

# TRANSFORMING THE YOUNG INTO CONCERNED, THINKING, ACTIVE CITIZENS

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2017-18  
ANNUAL REPORT



# CONTENT

Vision	1
Mission	1
Our Theory Of Change	1
Chairman's message	2
Leading the way in citizenship education	3
Our results tell the best story	7
Funding	12
Partners	13
Goodwill ambassadors	13
Statutory information	16
Leadership	21
Get involved	22
CMCA Offices	23

# VISION

Empowered young people living by the values of democracy, in harmony with nature, engaged in collective action for equitable development.

# MISSION

To transform the young into concerned, thinking, active citizens for an inclusive and sustainable India.

## OUR THEORY OF CHANGE





# CHAIRMAN'S MESSAGE

## Raising the bar mindfully

2017-18 was not only a good year but a momentous year for us. With our dedicated team, volunteers and partners, we continued to forge ahead towards our mission of empowering our young to be the best citizens they can be. And, strategically, we took a leap by committing our five year plans to significantly increase CMCA's reach and scale.

From predominantly engaging with high schoolers, we now plan to expand our programmes in a big way for students from junior school, right up to university and also youth outside of college systems. As we move from impacting 17000 students annually to more than a million in the next five years, it will be imperative to do so mindfully. An unwavering commitment to meaningful impact will be the touchstone for our success. To achieve this, we will have to invest heavily in both talent and technology and develop truly world-class innovative products amenable to scale and partnerships. It is an exciting time for CMCA and we look forward to the challenge.

In these times, as the values of democracy are challenged globally, we believe that rekindling the human spirit towards concern for community at large will be our redemption. CMCA is committed to contributing to this critical endeavour.

A handwritten signature in black ink, appearing to read 'Aroon Raman', with a horizontal line underneath.

Best wishes  
Aroon Raman  
(Chairman, CMCA)

# LEADING THE WAY IN CITIZENSHIP EDUCATION

## In Schools

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**16838** students

**10** cities - Bengaluru, Hosur, Mysuru, Hubballi-Dharwad, Nagpur, Mumbai, Pune, Delhi, Bidadi, Thiruvananthapuram

**41** villages - Karnataka and Tamil Nadu

**CMCA Club 295 schools 263 educators (volunteers)**

A year-long Citizenship and Life Skills programme for class 8 students in schools.

**Magic Cap 16 schools 27 educators**

A four-month intervention for class 7-8-9 students, which uses a unique storytelling approach towards equipping the young with Citizenship values.

## In Colleges

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**400** youth | **3** cities - Bengaluru, Mumbai and Hubballi

**Campus Yuva 6 colleges 7 educators**

Workshops on Diversity and Social Justice, Equality and Gender, Composite Culture, Social Scientific Temper, Harmony with Nature and Compassion for Living Creatures, Freedom of Expression and Personal Liberties. A college may opt for a workshop of their choice or the entire series which is delivered over a period of 16 weeks.

## In Rural Youth Clubs

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**100** members | **9** youth clubs - Piloted in Tumakuru District in rural Karnataka

**Community Yuva**

A five-year intervention that enables leaders of rural youth clubs to be active citizens.

## Policy Advocacy

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Over the past year, we continued to engage with the Government of Karnataka and advocated for the adoption of best practices towards imbuing citizenship values among students. We were successful in promoting Children's Village Sabhas and Constitution Day across the state. Given below are the highlights:

### **4000+ children participated in Children's Village Sabhas**

We find that experiential learning or learning by doing contributes significantly to the student's overall understanding of the real-world environment. The Children's Village Sabha/Makkala Grama Sabha is an excellent experiential experience for rural school students. Students meet officials and local elected representatives and raise issues that concern them and are enthused when they are solved. CMCA successfully advocated for the re-issue of the circular mandating this pioneering initiative by the Karnataka Government, and worked towards making the directions to Grama Panchayats more effective based on our own experience in this area. Several thousands of Children's Village Sabhas were reported across the State.

CMCA took the onus of facilitating effective Children's Village Sabhas in the areas it is working in. During 2017-18, 25 of these Sabhas were organised. About 4000 children from 200 schools participated, highlighting numerous issues that required the intervention of various authorities.

### **CMCA's constitution day campaign reached all government schools in Karnataka**

Our Citizenship and Life skills curriculum draws its inspiration from and emphasises the values of democracy laid out in the Constitution of India. Through an engaging campaign, we enabled children to discover ways of living the values of justice, liberty, equality and fraternity in their day-to-day lives.

During the last Constitution Day, celebrated on 26th November, through the Education department of Karnataka, we reached this campaign to thousands of schools across Karnataka. In addition, the department of Rural Development and Panchayat Raj of the Government of Karnataka issued a circular to over 6000 Grama Panchayats to implement the campaign.

# CONCERNED, THINKING AND ACTIVE CITIZENS MAKE A DIFFERENCE!



## Arjun ensured his locality got clean water

The public water tank of Sasalu, in rural Karnataka, had not been cleaned for a long time, threatening the health of the villagers. Arjun decided he was going to step forward and solve the issue. With the help of his father, he contacted the person in charge, who, however, refused to take up the task as he hadn't been paid for the previous 3 years. In spite of this, Arjun didn't lose hope and approached the Panchayat to resolve the issue. Eventually, the Panchayat representatives released the salary of the municipal worker and got the tank cleaned.

## Two students helped keeping their friend in school

Afshan and Sahira\*, two 8th standard CMCA students, were shocked when they found out that one of their classmates was getting married. They rushed to the girl's house and tried to convince her parents not to marry her off. However, the girl's parents were adamant about their decision. Afshan and Sahira did not give up easily. They contacted the CMCA Educator and the Principal of the school, asking for their support. The girl's mother and father finally promised that they will send her to school and that she will stay with them till she turns 18.

## From a shy student to a leader of change who is inspiring others

Stories of our children are stories of personal transformation. We've seen numerous instances of soft-spoken and shy boys and girls find the courage and take the lead to change things around them and inspire others to do the same. One such story is that of Tanushree, an introverted girl from one of our partner schools in Bengaluru. Tanushree overcame her hesitation and took the initiative to call the BBMP, Bengaluru's municipal corporation, in order to vacate an encroached area next to her school. Her new-found confidence motivated other CMCA Club members to take action too.

*\* Names have been changed to protect the privacy of children.*



# LEARNING THROUGH ACTION



## 62 TRAFFIC POLICE DAY CELEBRATIONS



Students presenting a token of gratitude to a traffic police officer. Every year in all our schools, we celebrate Traffic Police Day to appreciate and acknowledge the efforts of the traffic constables to ensure safety of road users

## 128 CAMPAIGNS ON ENVIRONMENT AND SUSTAINABILITY



Students holding a peaceful protest against pollution and environmental degradation

## 123 CAMPAIGNS CELEBRATING OUR CONSTITUTION



CMCA Club members creating awareness on the Indian Constitution and fundamental rights during the celebrations for Constitution Day



# OUR RESULTS TELL THE BEST STORY

We place substantial emphasis on the impact of our interventions to measure progress towards our vision, to be socially accountable, to enable better design of our interventions, training, curriculum, and methodology, and to help us identify areas of capacity building towards enhanced efficacy of educators.

## How Do We Measure Impact?



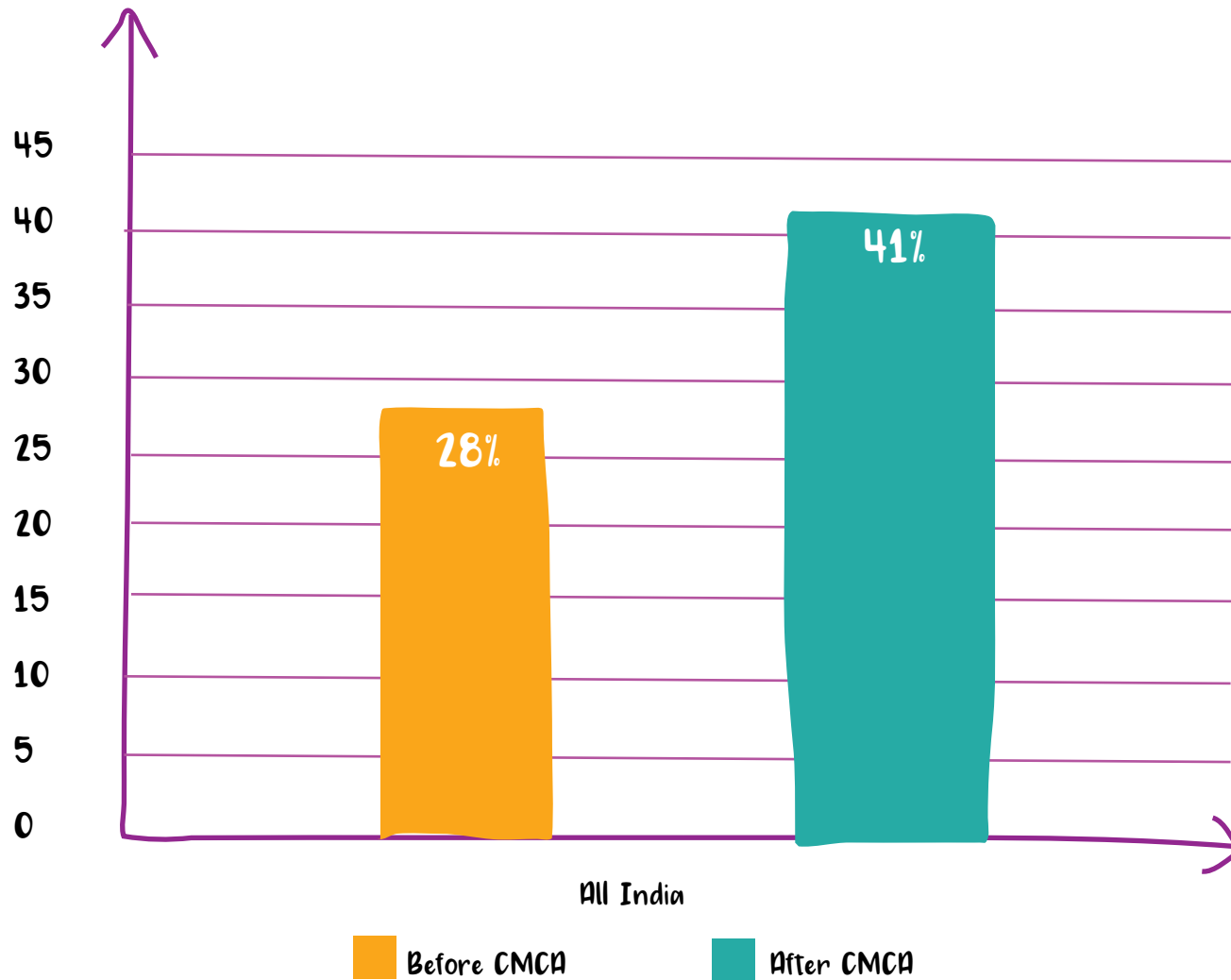
## Have They Changed Questionnaire (HTC)

Questionnaire administered to measure attitudes and values after CMCA's intervention.

**Objective:** To measure the changes in critical knowledge, beliefs, attitudes and values amongst CMCA students.

**How and What?** A baseline was established with critical outcomes from Yuva Nagarik Meter (YNM) - CMCA's national baseline study of citizenship attitudes of young urban India and CMCA's internal Can They Change (CTC) instrument. After the conclusion of CMCA Club sessions at the end of the year, Have They Changed (HTC), a post-intervention questionnaire, was administered to the students to measure the change in critical knowledge, attitude and value outcomes.

## The Results:



On the whole, there is a significant positive change from baseline (28%) to post intervention (41%)

## Acts of Active Citizenship

Acts of active citizenship are real accounts of our young members being participative citizens in the communities to which they belong. We have recorded thousands of stories where children took bold action to counter inequality, bad civic amenities and held government accountable.

**1640** acts of active citizenship were recorded in **2017-18**

**1096** civic problems were fixed as children reported them by using helpline numbers

**321** civic amenities were fixed due to the efforts of children directly engaging with officials

**45** Civic issues were resolved by children themselves

**17** child labourers were rescued by children

**41** animals were rescued by children

**120** miscellaneous accounts of children being active citizens

# ENGAGING IN COLLECTIVE ACTION FOR EQUITABLE DEVELOPMENT



## Two students from Bidadi changed the life of one of their classmates

Rohit and Sandeep\* were inspired by what they learnt about the Right to Education and how they can take action to ensure that all children stay in school. Noticing that Mahesh\*, one of their schoolmates, dropped out, the two young active citizens called the CHILDLINE number and reported the situation. Mahesh is now back in school.

## Can you imagine your life without proper sanitary facilities?

This was the everyday reality for Rabiya, a young student from Mumbai. Even though the neighbourhood where she lives has a population of around 15,000, there was only one toilet block. After attending a CMCA session, she realised she had to do something about the situation. It was not an easy task though. After about one and a half years of close follow-ups with multiple authorities, seven new mobile toilets have been installed in her community.

## We can all learn from our children too!

Naziya and Mariya are two young girls from Gurur (Mysore) studying in a government school in Kanakagiri, about 8 km from their village. More than 10 children like them depended on public transport to reach the same school. Unfortunately, the bus service between the two places was irregular and frequently ran behind schedule. Due to this, Gurur children often missed the morning assembly or the first period. Naziya and Mariya decided to take the initiative and contacted the authorities at the Karnataka transport corporation. Thanks to the girls' determination, the buses now run on schedule and Gurur children can finally reach school on time.

*\*Names have been changed to protect the privacy of the children*

11

[illegible]

## Children campaigning about the fundamentals of the Right to Information Act

# FUNDING

We wouldn't exist without our supporters. Everything we do is made possible because of their generosity, enthusiasm, and dedication.

**150+** Individuals    **30** Corporates and Trusts    **30** Schools and Colleges

Special thanks to the **R. Jhunjhunwala Foundation** and some of our other key supporters:

Aptech Limited

Mr. Aroon Raman

Mr. Bhaskar Bhat

Bosch Ltd

Brigade Enterprises Ltd

ELCIA Trust

Hoysala Karnataka Sangha, Mysuru

ISHRAE, Mysuru

J. K. Ansell Limited

Kellogg India Private Limited

Lifestyle International (P). Ltd

MAAM Entertainment

Marda Collections

Mysore City Corporation

Price Waterhouse Coopers (PwC) India Foundation

Raymond Luxury Cottons

RBL Bank Limited

Sundaram Finance Ltd

Tata Motors Limited

The Tobaccowala Foundation

Titan Company Limited

Viacom 18 Media Private Limited

## PARTNERS

Partner	Partnership Area
Mysore City Corporation	Mysuru: CMCA Club Programme
Sir Gangadharrao Chitnavis Memorial Medical Research Trust	Nagpur: CMCA Club Programme
Helping Hands Organisation (H2O)	Thiruvananthapuram: CMCA Club Programme
Gramaantara Trust	Karnataka Rural: CMCA Club Programme
Mitra Foundation	Karnataka Rural: CMCA Club Programme
Swamy Vivekananda Yuvajana matthu Graminaabhivruddhi	Karnataka Rural: CMCA Club Programme
Samste Kallambella	
Deepal Foundation	Pune: CMCA Club Programme and CMCA Junior Curriculum
Family Planning Association of India	Panchkula: Magic Cap Programme

## GOODWILL AMBASSADORS

**Rahul Dravid**, Former Indian cricketer and captain

**Ramesh Aravind**, Popular South Indian film director and actor

**Pankaj Advani**, World snooker and billiards champion



# YOUNG CITIZENS FOR AN INCLUSIVE AND SUSTAINABLE INDIA



## Animals have rights too!

Kanishka, a student from Nagpur, knows this very well. When she saw a wounded cow on the road, she knew she couldn't just walk away. She called a local animal helpline number and waited for the operators. Soon, a dedicated team of rescuers reached the spot to tend to the injured animal.

## Youth take action for children's rights

Understanding the importance of Children's Village Sabha/Makkala Grama Sabha, Sanchalana Youth Club took the initiative to approach the President and Chief Officer of Chikkanayakanahalli Town Municipality, Tumakuru district, in order to host one in his town. Due to their initiative, the Chikkanayakanahalli municipality organised its very first Children's Village Sabha in November last year.

## Turning empathy into action

When children realise the importance of empathy in our life, amazing things happen. Nidhi was deeply touched by CMCA's sessions on active citizenship values and felt the urge to do something for people who were less privileged. Nidhi and her friends organised a sale of unused items and donated the proceeds to an orphanage.

# ENABLING CHILDREN TO TAKE INITIATIVE



**129**

MISCELLANEOUS  
CAMPAIGNS  
CONDUCTED  
ACROSS 9 CITIES



Girl reading out the awareness note during the launch of the CMCA Club programme in her school

**64**

CAMPAIGNS  
ON WORLD  
DEMOCRACY  
DAY



Children staging a play on the values of democracy on the occasion of World Democracy Day

**134**

CAMPAIGNS  
FOR  
ECO-FRIENDLY  
FESTIVALS



Children conducting a campaign on the importance of celebrating festivals in an eco-friendly way

# STATUTORY INFORMATION

## Financials

### CMCA

No.346, 3rd Cross,, 8th A Main, 4th Block, Koramangala, Bengaluru - 560034.

#### CONSOLIDATED BALANCE SHEET AS AT 31ST MARCH, 2018

LIABILITIES	As on 31st March 2018 Rs.	As on 31st March 2017 Rs.	ASSETS	As on 31st March 2018 Rs.	As on 31st March 2017 Rs.
TRUST FUND	7,000	7,000	FIXED ASSETS	32,24,041	25,95,212
CORPUS FUND	1,00,52,884	81,68,419	CURRENT ASSETS, LOANS AND ADVANCES :		
INCOME AND EXPENDITURE ACCOUNT	1,12,76,811	65,05,112	Rental Deposit	10,50,000	9,50,000
DEPRECIATION RESERVE	32,24,041	25,95,212	CASH & BANK BALANCES		
			Cash on Hand	5,550	21,070
			Cash at Bank	82,76,991	31,94,022
			In Fixed Deposit - Others	20,15,090	30,22,010
			In Fixed Deposit - Corpus Fund	96,46,012	72,68,920
			REFUND RECEIVABLE		
			Tax Deducted at Source	3,43,052	2,24,509
<b>TOTAL</b>	<b>2,45,60,736</b>	<b>1,72,75,743</b>	<b>TOTAL</b>	<b>2,45,60,736</b>	<b>1,72,75,743</b>

For CMCA



CHAIRMAN

PLACE: BENGALURU  
Date: 17th July, 2018



DIRECTOR

AS PER OUR REPORT OF EVEN DATE

For K.B NAMBIAR AND ASSOCIATES  
Chartered Accountants



(RAJ KUMAR K)  
PARTNER

Membership No. 208039  
Firm No. 0023135

## CMCA

No.346. 3rd Cross,. 8th A Main, 4th Block, Koramangala, Bengaluru - 560034.

### CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2018

EXPENDITURE	As on 31st March 2018 Rs.	As on 31st March 2017 Rs.	INCOME	As on 31st March 2018 Rs.	As on 31st March 2017 Rs.
To Programme and Event Expenses	2,42,53,522	2,10,69,898	By Donations and Contributions	2,95,44,497	1,91,18,790
To Administrative Expenses	66,27,267	47,73,577	By Donations and Contributions-FCRA	1,11,375	1,25,000
To Assets Purchased	6,59,329	3,47,194	By Marathon Income-FCRA	1,27,094	1,94,502
To Donation paid	50,000	50,000	By Programme and Events	22,710	32,69,321
			By Resource Mobilisation	33,86,616	21,72,699
			By Interest received	8,38,261	7,76,154
			By Civic Club Support	21,91,418	29,43,386
			By Youth Income	59,900	10,000
			By Other Income	6,62,010	2,45,765
			By Other Income-FCRA	2,401	15,091
To Excess of Income over Expenditure transferred to Balance Sheet	<b>53,56,164</b>	<b>26,30,039</b>			
Corpus Fund	5,84,465	5,47,856			
Income & Expenditure	47,71,699	20,82,183			
<b>TOTAL</b>	<b>3,69,46,282</b>	<b>2,88,70,708</b>	<b>TOTAL</b>	<b>3,69,46,282</b>	<b>2,88,70,708</b>

For CMCA



CHAIRMAN

PLACE: BENGALURU

Date: Date: 17th July, 2018



DIRECTOR

AS PER OUR REPORT OF EVEN DATE

For K.B NAMBIAR AND ASSOCIATES

Chartered Accountants



(RAJ KUMAR K)

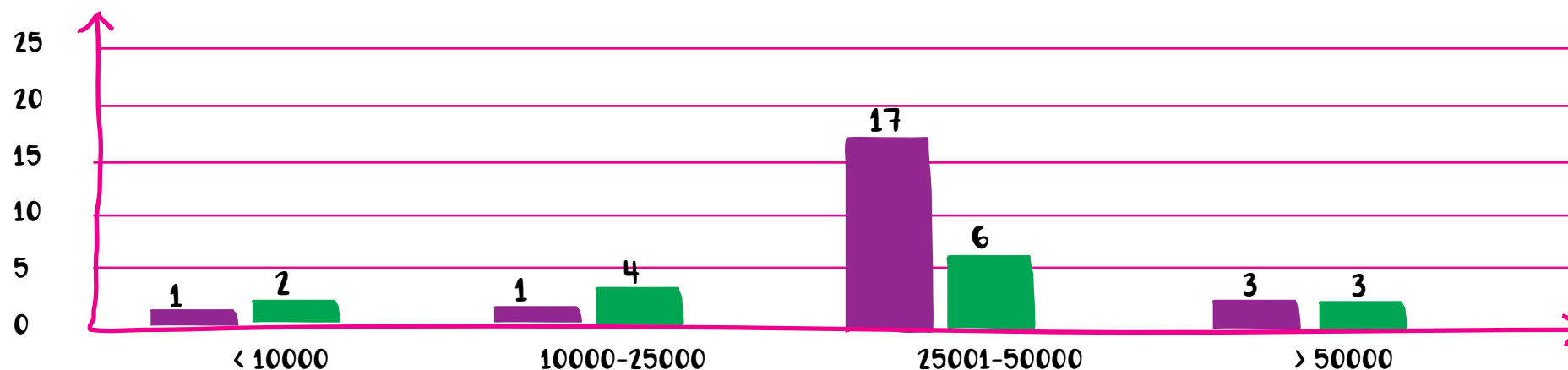
PARTNER

Membership No. 208039

Firm No. 002313S

## Remunerations

Distribution of staff according to salary levels for the year ended March 31, 2018



Total: Female- 22, Male -15, Total Staff - 37

Female ■ Male ■

\*excluding PF, ESIC, LTA, medical insurance

## Notes on Board of Trustees

- None of the Trustees are related to each other
- A board rotation policy exists and is practiced
- No remuneration was paid to the Trustees during the year 2017-18

## International travels

- No international travels were undertaken by staff. CMCA paid for the air fare for two round trips by a Trustee from his current residence in Bucharest, Romania, to Bengaluru to participate in trust meeting and theory of change and strategic plan discussions.

## Sexual harassment at workplace redressal process for the period 1-4-2017 to 31-3-2018

- Number of complaints received and dealt with: NIL
- Cases pending from more than 90 Days: NIL
- During the year, awareness training was conducted for staff and volunteers

# EMPOWERED YOUNG PEOPLE SPARKING CHANGE



## Teenager helps keeping the area near a temple garbage-free

Isn't it great how a simple act of concern can change so many things? That's what Bheemashankar, a student from Bangalore, did. Bheemashankar noticed a pile of garbage near a temple and reported it to the BBMP, Bengaluru's municipal corporation. Not only was the area cleaned, but two new dustbins, one for dry and one for wet waste, were also installed.

## Heroes come in all sizes

This is the story of Mohan\*, a young hero with larger-than-life courage. While walking to school, Mohan witnessed a young boy working at a roadside food stall. Remembering what he learnt during his CMCA sessions, he decided to call the CHILDLINE number and reported the issue to the operator. After two days, Mohan noticed that the boy wasn't working at the stall anymore.

## A sport isn't just a boy thing!

When the government of Karnataka launched a scheme inviting rural youth clubs to avail sport kits worth Rs. 40,000, all nine CMCA youth clubs from the Tumakuru district applied for it. However, initially, only the boys' youth clubs were awarded the kits, while the application from Adarsha Yuvathi Mandali, an all-girls youth club, was rejected. Bhavya, the club leader, did not give up. She contacted the State Department of Youth Empowerment and Sports and ensured that the Adarsha Yuvathi Mandali club too got their sports kit.

*\* Names have been changed to protect the privacy of the children*



# TAKING CITIZENSHIP BEYOND THE CLASSROOM



**117** SCHOOLS  
CELEBRATE  
MUNICIPAL  
SWEEPERS DAY



Children expressing their gratitude to municipal sweepers on the occasion of Municipal Sweepers Day. The event is held in all our schools every year to recognise municipal sweepers' untiring efforts in keeping cities clean and healthy

**31** CAMPAIGNS  
AGAINST CHILD  
LABOUR



CMCA club members from Hosur campaigning against child labour

**22** CAMPAIGNS  
TO PROMOTE  
EQUALITY AND  
DIVERSITY



Club members raising awareness on gender equality



# LEADERSHIP

## Chairman

**Mr. Aroon Raman**, author of three novels and Managing Director of Telos Investments & Technologies Private Limited.

## Managing Trustee

**Ms. Priya Krishnamurthy**, part of the founding team of CMCA, she currently heads content development and training.

## Trustees

**Dr. A.N. Yellappa Reddy**, respected environmentalist who has served in the Forest Department, Government of Karnataka for 35 years in various positions.

**Dr. Ajai Kumar Singh**, has held various posts over three decades of service as an IPS officer, such as DGP, Karnataka, and Commissioner of Police, Bengaluru

**Mr. Sudhakar Rao**, a retired Indian Administrative Service (IAS) Officer and former Chief Secretary of Karnataka.

**Mr. Ranjit Shahani**, former Managing Director and Vice Chairman of Novartis India Ltd.

**Mr. Aakash Sethi**, Executive Director of Quest Alliance.

**Ms. Vinodini Lulla**, founding coordinator of CMCA Mumbai, she also heads resource mobilisation.

**Ms. Vrunda Rao Bhaskar**, part of the founding team of CMCA, has forged long-term partnerships with local governments, corporates and schools and made CMCA a shining example of volunteerism.

**Dr. Manjunath Sadashiva**, part of the founding team and former director of CMCA. Has also held various positions with organisations such as CIVICUS, Public Affairs Centre, BOSCO, and Samwada.

## Permanent invitee to the board

**Mr. G. Govardhan**, a prominent active citizen of Bengaluru, has been associated as a member or board member with many NGOs and government agencies.

## Director

**Mr. Ashish Patel**, spent 20 years with Citibank in various functions across the globe. He left the banking world to pursue his long-standing passion of spreading active citizenship by focusing on children.

# GET INVOLVED

**You too can empower young people to be active citizens for an inclusive and sustainable India.**

**VOLUNTEER:** If you would like to volunteer (teach, design, write, make films, raise funds, etc.) please email [headoffice@cmcaindia.org](mailto:headoffice@cmcaindia.org) or call 080-25538584/85

**DONATE:** Your generous donations allow us to enable young people to become change-makers, nation-builders and active citizens for life. You can donate online at [www.cmcaindia.org/donate/](http://www.cmcaindia.org/donate/) or write to us at [headoffice@cmcaindia.org](mailto:headoffice@cmcaindia.org) for any queries and tailored donation options

**LIKE US ON FACEBOOK AND FOLLOW US ON TWITTER**

**SHOP** our Civic Friendly Initiatives, a line of products that supports women and indigenous artisans while promoting sustainable habits and our cause.

Visit [www.cmcaindia.org/merchandise/](http://www.cmcaindia.org/merchandise/) to view the collection. To know more, contact us at [cfi.cmca@gmail.com](mailto:cfi.cmca@gmail.com) / 080-25538584/85



# CMCA OFFICES

## CMCA Head Office

# 346, 3rd cross, 8th A main, IV block, Koramangala, Bengaluru - 560034

Phone: 080-25538584/85 E: headoffice@cmcaindia.org

## CMCA Hosur

# 3/29 A, Shree Nilaya, 4th Cross, Mahalaskhmi Nagar Phase - 1, Behind HIG, Old ASTC HUDCO, Krishnagiri District, Hosur - 635109

Phone: 04344-267377

## CMCA Hubballi-Dharwad

Surya Nilaya, Beside Heartbeat, 2nd Cross, Near Police Station, Vidyanagar, Hubballi - 580021

Phone: 0836-2372023

## CMCA Mumbai

101, 1st Floor, Seeta Smruti, R K Vaidya Road, Dadar West, Mumbai - 400028

E: mumbai@cmcaindia.org

## CMCA Mysuru

Mysore City Corporation (MCC) Zone-2 Office, Atalji Janasnehi Kendra, Near Jayanagara Railway Gate, Krishnamurthypuram, Mysuru - 570004

Phone: 0821-2432234

## Partner Offices:

### Nagpur

Sir Gangadharrao Chitnavis Memorial Medical Research Trust, Chitnavis Centre, 56, Temple Road, Next to Hislop College, Civil Lines, Nagpur - 440001

Phone: 09423959617

### Thiruvananthapuram

Helping Hands Organisation, Charitham, TC 4/28, Karyarattom, Thiruvananthapuram - 695581

Phone: 0471-31019995

FOUNDED IN 2000

PIONEER IN CITIZENSHIP EDUCATION IN INDIA

REGISTERED AS A PUBLIC CHARITABLE TRUST

VOLUNTEER DRIVEN

OUR NETWORK – SCHOOLS, COLLEGES, DONORS AND PARTNERS

ACCREDITED BY CREDIBILITY ALLIANCE UNDER DESIRABLE NORMS

WINNER- LEADER IN VOLUNTEER ENGAGEMENT, IVOLUNTEER AWARDS 2017



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You Tube Channel: CMCA NGO



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