

ANNUAL REPORT

2019-2020



20 years of
transforming
the young into
concerned,
thinking and active
citizens



TABLE OF CONTENTS

| | |
|---|--------------------|
| Vision, Mission, What We Do | 1 |
| Chairman’s Message | 2 |
| Our Reach | 3 |
| Our Programmes | 4 |
| Our Impact | 8 |
| Our Donors | 18 |
| Our Partners | 19 |
| Statutory Information | 22 |
| Leadership | 26 |
| Get Involved | 28 |

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.

WHAT WE DO – CITIZENSHIP VALUES 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 Values and Life Skills Education initiatives, and equip them with 21st century Citizenship Values and Life Skills essential for their own success and for societal good.

CHAIRMAN'S MESSAGE

I present this report in the midst of challenging times. Non-profits all over the world are being compelled to evolve and adapt as never before. Amidst all this, CMCA has stepped into its 20th year of empowering the young through Citizenship Values and Life Skills development programmes. As much as these two decades have been gratifying and a remarkable journey, they have also taught us powerful lessons and deepened our resilience.

While there is a great deal of uncertainty, there is also certainty. We know that we must have citizens who are generous, caring, thinking and collaborative to ensure their communities remain safe and cared for. We believe that advancing Citizenship Values and Life Skills among our young people is paramount to safe, healthy, thriving and caring communities.

We are aware of the challenges ahead, but our conviction is strong. The last twenty years would not have been possible without the support of our volunteers, donors, partners, and team members. It is this that gives us confidence that CMCA will be a true force for good in 2020-21 and beyond. I earnestly request all of you to contribute to our cause, in whichever way you can. Your commitment makes all the difference.



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

Warm regards
Aroon Raman
(Chairman, CMCA)

OUR REACH

■ Over 80,000 children and youth impacted



Bengaluru, Bidadi, Tumakuru, Hubballi-Dharwad, Mysuru, Hosur,
Chidambaram, Mumbai, Nagpur, Delhi

OUR PROGRAMMES

| GRADE | PROGRAMME | STUDENTS REACHED IN 2019-2020 |
|------------|---|-------------------------------|
| 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! | 900 |
| | Magic Box A 3-year-long, activity-based programme delivered by teachers through 10 minute daily learning cards | 6,200 |
| Grade 5-12 | Makkala Grama Sabha/Children's Village Meeting Experiential learning through Village Sabhas with visible changes on the ground | 19,400 |
| Grade 7-9 | Magic Cap A four-month intervention which uses a unique storytelling approach towards equipping the young with Citizenship Values | 60 |

CMCA Programmes focus on attitudinal change and equips young citizens with skills and tools to make a difference. Our Programmes focus on:

Self Esteem | Self Awareness | Self Regulation | Empathy | Critical Thinking | Rights & Duties | Diversity & Coexistence | Gender | Integrity | Harmony With Nature | Equality & Social Justice | Entitlements - Right to Education | Securing Rights & Fulfilling Responsibilities | Community Action

| GRADE | PROGRAMME | STUDENTS REACHED IN 2019-2020 |
|--------------------------|--|-------------------------------|
| Grade 8 | CMCA Club A year-long programme part of the school time table | 17,500 |
| Grade 9-10 | Spark Workshops Hour-long workshops for CMCA alumni to reinforce ideas from CMCA club | 23,000 |
| College | Campus Yuva Workshops on 21st century Citizenship Values and Life Skills | 15,300 |
| Rural youth clubs | Community Yuva A five-year intervention that enables leaders of rural youth clubs to be active citizens. | 18 |

Over 300+ Volunteers drive our programmes





OUR IMPACT

CMCA is committed to systematic assessment of the effectiveness of the programme and evaluation of the outcomes. The following are the ways in which we do it.

■ Acts of Active Citizenship

We systematically record actual ACTIONS taken by students which demonstrate that they have embraced what we are teaching them. We call these actions, Acts of Active Citizenship.

■ Have they changed?

A structured assessment versus selected learning outcomes is conducted through a written instrument called Have They Changed? The post CMCA intervention scores are compared with baseline scores.

■ Feedback

We seek students' feedback about the CMCA programme through dedicated sessions and Focus Group Discussions. In addition we solicit feedback from educators, teachers and Headmasters/Principals.

■ Since 2000



Alumni of our grassroots programmes



Social change and
Community building actions
taken by our members
-children and youth



Awareness campaigns
conducted by children on -
Gender Equality, Environment
and Sustainability, Cherishing
Diversity, Child Rights, Civic
Sense, Democracy, Animal
Rights, etc

■ Annually



Schools and colleges
impacted



Volunteers engaged



Pro bono volunteering
hours donated

■ Acts of Active Citizenship

Our children and youth 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. These are an extract of the Acts of Active Citizenship by our students.



ULLESH FOSTERS PUPPIES DESPITE LOSING HIS HOUSE TO FLOOD!

Despite losing his home during the flood due to a breach at the Hulimavu Lake, Ullesh, a CMCA student from Hulimavu Government School, rescued a pregnant dog from the raging waters. A few days later she gave birth to six puppies. He continues to foster them.



PRATHISHTA RESCUES A CHILD LABOURER

Prathishta was on a holiday in Mysuru when she ran into Lakshmi, a young girl selling toys on the pavement. Even though she was enrolled in school, she would often miss classes to support her family. The 14-year-old spoke to Lakshmi's parents and reported the case to the Childline helpline requesting them to ensure that the girl regularly attended school.



YASHMI CONVINCES SHOP OWNER TO STOP THE USAGE OF PLASTIC BAGS

Yashmi, a CMCA student from Mysuru bravely challenged the owner of a grocery store to stop the usage of plastic bags. After a week, the 14-year-old visited the store and was pleasantly surprised to see a signage stating, 'No more plastic bags' and 'Bring your own bags and get a 5% discount'.

**Some photos for representation only*



14-YEAR-OLD COMPLAINS TO THE AUTHORITIES AND GETS DRAINAGE FOR HER VILLAGE

During the monsoon, part of the village where Lakshmi, an 8th standard student from rural Karnataka lives would often flood. This happened as the village did not have a functional drainage system. With the help of the CMCA Educator, the teenager submitted a complaint to the local authorities. In response, the officials swung into action and built a stormwater drainage system.



YOUNG MUMBAIKAR REPORTS A BAD ROAD TO THE BMC

‘Walking to and from school had become a nightmare for me and my friends. The road near my school has been in terrible shape for a very long time. And during monsoon, it would be even worse’. The last straw for Dhruv, an 8th grader from Mumbai, was when one of his batch mates fell and hurt himself due to the uneven road. The teenager lodged a complaint with the Mumbai Municipal Corporation. 15 days later the road was repaired.



THREE TEENAGERS FIX LEAKY TAPS AND SAVE WATER

Ranjith, Karthik, and Gopal, CMCA members from Hosur marched to the Headmistress’ office to discuss the issue of leaking taps at their school. The Headmistress was impressed with their zeal and concern and encouraged them to get involved in solving the problem. The children were introduced to the school plumber after which they took the initiative to follow up and ensured the taps were replaced with brand-new ones.



ARCHANA SPEAKS OUT AGAINST DISCRIMINATION

'I learnt that I should not sit quietly and have to raise my voice', says Archana, a grade 8 student from Dharwad. When she spent her holidays at her native village, she encountered her 15-year-old neighbour ill-treating his younger sister. After many attempts, she convinced the boy to change his behaviour and treat his sister with respect.



SANGINI GETS STREETLIGHTS FOR HER LOCALITY

Soon after moving to a new home, Sangini, a CMCA member from Nagpur, realised that there were no streetlights in her lane. 'As it was not safe to walk on the road after sunset, I approached our ward member and requested her to install light poles'. The official acted upon the complaint and sent her assistant to verify the issue. After a few weeks, the authorities installed four streetlights in her locality.



THIS RURAL YOUTH CLUB IS TACKLING POVERTY BY SPREADING AWARENESS ON GOVERNMENT SCHEMES

With the objective of improving living conditions, the Hombale Youth Club – a rural youth club from the Tumakuru district, launched 'Hombelaku'. Under this initiative, the youth club members are working to reach information about welfare schemes to those in need.

*Some photos for representation only



GANGA APPEALS FOR HER RIGHTS AS A PERSON WITH DISABILITIES

Ganga is a 15-year-old student at the Tiptur Government High School (Tumakuru district) and is a person with reduced mobility. Due to a physical disability, she can walk but with difficulty. During the Makkala Grama Sabha held at the Gurugadahalli Panchayat, she requested the authorities for a tricycle. CMCA's Change Catalyst Prashanth made further inquiries with the officials until it was sanctioned and delivered to Ganga.



SHALI PETITIONS FOR AND OBTAINS A BUS SERVICE

Every day, Shali and his schoolmates would walk five kilometres from their home in Bhadrapura to reach the bus stop from where they would catch a bus to their school in Sheshagirihalli, Ramanagara district. As the bus and school timings did not match, the students would often be late to school. Shali raised the issue at the Makkala Grama Sabha. Thanks to the boy's appeal the Panchayat Development Officer looked into the matter, and after a month the BMTC started a bus service connecting the two villages.

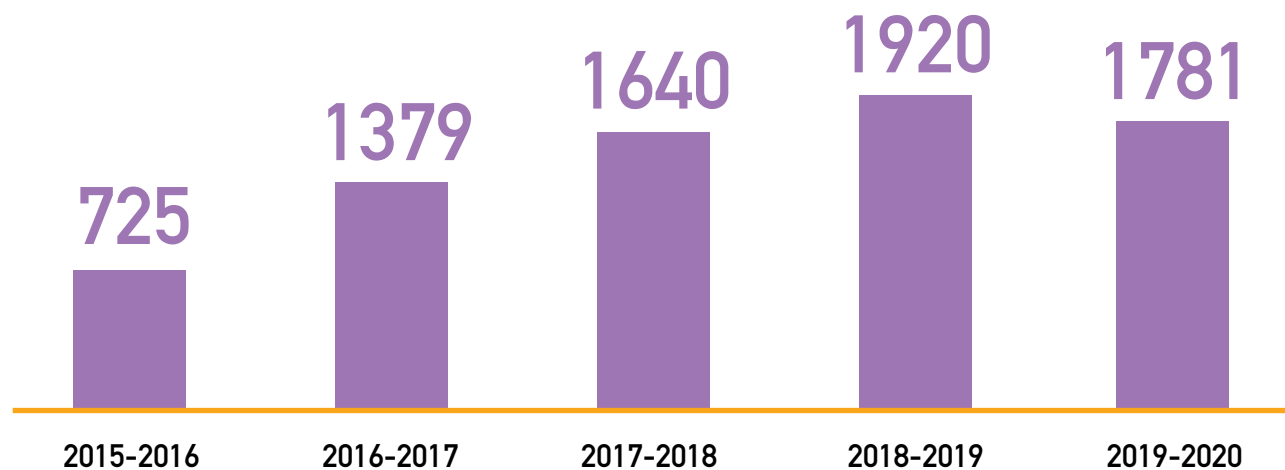


TEJASWINI SPEAKS OUT AND GETS A CYCLE SHED FOR HER SCHOOL

The Bilagumba Government High School at Ramanagara didn't have a Cycle shed where the children could park their bikes. With no option to safeguard their bikes, they would park their bicycles out in the hot sun which would often deflate the tyres. During the Makkala Grama Sabha held at her school, Tejaswini requested the authorities to build a Cycle shed for the school. The child's request was granted within a month's time.

SOCIAL CHANGE AND COMMUNITY BUILDING ACTIONS TAKEN BY CHILDREN
OVER THE LAST 5 YEARS

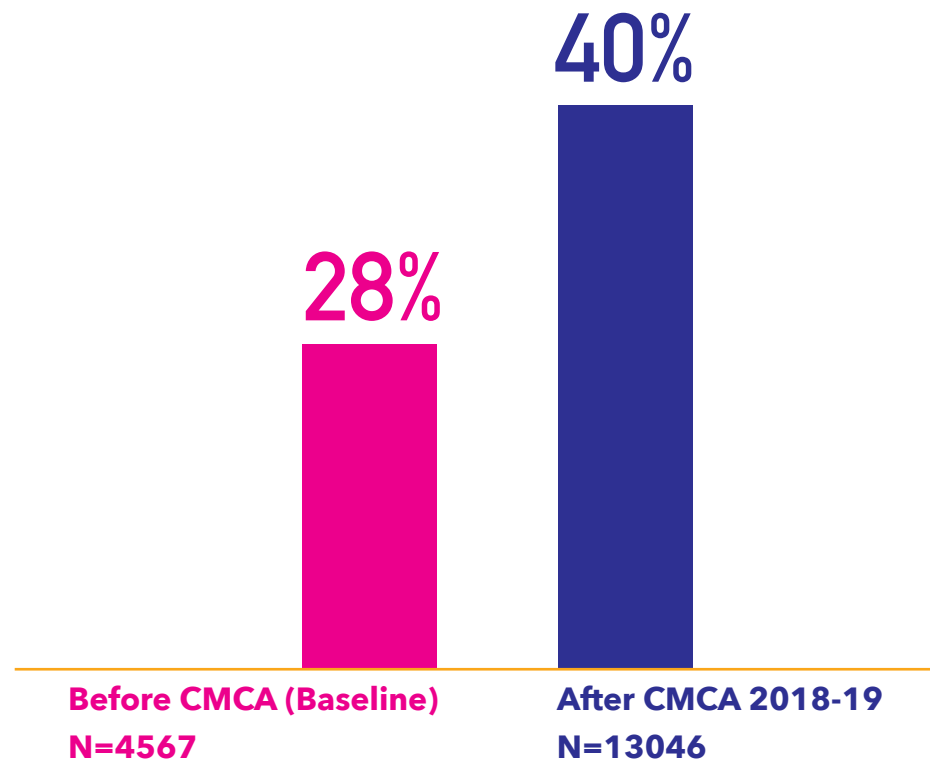
ANIMALS RESCUED *Child marriages stopped*
Tree plantation drives *Child labourers*
rescued **Reports to 1098** *Streetlights fixed*
Footpaths fixed **GARBAGE DUMPS CLEARED** **Clean**
drinking water secured **New roads and Bus**
services secured



■ Have they changed

Overall, after CMCA scores went up from **28%** to **40%**.

% Scores for CMCA Club Programme



*Data for 2018-19. Impact assessment for 2019-20 WiP

■ Feedback

To help ensure an effective experience for our partner schools, colleges, youth clubs, and volunteer educators, we seek and analyse feedback. It has helped us monitor our performance against our values and mission that are really important to us. Here are some examples of the feedback we've received:

"Thanks to the Makkala Grama Sabha, I have got the confidence to speak in front of government officials. It should be conducted twice in a year. I will be attending the Makkala Grama Sabha every year and try get a solution for all the problems."

- Basavaraju, 7th std, GHPS Chandragiri, Rural Karnataka

"The workshop helped not only me but all of my friends who attended it. All the activities connected us with reality. Before the workshop we would not have spoken out and taken action."

- Sampurna, M.A student, Campus Yuva participant, Bengaluru

"CMCA instils in students a very thoughtful approach towards active citizenship, towards their rights and responsibilities and how to contribute in their own way to the environment and to the country at large."

- Sajeetha Bharathi, Principal, The Titan School, Hosur

"What I like about CMCA is that every year a lot of research is undertaken and there are changes in the syllabus to keep with the times. This makes the programme very relevant to current issues."

- B. T. Sarojini, Principal, Acharya Vidya Kula, Mysuru

"In my opinion, the CMCA [Club] programme should be run not only for 8th graders but for students of all grades. It is of utmost importance for children to learn and imbibe citizenship values."

- Rajani Das, Principal, JSS Kannada Medium High School, Dharwad

"Engaging with children makes you feel like you are part of the change that is needed in our country and that you are doing your bit."

- Pranoti Gadre, Nagpur CMCA Educator

"I know that even if I search for the rest of my life, I will never find a place to volunteer that will touch my heart as much as CMCA has done."

- Suma Y. V., Bengaluru CMCA Educator

OUR DONORS

We could not accomplish our goals without the support of our donors. Thank you!

330 Individuals

28 Schools and Colleges

26 Corporates and Trusts

In addition, **16** individuals and corporates offered us in-kind support

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

Ammada Trust

Aroon Raman

Bhaskar Bhat

Bosch Limited

Crompton Greaves Consumer Electricals Limited

ELCIA Trust

J.K. Investors (Bombay) Limited, Group company of Raymond Limited

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The Tobaccowala Foundation
Viacom 18 Media Pvt. Ltd.
Wallem Ship Management (India) Pvt. Ltd.

We are grateful to the following donors for their in-kind contribution to CMCA. Your support is greatly appreciated.

Lodestar UM
ISDI School of Design & Innovation
Parle Products Pvt. Ltd.
Shilputsi Consultants
A N Associates

OUR PARTNERS

Thank you to the committed partners who support our work!

[CLICK HERE →](#) to learn more about our partners.



837 AWARENESS
CAMPAIGNS
CONDUCTED BY
CHILDREN



CAMPAIGN THEMES:

- CHILD RIGHTS
- CIVIC SENSE
- ANIMAL RIGHTS
- THANKS GIVING DAY FOR TRAFFIC POLICE & MUNICIPAL WORKERS
- DEMOCRACY
- ENVIRONMENT & SUSTAINABILITY
- CHANGE & DEVELOPMENT FOR ALL



STATUTORY INFORMATION

Financials

CMCA

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

CONSOLIDATED BALANCE SHEET AS AT 31st MARCH, 2020

| LIABILITIES | Amount (Rs.) FY 2019-20 | Amount (Rs.) FY 2018-19 | ASSETS | Amount (Rs.) 31 March 2020 | Amount (Rs.) 31 March 2019 |
|-----------------------------------|----------------------------|----------------------------|--|-------------------------------|-------------------------------|
| TRUST FUND | 7,000 | 7,000 | FIXED ASSETS | 34,81,043 | 37,03,199 |
| CORPUS FUND | 1,15,09,447 | 1,07,51,929 | CURRENT ASSETS, LOANS AND ADVANCES: | | |
| INCOME AND EXPENDITURE ACCOUNT | 91,60,791 | 99,16,684 | ADVANCES | 5,685 | - |
| FIXED ASSET RESERVE | 34,81,043 | 37,03,199 | RENTAL DEPOSIT | 11,17,000 | 10,50,000 |
| | | | TAX DEDUCTED AT SOURCE | 6,30,479 | 5,00,126 |
| | | | CASH & BANK BALANCES | | |
| | | | CASH ON HAND | 35,375 | 18,927 |
| | | | CASH AT BANK | 53,89,504 | 64,00,982 |
| | | | IN FIXED DEPOSIT - OTHERS | 21,74,681 | 20,62,830 |
| | | | IN FIXED DEPOSIT - CORPUS FUND | 1,13,24,514 | 1,06,42,748 |
| TOTAL | 2,41,58,281 | 2,43,78,812 | TOTAL | 2,41,58,281 | 2,43,78,812 |

For CMCA



CHAIRMAN



DIRECTOR

AS PER OUR REPORT OF EVEN DATE

For K.B NAMBIAR AND ASSOCIATES

Chartered Accountants



(RAJ KUMAR K)

PARTNER

PLACE: BENGALURU

DATE: 16th July, 2020

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 2020

| EXPENDITURE | Amount (Rs.) FY 2019-20 | Amount (Rs.) FY 2018-19 | INCOME | Amount (Rs.) FY 2019-20 | Amount (Rs.) FY 2018-19 |
|--|----------------------------|----------------------------|--------------------------------|----------------------------|----------------------------|
| TO PROGRAMME AND EVENT EXPENSES | 3,23,01,127 | 2,90,03,385 | BY DONATIONS AND CONTRIBUTIONS | 3,67,52,316 | 3,30,36,101 |
| TO ADMINISTRATIVE EXPENSES | 54,60,649 | 62,18,269 | BY RESOURCE MOBILISATION | 1,84,621 | 4,30,896 |
| TO RESOURCE MOBILISATION | 61,393 | 78,273 | BY INTEREST RECEIVED | 11,37,298 | 11,11,094 |
| TO ASSETS PURCHASED | 2,63,316 | 4,79,158 | BY OTHER INCOME | 32,625 | 5,85,490 |
| TO DONATION PAID | 18,750 | 55,000 | | | |
| TO SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE TRANSFERRED TO: | | | | | |
| CORPUS FUND | 7,57,518 | 6,89,623 | | | |
| RESERVES & SURPLUS | (7,55,893) | (13,60,127) | | | |
| TOTAL | 3,81,06,860 | 3,51,63,581 | TOTAL | 3,81,06,860 | 3,51,63,581 |

For CMCA



CHAIRMAN



DIRECTOR

AS PER OUR REPORT OF EVEN DATE

For K.B NAMBIAR AND ASSOCIATES
Chartered Accountants



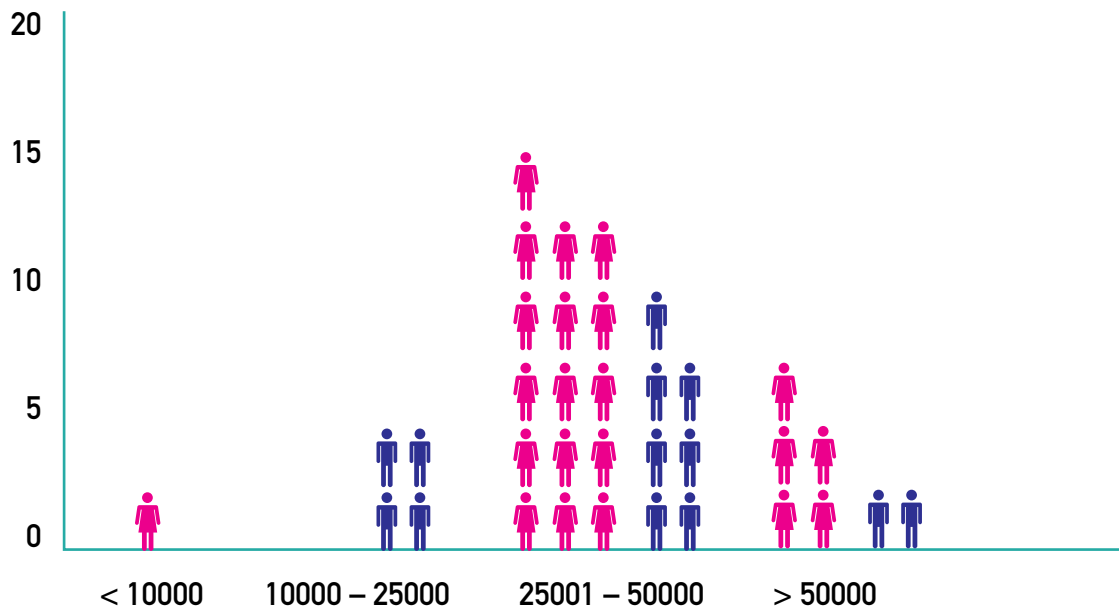
(RAJ KUMAR K)
PARTNER

PLACE: BENGALURU
DATE: 16th July, 2020

Membership No. 208039
Firm No. 002313S

Remunerations

Distribution of staff according to salary levels for the year ended March 31, 2020



Male  Female 

Total: Female - 22, Male -13, Total Staff - 35

*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 2019-20
-

■ International travels

- No international travels were undertaken by staff.
-

■ Sexual Harassment at Workplace Redressal Process for the Period 1-4-2019 to 31-3-2020

- 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, author of three novels and Managing Director of Telos Investments & Technologies Private Limited.

MANAGING TRUSTEE

Ms. Vrunda Rao Bhaskar, Co-founder 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, Co-founder of CMCA, 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.

CO-FOUNDERS

Dr. Manjunath Sadashiva, Co-founder and former Director of CMCA, has held various positions with numerous NGOs. He currently is a consultant for Impact Assessment and a member of the Executive Committee.

Ms. Priya Krishnamurthy, Co-founder of CMCA, she is currently the Director of content development and training and member of the Executive Committee.

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

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 <https://www.cmcaindia.org/donate/> or write to us at headoffice@cmcaindia.org for any queries and tailored donation options.

LIKE/FOLLOW us on [Facebook](#), [Twitter](#), [YouTube](#), [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 Office is at Nagpur (Sir Gangadharrao Chitnavis Memorial Medical Research Trust).

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



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

Accredited by GuideStar India with the "Transparency Key" for transparency and accountability

80G Registered

