



ANNUAL REPORT

2018-19



VISION MISSION

OUR IMPACT

ACTIVE CITIZENSHIP

CONTENT

Vision	1
Mission	1
Chairman's message	1
Impacting the lives of over 50,000 children and youth	2
Our Impact	6
This is what Concerned, Thinking, Active Citizens look like!	8
Student Stories	8
Volunteer Educator and Staff Stories	12
Donors	14
Partners	15
Statutory Information	16
Leadership	19
Get Involved	20

WHAT WE DO – CITIZENSHIP AND LIFE SKILLS EDUCATION

We live in complex times, amid widespread inequalities and discrimination, religious and other forms of intolerance, violence, human rights violations, poverty, corruption and ecological degradation. CMCA has a firm belief in young people's willingness, courage and agency for change and that these stumbling blocks for equitable and sustainable human development can be overcome. Therefore, it is our endeavour to empower young people to be agents of change. We engage with young people of different age groups through Citizenship and Life Skills Education initiatives, and equip them with 21st century Citizenship and Life Skills essential for both their own success and for societal good.

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.

CHAIRMAN'S MESSAGE

The year 2018-19 was a turning point for CMCA. We tripled our reach to over 50,000 young people annually. We now have programmes that cater to students from Grade 1 to Post-graduate levels. This momentous shift is a result of the passion, hard work, and commitment of our volunteers, team, and supporters. Through this report, we give you an overview of our impact and growth and some of the inspiring stories of change among our young.

It is our strong belief that our work is more important than ever and we are confident that we are equipped to meet the challenge by continuing our growth trajectory.

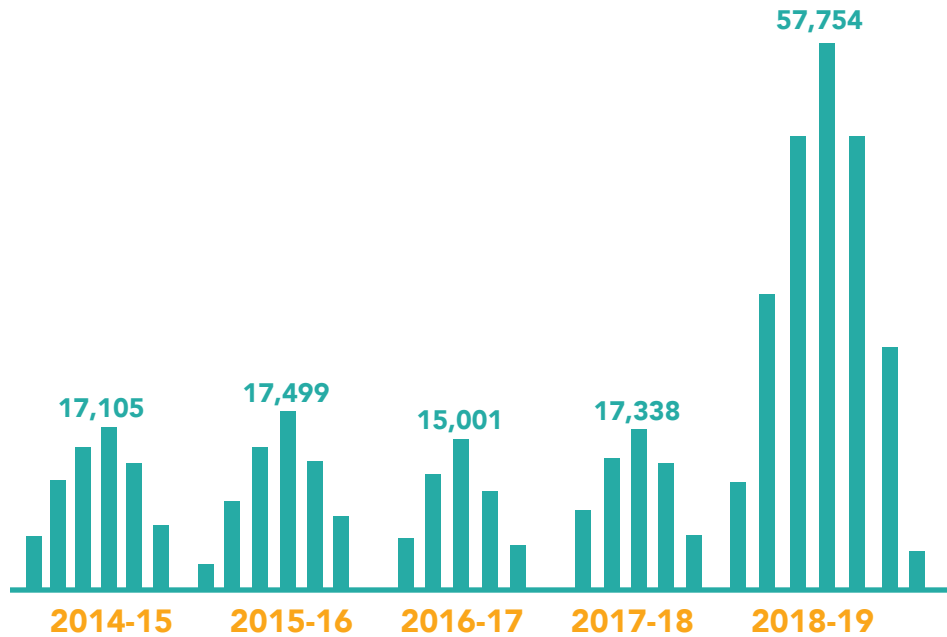


Warm regards
Aroon Raman
(Chairman, CMCA)

IMPACTING THE LIVES OF OVER 50,000 CHILDREN AND YOUTH

In 2017-18, we committed to increasing our scale and reach over the next five years. In keeping with this, we grew from engaging with high school students to working with students from grade 1 to college. Our new programmes increased our reach by three times to more than 50,000 students.

CHILDREN & YOUTH



OUR BENEFICIARIES AND REACH

BENEFICIARIES



Students



Students from Government and Rural Schools

REACH



CITIES

Bengaluru
Bidadi
Tumkuru
Hubballi-Dharwad
Mysuru
Hosur
Nagpur
Delhi
Thiruvananthapuram
Pune
Mumbai



VILLAGES



SCHOOLS



COLLEGES



RURAL YOUTH CLUBS

OUR PROGRAMMES

Our Programmes are volunteer driven. We are eternally grateful to our family of about 300 Volunteer Educators who take our programmes to young people.

GRADE	PROGRAMME	STUDENTS REACHED IN 2018-19
Grade 1-5	CMCA Junior Active Citizenship is the basis for the programme and has been simplified to: Love, Care, Do, Tell Others to Do!	787
	Magic Box NEW A 3-year-long, activity-based programme delivered through 10 minute daily learning cards	674
Grade 5-12	Children's Village Sabha NEW Experiential learning through Village Sabhas with visible changes on the ground	17,223
Grade 7-9	Magic Cap A four-month intervention which uses a unique storytelling approach towards equipping the young with Citizenship values	397
Grade 8	CMCA Club A year-long programme part of the school time table	13,821
Grade 9-10	Spark Workshops for Alumni NEW Hour-long workshops to reinforce ideas from CMCA club	16,308
College	Campus Yuva NEW Workshops on 21st century Citizenship and Life Skills	8,454
Rural youth clubs	Community Yuva A five-year intervention that enables leaders of rural youth clubs to be active citizens.	90



ADVOCATING FOR CITIZENSHIP AND LIFE SKILLS EDUCATION

Our five-year strategy is focussed on advocating for Citizenship and Life Skills Education in Karnataka. Towards this, we worked with the Department of Education, Government of Karnataka and the Department of Rural Development and Panchayat Raj. Some of our work included:

- The distribution of 20,000 Magic Cap books (Authored by CMCA and which enables imbibing citizenship and life skills through short stories) among students on Kannada Rajyotsava Day.
- Enhancing the effectiveness of Children's Village Sabhas through guidance to Panchayat Officers.
- Celebration of Constitution Day in all the Government and Rural schools in Karnataka, with the aid of a campaign built by CMCA. A circular was issued by the Department of Education, Government of Karnataka, exhorting schools to run this campaign.





OUR IMPACT

We have been working for 19 years with children and youth to nurture fundamental values and skills that enable them to be concerned, thinking and active citizens. From the very beginning, our work has been taken to the grassroots through Volunteer Educators. While our Volunteer Educators are out in the field, we have our team members and interns who work in the background to keep our organisation running seamlessly. Each individual has been a catalyst of change in one way or another.

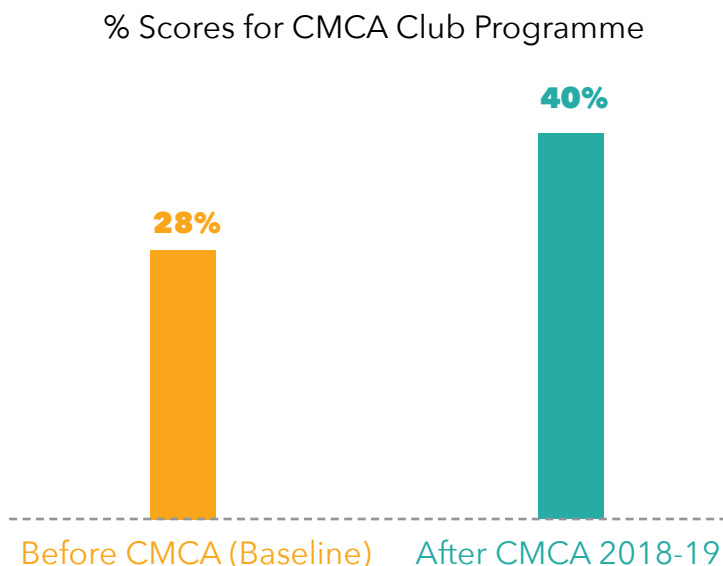
SINCE 2000

200,000+ Alumni of our grassroots programmes	10,000 Social change and Community building actions taken by our members -children and youth	10,000 member drives spreading awareness on - Gender Equality, Environment and Sustainability, Cherishing Diversity, Child Rights, Civic Sense, Democracy, Animal Rights, etc
300 Schools impacted on a yearly basis	300 Volunteers engaged annually	20,000+ pro bono volunteering hours donated annually

IMPACT ASSESSMENT FOR 2018-19

Every year, we measure change in critical knowledge, beliefs, attitudes, and values amongst CMCA students by administering a pre- and post-intervention test. In addition, we record "Acts of Active Citizenship" – actions taken by our members towards community building or social change. The results are a testament of the power of Citizenship and Life Skills Education among young people.

We recorded a significant positive change from baseline **(28%)** to post intervention **(40%)**



We count on impact assessment to:

- Measure progress towards our vision
- Be socially accountable
- Enable better design of our interventions, training, curriculum, and methodology
- Identify areas of capacity building towards enhanced efficacy of educators

After the conclusion of CMCA Club Programme, Have They Changed, a post-intervention questionnaire, was administered to the students to measure the change in critical knowledge, attitude and value outcomes as compared to the baseline established through Can They Change questionnaire.

1920 actions taken by students towards community building and social change in 2018-19

THIS IS WHAT CONCERNED, THINKING, ACTIVE CITIZENS LOOK LIKE!

STUDENT STORIES

Our students engage with the community/authorities to solve local problems, they foster and rescue injured and abandoned animals, save fellow children from child labour and marriage and conduct awareness drives in their schools and neighbourhoods on numerous issues. Here are some remarkable stories of children and youth sparking change.

MEENA RESCUED FROM WORKING AT A SHOP

Anupama's classmate, Meena stopped attending school after the summer holidays. Anupama discovered that Meena was working at a shop. With the help of the CMCA Educator, Anupama reported the situation to the Child Help Line, who stepped in to solve the problem. Meena is now back in school.

(Names have been changed to protect the identity of the children)*

CLEAN-UP DRIVE AT FUTALA LAKE AND MUMBAI BEACHES

Around 200 CMCA Club students from Nagpur participated in a clean-up initiative at Futala lake. The drive was organised after Ganesh Visarjan. Through this, the children spread awareness about the harmful effects of Plaster of Paris idols and encouraged eco-friendly practices. A similar initiative

took place in Mumbai, where more than 700 students from 12 CMCA Mumbai schools conducted several beach clean-up drives after Ganesh Visarjan.

REKHA LEADS A PROTEST FOR BETTER ROADS

The roads leading to Rekha's village (Bidadi) were in a terrible state, posing a threat to the safety of road users. After discussing the problem with her parents and with the help of her father, she met with the local authorities. When the local corporation did not repair the roads as promised, Rekha garnered the support of her village and the whole community staged a protest. Thanks to Rekha, the roads are now fixed.

SCHOOL SURROUNDINGS SAFEGUARDED FROM EVE-TEASERS

During lunch break and after school hours, groups of boys would gather outside Sharada

High School in Dharwad, causing unease among the girls, as they would be teased. With the help of the Principal and the Volunteer Educator, the girls from the CMCA class mustered the courage, called the police, and lodged a complaint. As a result, a police van patrols the school thrice a day. Seeing this, the eve-teasers stopped hanging around the school making the surroundings safe and secure.

ASHWINI SPEAKS OUT FOR THE RIGHTS OF NURSING MOTHERS

During a KSRTC public meeting, Ashwini, a member of the Aadarsha Yuvati Mandali youth club, raised a concern regarding the rooms dedicated to nursing mothers at the Tumakuru KSRTC bus stand. Ashwini pointed out that, even though such rooms have been constructed, they are always locked and, thus not accessible to the public. The KSRTC Managing Director



has issued a letter to the Tumakuru Bus Depot Manager urging him to look into the issue at the earliest.

WE NEED MORE MAMATHA'S FOR A CLEAN INDIA

Mamatha, a CMCA Club member from Mysuru, took the initiative to report a garbage dump in her neighbourhood to the local authorities. After several and persistent follow-ups, the garbage got cleared and two dustbins have been installed.

RED-WHISKERED BULBUL RESCUED

We hear of numerous stories of dogs being rescued but rarely those of birds. When Aryan, a 7th standard student from Bangalore, saw an injured Bulbul, his immediate response was to take action. First, he contacted an animal rescue shelter. Unfortunately the shelter was unable to take care of the bird immediately. He choose not to abandon the bird and nurtured it for two whole days after which it was left in their care.

BRINGING SKILL DEVELOPMENT TO SCHOOL

Asha and her classmates from Shri Maradi Ranganatha Rural High School requested the

Kalambella Grama Panchayat (Karnataka) additional sewing machines for their school. While the school has more

than 150 students in grade 8 to 10, there are only two machines for their vocational training classes.

CHILDREN BRING ABOUT CHANGE THROUGH THE CHILDREN'S GRAMA SABHA (MEETING)

Since 2011, CMCA has organised and facilitated Children's Village Sabhas in rural Karnataka in government schools. The Children's Village Sabhas recognise children as equal citizens and give them the opportunity to meet and question authorities. They get an opportunity to speak out for their rights and discuss problems concerning themselves, their schools, communities, and villages, and call for action towards the improvement of their quality of life. Our students secured the following by participating in these Sabhas.

- 3 Bans on illegal sale of alcohol
- 7 Child Rights issues, pertaining to quality of mid-day meals, children's safety resolved
- 4 Instances of shortage of teaching staff resolved

- 35 Schools had infrastructure issues fixed
- 3 Schools obtained new playgrounds
- 2 Schools received sports kits
- 13 Anganwadi related problems fixed
- 6 Toilets built in schools
- 43 Drinking water-related problems resolved
- 9 Faulty and misplaced electrical transformers removed/fixed
- 9 Roads constructed (Includes addition of speed breakers near school zones)
- 1 Bus facility introduced
- 25 Sanitation related problems fixed (Drainage & toilets)
- 14 Issues related to faulty streetlights & bus stands fixed

61 CHILDREN'S
VILLAGE SABHAS
FACILITATED

3113 ACTIONS + DRIVES BY CHILDREN AND YOUTH

SOCIAL AND COMMUNITY ACTIONS

1231 civic problems fixed by reporting them to local helplines

14 child labourers rescued

345 civic amenities fixed by children directly engaging with officials

105 animals rescued/cared for

68 civic issues resolved by children themselves

157 other accounts of children being active citizens

DRIVES/CAMPAIGNS

15 on children's rights

72 on environment and sustainability

114 Traffic Police Day celebrations

210 on our Constitution

10 on concern for the underprivileged and on animal rights

23 on civic sense

4 on equality and diversity

158 Municipal Sweepers Day celebrations

284 on change and development

54 on democracy, rights and responsibilities

120 on eco-friendly festivals

5 on World Democracy Day

124 on other citizenship themes

VOLUNTEER EDUCATOR AND STAFF STORIES

At CMCA, stories of change are not limited to our students. Our Volunteer Educators and staff members are also actively involved in the community. Here is a glimpse of the kind of work our staff and volunteers have done.

STAFF STORIES

Meet **Dipa Padmakumar**, CMCA's Civic Friendly Initiatives Lead and relentless active citizen! For the last two years, Dipa has been the president of her apartment's Resident Welfare Association and the initiative she has taken is enough to make your head spin! A few examples? She set up a monthly e-waste collection drive in partnership with a Bengaluru NGO, organised an awareness session on menstrual hygiene for domestic staff and ensured every household in her apartment complex installed aerators onto their taps. That's not all! She is also an active member of an afforestation project within her society, introduced strict checks on waste segregation and was part of a campaign to ensure that all her society's residents were enrolled in the electoral list.

This is what **Preeta Deshmukh** had to say about some of the work she does in the community. 'After associating with CMCA, whenever I see a pothole or a fallen tree, I take the initiative to report it to the local helplines. I have also joined my area's Advanced Locality Management. Moreover, I have been part, along with a team of like-minded residents, of an awareness campaign about waste segregation for shop owners, hotel employees, house helpers and residents of our locality. I have also been an active promoter of composting of wet waste in my society.'

VOLUNTEER STORIES

From a timid person to a confident change maker, the story of **Kayal**, a CMCA volunteer from Hosur, is truly mind-blowing! Over the five past years, she has inspired more than 250 acts of active citizenship among her students! In a vlog shot last year for CMCA, she spoke about how CMCA brought about a change in perspective towards working with children and the world around her.

Ravikala became a Volunteer Educator with CMCA nine years ago when her son's school adopted the CMCA Club programme. Since then,

After associating with CMCA, whenever I see a pothole or a fallen tree, I take the initiative to report it to the local helplines.

she says, she has become much more confident herself, thanks to teaching active citizenship to children. Some of the visible impacts of the programme, to her mind, are the children's responses to the idea of celebrating festivals in an eco-friendly way. She says, 'After the festivals, when you talk to the students' parents, they tell us the child insisted and they had to buy a clay Ganesha. In those things, you can see the impact very clearly.'

Ravikala says, she has become much more confident herself, thanks to teaching active citizenship to children.



DONORS

We couldn't do anything without you. Everything we do is made possible because of your generosity and dedication. Thank you!

335 Individuals

25 Schools and Colleges

23 Corporates and Trusts

In addition, **18** individuals and corporates offered us in-kind support

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

Ammada Trust
 Ananth Badri
 Aptech Limited
 Aroon Raman
 Bharat Serum
 Bhaskar Bhat
 Brigade Enterprises Ltd.
 Bosch Limited
 Crompton Greaves Consumer Electricals Limited
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 Lifestyle International Private Limited
 Mahindra Finance Limited
 Marda Collections
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 The Tobaccowala Foundation
 Viacom 18 Media Pvt. Ltd

PARTNERS

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Mysore City Corporation

Sir Gangadharrao Chitnavis Memorial
Medical Research Trust

Helping Hands Organisation (H2O)

Gramaantara Trust

Mitra Foundation

Viveka Trust

Peepal Foundation

Family Planning Association of India

Partnership Area

Mysuru: CMCA Club Programme

Nagpur: CMCA Club Programme

Thiruvananthapuram: CMCA Club
Programme

Karnataka Rural: CMCA Club Programme,
Children's Grama Sabhas

Pune: CMCA Club Programme and CMCA
Junior

Panchkula: Magic Cap Programme

STATUTORY INFORMATION

FINANCIALS

CMCA

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

CONSOLIDATED BALANCE SHEET AS ON 31 MARCH, 2019

LIABILITIES	As on 31 March 2019 Rs.	As on 31 March 2018 Rs.	ASSETS	As on 31 March 2019 Rs.	As on 31 March 2018 Rs.
TRUST FUND	7,000	7,000	FIXED ASSETS	37,03,199	32,24,041
CORPUS FUND	1,07,51,929	1,00,52,884	CURRENT ASSETS, LOANS AND ADVANCES:		
INCOME AND EXPENDITURE ACCOUNT	99,16,684	1,12,76,811	Rental Deposit	10,50,000	10,50,000
DEPRECIATION RESERVE	37,03,199	32,24,041	CASH & BANK BALANCES		
			Cash on Hand	18,927	5,550
			Cash at Bank	64,00,982	82,76,991
			In Fixed Deposit - Others	20,62,830	20,15,090
			In Fixed Deposit - Corpus fund	1,06,42,748	96,46,012
			REFUND RECEIVABLE		
			Tax Deducted at Source	5,00,126	3,43,052
TOTAL	2,43,78,812	2,45,60,736	TOTAL	2,43,78,812	2,45,60,736

For CMCA



CHAIRMAN



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

PLACE: BENGALURU
Date: 12th July, 2019

CMCA

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

CONSOLIDATED INCOME AND EXPENDITURE SHEET AS ON 31 MARCH, 2019

EXPENDITURE	As on 31 March 2019 Rs.	As on 31 March 2018 Rs.	INCOME	As on 31 March 2019 Rs.	As on 31 March 2018 Rs.
To Programme Expenses	2,92,74,802	2,41,71,544	By Donations and Contributions	2,91,18,665	3,17,84,437
			By Donations and Contributions -FCRA	3,58,012	2,38,469
To Administrative Expenses	59,80,161	66,27,267	By Resource) Mobilisation	8,23,476	11,69,386
			By Interest received	11,11,094	8,38,261
To Resource Mobilisation	78,273	81,979	By Civic Club Support	31,60,694	21,91,418
			By Youth Income	6,150	59,900
To Assets Purchased	4,45,849	6,59,329	By Other Income	5,85,490	6,62,010
			By Other Income -FCRA	-	2,401
To Donation paid	55,000	50,000			
To Excess of Income over Expenditure transferred to: Corpus Fund	6,89,623	53,56,163	By Deficit of Income over Expenditure transferred to :	13,60,127	-
Income & Expenditure	-	5,84,465	Corpus Fund	-	-
		47,71,699	Income & Expenditure	13,60,127	-
TOTAL	3,65,23,708	3,69,46,282	TOTAL	3,65,23,708	3,69,46,282

For CMCA



CHAIRMAN



DIRECTOR

AS PER OUR REPORT OF EVEN DATE

For K.B NAMBIAR AND ASSOCIATES

Chartered Accountants



(RAJ KUMAR K)

PARTNER

Membership No. 208039

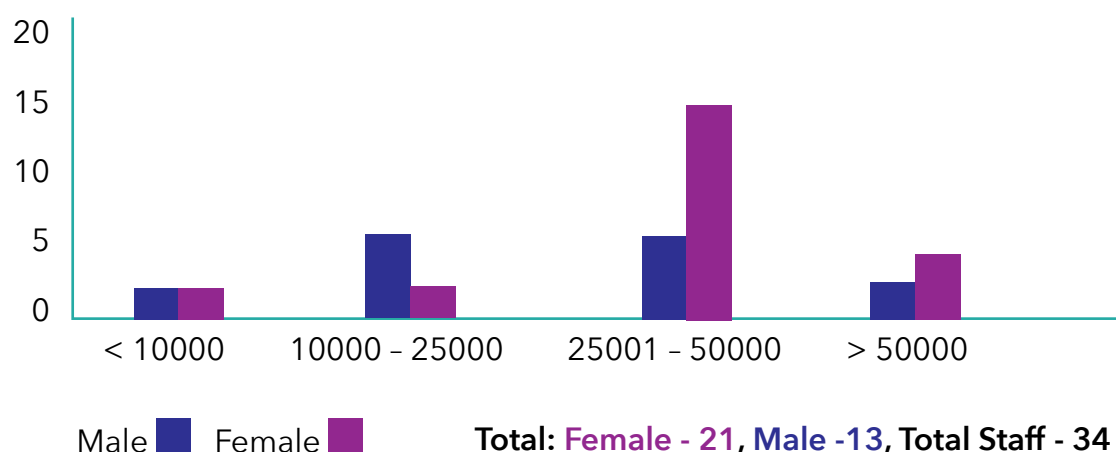
Firm No. 002313S

PLACE: BENGALURU

Date: Date: 12th July, 2019

REMUNERATIONS

Distribution of staff according to salary levels for the year ended March 31, 2019



*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 2018-19

INTERNATIONAL TRAVELS

- No international travels were undertaken by staff. CMCA paid for the air fare for one round trip by a Trustee from his current residence in Bucharest, Romania, to Bengaluru to participate in Trust Meeting and strategic plan discussions.

SEXUAL HARASSMENT AT WORKPLACE REDRESSAL PROCESS FOR THE PERIOD 1-4-2018 TO 31-3-2019

- Number of complaints received and dealt with: NIL
- Cases pending more than 90 Days: Not Applicable
- During the year, awareness training was conducted for staff and volunteers

LEADERSHIP*

Chairman

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

Managing Trustee

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.

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, CEO of Quest Alliance.

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

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.

Co-Founders

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. He currently is a consultant for Impact Assessment and a member of the Executive Committee.

Ms. Priya Krishnamurthy, part of the founding team of CMCA, she is currently the Director of content development and training and member of Executive Committee.

**As on June 2019*



GET INVOLVED

VOLUNTEER: If you would like to volunteer (teach, design, write, make films, raise funds, etc.) please email 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/ or write to us at headoffice@cmcaindia.org for any queries and tailored donation options

LIKE us on Facebook and follow us on Twitter and LinkedIn

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/ to view the collection. To know more, contact us at cfi@cmcaindia.org / 080-25538584/85

CMCA HEAD OFFICE

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

We have branch offices at Hosur, Hubballi-Dharwad, Mumbai, and Mysuru. Our Partner Offices are at Nagpur (Sir Gangadharrao Chitnavis Memorial Medical Research Trust) and Thiruvananthapuram (Helping Hands Organisation)

For any queries please contact us at
Phone: 080-25538584/85 E: headoffice@cmcaindia.org

