

Child Rights And You (CRY)

Underprivileged Children

July 14, 2006

Voice of India's Children and their Rights

Recommendation: Donate
Rating: 27/30 (Very Good)
Revenue: Rs.168, 092,635
(USD 3,669,744)

Ensuring the basic rights of children by involving the society in the endeavour

Inspiring people to play a vital role to make the conditions of deprived Indian child better through a collective and cumulative action.

- **Range and Quality of Network**
CRY has one of the widest networks to execute its mission of ensuring children's rights and through this network it has provided an opportunity to over 1,500,000 children across India, to lead a respectful life.
- **Resource Allocation Management**
We appreciate the resource allocation management of CRY. It spends 84% on its programmes and rest of 16% on administration and establishment of the organization.
- **Efficient Management**
CRY has an efficient management and we support this statement after we reviewed the work of CRY's management. The management consists of highly qualified professionals who have taken CRY to new levels.
- **Financial information and Transparency**
CRY was one of the pioneers among NGOs that made its annual reports public through media. We are impressed with the way CRY has displayed the use of funds for its projects in its annual reports. CRY has shown its commitment towards the principle of transparency through these comprehensive reports.
- **Strategy of Synchronization**
CRY has taken along individuals, corporate world and society in its endeavour of providing a decent life to poor children in India. It gets 70% of its funds from Indians. Organizations like ICICI Bank, Ford Foundation, and Hindustan Lever are also associated with CRY.

Mission

Mission of CRY is to motivate and prepare people and society to shoulder the responsibility of the underprivileged Indian children and ensuring their basic right to food, shelter, health and education.

Poor Indian children of slums still deprive off from the basic amenities followed by a high rate of mortality among children

Environment

In India around 10,000 children die every single day. This figure is more than the casualties that may take place due to any other natural disaster. Although India is a signatory of the UN Child Rights Charter in 1992, but even then 51% children in India are afflicted by malnutrition. The situation may become better when underprivileged children would be treated as the future citizen of the country and they are ensured their basic right to education, to survival, and to protection.

- **Children Population:** India has 40% or 400 million population below 18 years which is the largest in the world, but not all have access even to the basic needs.
- **Children Mortality:** One of the leading causes of child mortality in India is acute respiratory infection (30%) which is followed by diarrhea (20%) which indicates that not all children are immunized.
- **Children Education:** At one hand when it is believed that education is a strong medium to bring about changes in the lives of underprivileged children, the situation of education does not seem to be good as around 50% of Indian children in the age group of 6-18 do not attend school.

Number of schools having less than two primary teachers	60%
Drop out rate of students due to high education cost	75%
Children in the age group 6-18 who do not go to school	50%
Primary schools in India as percentage of habitation	53%
Secondary schools in India as percentage of habitation	20%

Source: 7th All India Education Survey, 2002.

History of Organization

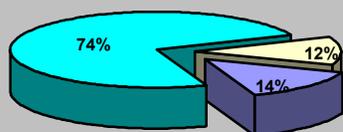
CRY was formed on January 28, 1979 by the joint efforts of Rippan Kapur, an airline purser and his six friends. The basic aim behind the formation of CRY was to assist to the development efforts of those who were working for the upliftment of socially and economically deprived children.

Business Model

CRY's growth in revenue income during the period from 2002 to 2003 was 93.21% and during the period from 2003 to 2004 was 2.11% (we think that the main reason for such a drop in revenue growth is due to the high volume of revenue income of CRY during the year 2003). The main sources of revenue for CRY are: Donations from Indian Corporate Sector, Individual Contribution (which constitute a major portion in revenue income) and Foreign Contribution.

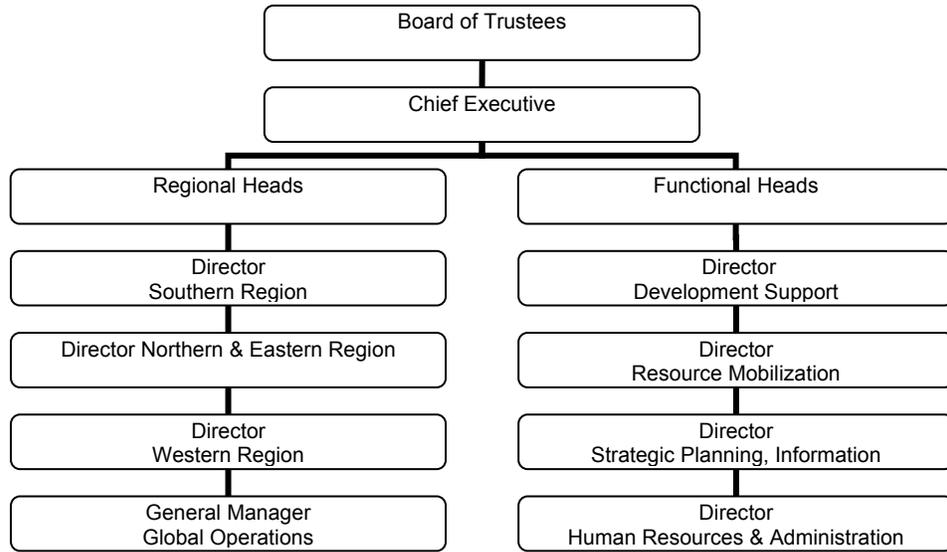
Years	March 31, 2004	March 31, 2003	March 31, 2002
Revenue (INR)	168,092,635	164,617,795	852,000,00
Revenue Growth	2.11%	93.21%	--

With independent income sources like sale of self made products, CRY is trying to involve the whole society for ensuring the rights of underprivileged children.



Corporates
 Individuals
 Foreign Contribution

Organizational structure



CRY has changed the way of raising funds with its innovation and hence it gets a high rating score at our rating scale

Criteria	Score	Range
Disclosure of Information/Transparency	5	1-5
Clear Strategy	4	1-5
Execution Against Strategy	4	1-5
Resource Allocation	5	1-5
Management Quality (Experience & Qualification)	5	1-5
Ethics	4	1-5

Our Rating

CRY secures an overall score of 27 on a scale of 30. It has a very well established system of disclosure of information, resource allocation and management quality. We appreciate the way CRY has used its funds in various projects and we also applaud the innovation of producing, marketing and selling products under its licensed trade name brand to raise funds.

Operational Assessment

Disclosure/Transparency

CRY keeps a check on its projects and looks for any possibilities for improvements. It provides access to the information related to its projects and financial disclosure, hence maintaining the policy of transparency in its dealings. Moreover, CRY was one of the first NGOs to take its annual reports to media.

Clear Strategy

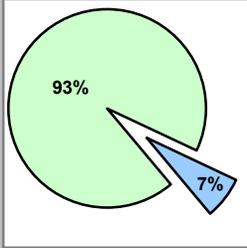
CRY adopts a social investor approach in grant making. Under this strategy, CRY finds the potential grass-root level NGOs and provides them with financial, managerial and informational inputs in order to help them utilize all the resources in the pursuit of their objective of child welfare.

Execution on Strategy

CRY looks after NGOs' project planning, financial management, material requirements, perspective programmes, data establishment, and also arranges for proper training for skill development in the execution of the project. CRY has planning for future and it aspires to:

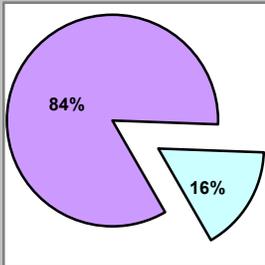
- Collaborate with the government on preparing a Member of Parliament Forum on Child Rights.
- Work with the government on different levels in order to prepare a layout of Child Rights Act in India.
- Prepare a strong ground for the establishment of a Child Rights Commission.

Revenue/Receipts for 2004



■ Grants/Donations ■ Others

Disbursements/Expenditure for 2004



■ Programme Costs ■ Administrative Costs

Resource Allocation

CRY generated total revenue of Rs. 168,092,635 (USD 3,669,744) in 2004, of which 93.29% was collected through donations and grants and rest 6.71% was from other receipts such as interest, dividend and profit on sale of investments.

CRY had an expenditure of Rs. 133,565,971 (USD 2,915,969), of which 84.46% was over programme costs and rest of 15.54% was over administrative costs. Programme and administrative costs involve revenue as well as capital expenditures. The organization has earned a surplus of Rs. 34,526,664 (USD 748,810). We can infer that CRY has spent a major portion of revenue towards its programmes which shows its commitment towards children's cause. We also believe that the organisation has enough surplus to sustain its own and with such an amount it can carry on its programmes for long without postponing them.

Quality of Management

CRY's management committee members have diverse backgrounds and experiences. A brief description shows their standard of qualifications and works.

- Ingrid Srinath is the Chief Executive Officer of CRY. She joined CRY in 1998 as Regional Manager. She is a PGDM from the Indian Institute of Management, Calcutta, which is one of the finest management institute in India. With a rich experience of over 11 years in the advertising industry, her corporate career was touching the peak when she decided to work for the cause of child welfare.
- Regina Thomas is the Director, Southern Region, Bangalore. She initiated the CRY Bangalore office in 1986. She is holding a diploma in mass communication. She has worked with some of the renowned companies of the world like Sita Travels.
- Shekhar Manelkar is the Director of Human Resources (HR) and Administration. He joined CRY in 2002. He is an alumni of the Symbiosis Institute of Business Management, Pune, one of the premier business management school in India. With an experience of over 17 years, he has worked with some of the topmost IT companies like Mahindra British Telecom as Global Head, HR and Mphasis Software Solutions & Services as Vice President, HR. With the prospects of an outstanding future, Shekhar joined CRY for a social cause.

Ethics

CRY has a very strong network of people around the world and it believes that taking the whole community for the cause of development of children will actually transform its mission of making and shaping child rights in India. We support CRY's efforts in addressing the problems of hunger, illiteracy, and exploitation of poor Indian children of slums.

Milestones

Since its inception in 1979, CRY has worked a lot for the cause of child welfare. A brief snapshot shows the work that CRY has done during 2004-2005.

- 89,244 children's lives were permanently transformed through various programmes for childhood enhancement like "Chetna", "Disha", "Navshrishti" and "Kislay" in Delhi.
- 1013 communities experienced 100% school enrolment under education programmes like "Bal Vikas Dhara" in Delhi, "Jan Mitra Nyas" and "Sankalp" in U.P.
- 256 defunct government schools were revived under CRY's programme of reviving municipality schools.
- Long-term rehabilitation programmes were initiated in almost 100 tsunami-affected villages in Tamil Nadu, Andhra Pradesh and Kerala.

- Earthquake relief and rehabilitation in 11 villages in Kashmir for the victims of the disaster.

Causes for which CRY Intends to Raise Funds

- A child's education and health for a year—One can support this cause by paying merely Rs.800 (USD 17.36) and an additional Rs.400 (USD 8.68) will provide for their health care.
- To support a physically/ mentally challenged child—These children need specially trained teachers, psychotherapists, special teaching aids, and special vocational training and all it requires is Rs.3000 (USD 65.10) to help such children for a year.
- A non-formal education centre (NFE) or a transit school provides educational and vocational training to children between 6 and 14 years, who are not able to attend regular schools. One can sponsor a NFE for a year by donating Rs.26,000 (USD 564.22).
- Balwadis or pre-primary centres are for children under 6 years. They help ensure that young children get prepared for school, and don't get involved in child labour and petty crime. One can sponsor a Balwadi for a year by donating Rs.30,000 (USD 651.03).

Conclusion

CRY is working to ensure the rights of underprivileged children and it endeavors to take the society along with it in this cause. It has managed to prepare a good syndicate of people who are voluntarily supporting the cause. We give full credit to the management of CRY which has been continuously transforming the dream of ensuring a good and respectable life to poor children in India.