291
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Financial Summary

CRY - Child Rights and You

Extract Of CRY Financials From Audited Financial Statements For The Year Ended 31st March 2019 (Rs. in Lakhs)

Particulars And Years	2018-19	%	2017-18	%
Income (A)	7301	100%	6245	100%
CRY India Income	6438		5528	
i) Individual Donors	5092		4544	
ii) Corporate Donors	1346		984	
Overseas Income	863		619	
i) CRY America	596		591	
ii) CRY UK	158		28	
Investment and other Income	108		98	
Cost Of Mobilisation (B)	1735	24%	1822	29%
India Mobilising Costs	1713		1806	
i) Personnel Costs	317		311	
ii) Other Costs	1396		1495	
Overseas Mobilising Costs	22		16	
i) Personnel Costs	22		15	
ii) Other Costs	0		1	
Income available for Deployment & Expenses (A - B) = C	5566		4423	

Establishment Expenses (D)	1081	15%	883	14%
Personnel	499		455	
General Administration	510		359	
Depreciation	62		50	
Auditor Remuneration	11		12	
Amount written off	-		7	
Net Income available for Deployment (C - D) = E	4485		3540	
Deployment (F)	3886	53%	3367	54%
Child Development Initiatives	2,197		1,780	
Committed Child Development Initiatives during Financial Year 18-19	361		305	
Awareness on Child Rights	529		545	
Capacity building for supported initiatives	52		35	
Personnel Costs of Development Support & Awareness building staff	747		702	
Surplus / (Deficit) c/f Balance Sheet (E - F)	599	8%	173	3%

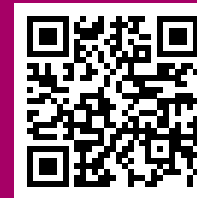
Note: Extracted from the Audited Financial Statement for Financial Year 2018-19



Join The Movement

Donate

- ▶ **Online:** The simplest and easiest way to donate! Just click on the donate button in the emailers you receive from us - add us to your Gmail contact list so that you never miss our communication! You can also log on to www.cry.org directly to donate.
- ▶ **Cheques/Demand Drafts:** You can send these to us either directly or contact us for a pick up.
- ▶ **Telephone:** Call us on 022-26814378 and use our secure IVRS (Interactive Voice Response System) to donate using your credit card.
- ▶ **UPI Code:** Scan our UPI code from any of the payment apps on your phone to donate.



Once you've done so, write to us at donorservice@crymail.org with your transaction number and personal details like name, email ID, mobile number and PAN number so that we can issue your tax exemption certificate.

- ▶ **Reward Points:** If you own a credit card by RBL Bank, HDFC Bank or Standard Chartered Bank, you can redeem your reward points to make a donation to CRY. Just visit the redemption section for credit card reward points on your bank's website or reach out to us for more details.
- ▶ **CRY Channel Partners:** You can also donate through our channel partners who will be happy to visit you in the comfort of your own home.
- ▶ **CSR Partnerships:** Send us an email on preeti.parameswar@crymail.org and we would love to share a proposal customized to your CSR needs.

Volunteer

CRY offers a diverse range of volunteering opportunities that would not only help you contribute to the cause but also enable a transformational journey for you!

- ▶ **Child Right Leaders:** If you're a college student and love meeting new people, you can become a Child Rights Leader and organize on-ground activities to raise awareness for children.
- ▶ **Community Volunteers:** If you enjoy working with children and the communities that they live in, you can become a Community Volunteer and take charge of their learning and growth.

- ▶ **Remote Volunteers:** If you're looking to use your expertise for a good cause but may not be able to do so in person, you can become a remote volunteer and work online on a diverse set of impactful projects.
- ▶ **Internships:** If you want to gain invaluable professional skills, you can become a CRY intern and get a chance to work with different departments within CRY.

Other Ways To Help

- ▶ Raise funds for CRY by crowdfunding online, running for CRY at marathons and encouraging your family/friends to donate to CRY as a gift on your birthday.
- ▶ Help CRY forge CSR partnerships with local brands and businesses.
- ▶ Build awareness about CRY on social media by following our pages and sharing our posts with your networks.
- ▶ Become a child rights advocate by writing about our endeavors in media publications or blogs.

Contact Us

Mumbai

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Tel: 022 23063647

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For more information, visit us at www.cry.org







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OF CRY ENSURING HAPPY
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