

# ANNUAL REPORT

2020-2021

Our COVID-19 Response



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# 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

The COVID pandemic and lockdown once again revealed that India has a large number of citizens that do not promote responsible behaviour. Since the outbreak, we've seen a rise in fake news, rule breaking, domestic violence and child abuse, abandoned pets and a growing divide between the rich and the poor. Children have been deeply affected due to school closures that have left disruptions in their way of living, learning and socialising. There's enough and more evidence to tell us that citizenship values and life skills have become an imperative for the world that we live in.

For 20 years we have worked towards our mission through citizenship values and life skills education for young people from grade one to university. Our programmes develop knowledge, skills, values and attitudes that are essential for an inclusive and sustainable India. Amidst COVID-19, we adapted and developed new programmes with online Zoom classrooms and resources that were distributed to students at home. These encouraged values and skills for responsible civic habits, empathy and personal well-being for their own success and for societal good.



# Chairman's Message

The last one year has been the most challenging for the world in recent memory. India in particular had hardly recovered from the first wave of the pandemic before it was hugely impacted by the Delta variant of the virus. The human costs in terms of lives and livelihoods have been massive and these setbacks will likely persist for quite some time in the future. There is also uncertainty of the progression of the virus in its various mutations and this has added to the sense of uncertainty—especially for our youth.



Having worked with young people for 20 years, it was only right for us to focus our attention on their well-being in light of COVID-19. With school closures and parents under stress, children have been greatly affected. The impact on children among vulnerable families is much worse. At CMCA we have had to completely reinvent ourselves, the key component of which was to design several new programmes that focused on the well-being and resilience of young people. 14-year-old Prakruthi captured the essence of what our programmes achieved: "Without school, I haven't been talking to my friends. I felt paralysed because I couldn't go out, and I am not allowed to play with my friends. I felt weird, confused and lonely. I changed to a different Prakruthi and I'm not like I used to be, like a butterfly and active. I had nobody to guide me on how to deal with my questions and emotions. The CMCA at Home programme has taught me how to overcome these difficulties. I was super excited to receive a call from my CMCA Educator. This call was such a relief and put me back on track."

As I reflect on the past year, I am proud of what CMCA has achieved with the support of our donors, volunteers, our dedicated team and my colleagues on the Board of Trustees. A heartfelt 'Thank You' to each and every one of you.

We have learnt and grown stronger through the pandemic. With new programmes and pedagogies, we are now poised to grow with a focus on diversification, partnerships and mindful scale. I wish you and your family well for the year ahead and look forward to your continued support.

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 45,000 children and youth impacted**



**45,000+**

**Children & Youth**



**700+**

**Schools & Colleges**



**20**

**Cities**



**300+**

**Villages**

**Ahmedabad, Balaghat, Bengaluru, Bidadi, Coimbatore, Delhi, Erode, Ghaziabad, Hosur, Hubballi-Dharwad, Hyderabad, Jamshedpur, Mumbai, Mysuru, Nagercoil, Nagpur, Noida, Pune, Salem, Sundargarh and Rural Karnataka.**



# Our COVID Response Programmes

**Our programmes addressed resilience, well-being and caring and concerned citizenship among children during COVID-19**

**Self Esteem | Self Awareness | Self Regulation | Empathy | Critical Thinking | Rights & Duties | Gender | Integrity | Harmony With Nature | Health & Hygiene**





STUDENTS REACHED

2673

PROGRAMME

**Makkala Grama Sabha/Children's Village Meeting:**

Experiential learning through Village Sabhas with visible changes on the ground. As a result of our advocacy efforts, the Rural Development & Panchayat Raj Department, Government of Karnataka incorporated many of our suggestions that helped reach children's voices to Government. Children's Suggestion Drop Boxes, Children's Request Forms, appointment of Balamitras in each Panchayat, and a Bot-based technology were piloted by CMCA to record issues from children.

Vinay and Sushmita, two orphan students from Ramalingapura Gram Panchayat, were selected for the care and protection programme sponsored by the Tumakuru's District Child Protection Unit.

IMPACT

Government authorities provided a free hearing aid set to Yasin, a 5th standard student of the Soorenahalli GHPS, Tovinakere Gram Panchayat (Tumakuru district).

Thanks to the help of a CMCA team member, Soundarya, a 13-year disabled child, is receiving a monthly maintenance allowance from the government. The allowance was granted less than 24 hours after the request was raised.

After receiving multiple complaints from children and teachers at recent Makkala Grama Sabhas, the Deputy Commissioner of Tumakuru has written to BESCOM urging them to resolve electricity-related issues in 508 schools in the Tumakuru district.

STUDENTS REACHED

18260

PROGRAMME

CMCA's Magic Cap Stories:

Animated stories which hold valuable citizenship values and promote critical thinking, under 10 minutes each.

*"I didn't know that there was a Childline help number. Thanks to the CMCA's Magic Cap Stories videos, I got to know about it."* **SHABANA, CLASS 8, SAKSHAM BAL VIKAS SANSTH**

“

TESTIMONIALS

*"The CMCA's Magic Cap Stories programme was a unique experience altogether. It sparked curiosity in children. Through these videos, students learnt how to take initiative and became aware about their surroundings. Through the programme, children were also able to bring about small changes in their community. CMCA's Magic Cap Stories made them curious, inspired them to do more, taught them how to fix issues around them."*

**MS. LASSIMA JOSEPH, TEACHER, DEEPALAYA SCHOOL**

*"Magic Cap Stories are an eye-opener. The teachings are presented beautifully in a story format and the videos gave the kids something to think about. They began to see the problems around them and realised that someone has to step up and do something. It's been a learning experience for us teachers too."* **MS. DEEPA MITTAL, TEACHER, SAKSHAM BAL VIKAS SANSTH**

*"Thanks to CMCA's Magic Cap Stories, I learnt that for any problem I face I can call the helpline to get it solved. And not only my problems, other people's too!"* **SHUBHAM, CLASS 8, SAKSHAM BAL VIKAS SANSTH**

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STUDENTS REACHED

9732

PROGRAMME

**My Everyday Happy Book:**

An activity book filled with more than 175 activities for kids to do every day. The book is distributed to children in their homes. The activities are simple and engaging which promote well-being and resilience.

*"My Everyday Happy Book is very pleasant. It helps the students read and act independently. This is especially useful in today's situation where schools are not open."*

**MR. K. JEEVA, HEADMASTER - PUMS -  
ODAYANDAHALLI, KELAMANGALAM**

“

TESTIMONIALS

*"I was very bored due to closure of school. My Everyday Happy Book makes me happy! I especially like the activity 'Who can be your friend?'"* **KAVYA, PURICHOOR, TAMIL NADU**

*"My Everyday Happy Book is very inspirational. I have learnt many things from the book. I even learnt about COVID-19 and how to fight Coronavirus and how to take precautions. And the activities are very good - how to calm yourself and how to relax. My Everyday Happy Book is like my friend. I do daily 1-4 activities and I share with my mom and dad and I like this book very much."*

**AARUSHI JADHAV, MUMBAI**

*"My child loved the book and spends most of the day with it. He was recently diagnosed with Attention deficit hyperactivity disorder (ADHD) and this book is helping him. He has started to indulge, talk and also told his doctor about how he utilised his time on it."*

**HAZIM'S MOTHER, KERALA**

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STUDENTS REACHED

1658

PROGRAMME

**My Happy Bag:**

A bag of useful resources, including My Everyday Happy Book, distributed to children at home. Crayons, craft material, Channapatna toys, early bird material, attractive masks and My Everyday Happy Book, all in a sturdy made to order jute bag.

TESTIMONIALS

*"There are so many interesting things to do in My Happy Bag! I love and enjoy all the activities, but my favourite is the drawing one. I even started looking for art-related videos online. It was a good change in my routine. I am so happy that you think so much about us, thank you for My Happy Bag. Love you CMCA."* **SANIA, JUHU GANDHIGRAM MUMBAI PUBLIC SCHOOL, MUMBAI**

*"My Happy Bag is wonderful! My brother Joshua and I have already started using it. Just loved it!"* **JESSICA, PADUA HIGH SCHOOL, MUMBAI**

*"Thank you for introducing this initiative. It's timely. The masks you provided are really useful for the rural kids. All of the materials will definitely be useful to the students. I expect more wonderful work from your establishment in the future."* **MR. RAMAKRISHNA, PUMS - KANDAGANAPALLY, KELAMANGALAM**

*"My Happy Bag, the name itself seems to be happy and our students are excited with the activities and the book inside. It will surely encourage our students. Thank you for your support and kudos to your team."* **MS. N. BHARATHI, PUMS - THOTTINAYAKANAHALLI, KELAMANGALAM**



STUDENTS REACHED

3801

PROGRAMME

CMCA at Home:

Trained Mentors make a series of six 30-minute calls to children over several months. Children are given a series of engaging activities that help them and their families manage the many challenges posed by schools closing and lockdowns during the pandemic and emerge resilient. Children share their experiences on the next call. In addition, images and videos are sent on WhatsApp in case children have access to smartphones.

*"CMCA at Home helped me overcome stress and boredom. Now, I spend more time with my family and help my parents in their daily chores."* PUNITH, BODICHAPALLI, TAMIL NADU

“

TESTIMONIALS

*"I was super excited to receive a call from my CMCA Educator. This call was such a relief and put me back on track. CMCA at Home has taught me how to overcome difficulties."*  
PRAKRUTHI, PURICHOOR, TAMIL NADU

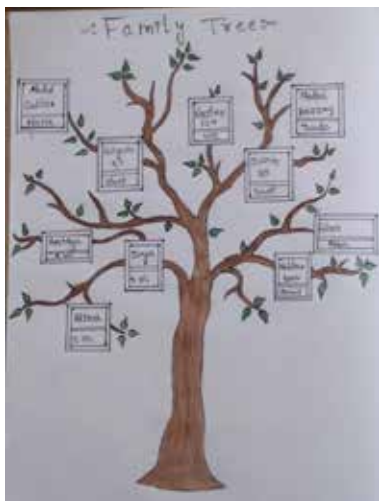
*"I really love the 'Colour your feelings' activity. I coloured one side of the box blue as my happiness colour is blue. I also liked the family tree activity and the trick to sing Happy Birthday twice when washing my hands. These days whenever I wash my hands, I always sing that song!"* RIDDHI GAUD, MUMBAI

*"I did not believe that drawing pictures in an emotion box can express the feelings of our mind. But when I put it into action, I realised that I had an excellent experience and enjoyed the activity."*  
MOHANKUMAR, BENGALURU

*"Thanks to CMCA at Home phone calls, my son became more responsible and started helping around the house by cooking, stitching, and taking up other chores. I was speechless. When suddenly my husband fell ill and I had to leave home to take care of him, my boy looked after the house with the help of my brother. For two months, he helped his uncle by cooking simple meals for them."* MS. DEVAMMA, MOTHER OF A CMCA AT HOME STUDENT, RAMANAGARA DISTRICT

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STUDENTS REACHED

1196

PROGRAMME

CMCA Club Online:

Our flagship programme, the CMCA Club was adapted and offered as virtual sessions to enable students to gain Citizenship Values and Life Skills, even as schools remain closed due to the COVID-19 pandemic.

*"The CMCA teachers were all so friendly. It made us feel like we were meeting with them in person."*  
STUDENT, MUMBAI

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TESTIMONIALS

*"All the CMCA teachers were so kind. They told us that all the answers were correct and we weren't judged. Instead, we were appreciated. I did not expect to be treated so well. The only thing I would change about the sessions is that they should be longer. It was fun, I would love to have this class every day."* STUDENT, VISSANJI ACADEMY, MUMBAI

*"The thing I will always remember from the sessions is all the fun time I had playing games and learning. I wouldn't change anything about the classes; they were fun-filled and absolutely perfect!"* AVANI, STUDENT, HIRANANDANI FOUNDATION SCHOOL, MUMBAI

*"I will always remember the fun quizzes and the way the CMCA teachers explained complicated things in such an easy and fun way. I wholeheartedly enjoyed CMCA's classes. Never end your sessions!"*  
STUDENT, GOPAL SHARMA INTERNATIONAL SCHOOL, MUMBAI

*"CMCA brings alive Civics for the pupil through various activities, quiz and initiatives-like calling up the BMC regarding potholes on the road, following up till it gets repaired, instil a feeling of being a 'responsible and good citizen' amongst the children. Also making them empathise about issues such as child labour and making them aware of that they, though being children, have rights and if those are encroached upon, there's a child helpline number they can reach out to. On the whole, kudos to the CMCA team!"* MS. ANURADHA GHOSH, TEACHER COORDINATOR, HIRANANDANI FOUNDATION SCHOOL, MUMBAI

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STUDENTS REACHED

3029

PROGRAMME

CMCA Online:

Interactive workshops relevant for our times, on critical thinking, busting fake news, and personal integrity as part of a nation's integrity.

*"I learnt that life has many choices and choosing the right one is our responsibility."*

STUDENT, CLASS 7, HYDERABAD

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TESTIMONIALS

*"I learnt that what you see is not always right. You have to look at things from different perspectives, analyse different points of view and opinions and only then you can come up with an answer."*

STUDENT, CLASS 8, PUNE

*"CMCA Online classes have taught me to treat everyone equally, to be respectful, to show integrity, and to make the right choices to be a better citizen."*

STUDENT, CLASS 8, PUNE

*"I learnt how to bust any fake news and make the society better. Loved the workshop. It makes everyone stop doing these funny and folly things like spreading rumors."*

STUDENT, CLASS 8, HYDERABAD

*"I honestly feel that our online classes are truly much more effective. We had a great recall from students, as we were able to get the attention and involvement of the students. The sessions had a good mix of fun, activities, stories that were woven together through a brilliant presentation. The slides enabled smooth functioning."*

MS. ANITA PISHARODY, CMCA VOLUNTEER EDUCATOR

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**STUDENTS REACHED**

**5125**

**PROGRAMME**

**Campus Yuva Online:**

Workshops on 21st century citizenship values and workplace and life skills. Like its offline classroom version, Campus Yuva Online consists of a series of essential and interactive workshops. The virtual sessions enable students to enjoy the workshop experience from the safety of their home.

**TESTIMONIALS**

*"In current times, when we all are only concerned about our own needs and goals, such workshops remind us that we are all responsible for each other's well-being. CMCA's session inspired us to be more empathetic towards others, no matter who the other person is."* **ROSANNE FERNANDES, PARVATIBAI CHOWGULE COLLEGE OF ARTS AND SCIENCE**

*"What I will always remember from this session is to be a responsible citizen by not to sharing or spreading fake news."* **TEJASHREE P. N., SSMRV COLLEGE, BENGALURU**

*"Today I learnt about my right to information and that I should verify each news before forming an opinion."* **RAKESH K. CHOROTIYA, MAHATMA NIGHT COLLEGE**



YOUTH REACHED

146

**PROGRAMME**

**Spark Webinars:**

Series of webinars with external speakers for youth leaders, change-agents, and budding political leaders.

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**TESTIMONIALS**

*“We need this kind of webinars at a state and district level too. Thank you, CMCA for hosting this.”* **HARISH**

*“This was a great session done by professionals working for the development of youth. It was more interactive to boost the potentiality. Thank you, CMCA people for organising this.”*  
**NAVEEN DM KUMAR**

”

# Our Donors

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

**218** Individuals

**3** Schools and Colleges

**21** Corporates and Trusts

Special thanks to **Mr. Rakesh Jhunjunwala, Rare Enterprises** and our other key supporters:

Ajay Ramachandran  
Ammada Trust  
Anand Krishnamoorthi  
Anand Krishna  
Aptech Limited  
Aroon Raman  
Asianet Star Communications Pvt. Ltd.  
Arun Kumar Pillai  
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Sunil Lulla  
Taruna Gandotra Sethi  
The Tobaccowala Foundation  
Titan Company Limited  
Vijay Mohan Anantula  
Vikas Agnihotri  
Wallem Ship Management (India) Pvt. Ltd.  
Warburg Pincus India Pvt. Ltd.  
Zubin Dubash

**We are grateful to Effie Acharya for her in-kind contribution to CMCA. Your support is greatly appreciated.**

## Our Partners

Thank you to the committed partners who support our work!  
our partners.

[CLICK HERE](#)

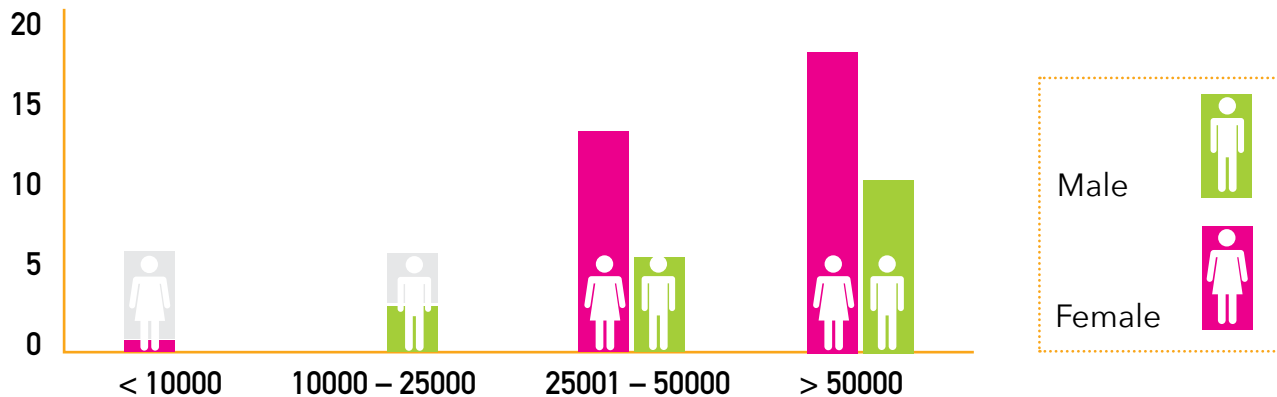


to learn more about

# Statutory Information

## Remunerations

Distribution of staff according to salary levels for the year ended March 31, 2021



\*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 2020-21

## International travels

- No international travels were undertaken by staff.

## Sexual Harassment at Workplace Redressal Process for the Period 1-4-2020 to 31-3-2021

- 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



# Financials

## CMCA

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

### CONSOLIDATED BALANCE SHEET AS ON 31st MARCH, 2021

LIABILITIES	AS ON 31ST MARCH 2021 RS.	AS ON 31ST MARCH 2020 RS.	ASSETS	AS ON 31ST MARCH 2021 RS.	AS ON 31ST MARCH 2020 RS.
TRUST FUND	7,000	7,000	FIXED ASSETS	36,46,097	34,81,043
CORPUS FUND	1,32,39,916	1,15,09,447	CURRENT ASSETS, LOANS AND ADVANCES:		
RESERVES & SURPLUS	1,24,44,118	91,60,791	Advances	34,729	5,685
FIXED ASSET RESERVE	36,46,097	34,81,043	Rental Deposit	9,17,000	11,17,000
			Tax Deducted at Source	4,53,246	6,30,479
			CASH & BANK BALANCES		
			Cash on Hand	2,486	35,375
			Cash at Bank	60,05,275	53,89,504
			In Fixed Deposit - Others	62,78,237	21,74,681
			In Fixed Deposit - Corpus fund	1,20,00,061	1,13,24,514
TOTAL	2,93,37,131	2,41,58,281	TOTAL	2,93,37,131	2,41,58,281

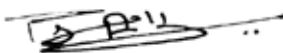
For CMCA



CHAIRMAN

PLACE: BENGALURU

DATE: 22/07/2021



CO-FOUNDER & CEO

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

**CMCA**

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

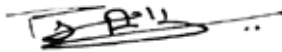
**CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2021**

EXPENDITURE	AMOUNT (RS.) FY 2020-21	AMOUNT (RS.) FY 2019-20	INCOME	AMOUNT (RS.) FY 2020-21	AMOUNT (RS.) FY 2019-20
Programme and Event Expenses	2,20,42,869	3,23,00,692	Donations and Contributions	3,02,52,607	3,67,52,316
Administrative Expenses	51,63,471	54,61,084	Interest received	11,16,468	11,37,298
Resource Mobilisation	-	61,393	Other Income	16,115	2,17,246
Assets Purchased	1,65,054	2,63,316			
Donation paid	-	18,750			
Surplus / (Deficit) Income over Expenditure transferred to:					
Corpus Fund	7,30,469	7,57,518			
Reserves & Surplus	32,83,327	(7,55,893)			
<b>TOTAL</b>	<b>3,13,85,190</b>	<b>3,81,06,860</b>	<b>TOTAL</b>	<b>3,13,85,190</b>	<b>3,81,06,860</b>

For CMCA



CHAIRMAN



CO-FOUNDER &amp; CEO

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

PLACE: BENGALURU

DATE: 22/07/2021

# 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, training and programmes, and a member of the Executive Committee.

## DIRECTOR & CEO

**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.

Note: Ms. Priya Krishnamurthy took over as CEO on July 1, 2021. Mr. Ashish Patel continues to be with CMCA as Member of the Executive Committee and Director - Finance & Resource Mobilisation.



# Get Involved

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

**DONATE:** Your generous donations allow us to enable young people to become changemakers, 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](mailto:headoffice@cmcaindia.org) for any queries and tailored donation options.

**LIKE/FOLLOW** us on Facebook, Twitter, YouTube, LinkedIn and Instagram

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

Visit <http://www.cmcaindia.org/merchandise/> to view the collection. To know more, contact us at [cfi@cmcaindia.org](mailto: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 [headoffice@cmcaindia.org](mailto: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**

