

Transforming the lives of underprivileged children by implementing and improving policies and programs on Education, WASH, Nutrition, Gender Equality, and Child Protection.



Mission

- Ensure improved functioning of the education system through schools
- Implement value added projects for children and communities in the field of education, hygiene and sanitation, nutrition, gender equality, and mental health
- Bridge gap between policies and people to ensure children's rights



About Us

Citizens Association for Child Rights (CACR) is a non-profit organisation registered in 2013 under Section 8 of Companies Act, 2013. The organisation works in Behavioural Change Communication Programs in Municipal schools of Mumbai. CACR has reached **56,000 children from 395 schools** over the years with its Personal Hygiene Management and Menstrual Hygiene Management programs. Furthermore, the organisation has conducted specialized programs on activation of School Management Committees (SMCs) and Child cabinets, Digital literacy classes for schools, Teacher training and Mid-day meal monitoring program. In its endeavors, CACR has closely collaborated with the Education Department of Municipal Corporation of Greater Mumbai (MCGM) to improve the delivery of education systems to the children in Municipal schools.

Collaborations

- **Urban Development Partner of UNICEF Maharashtra for WASH**
- **Implementing Partner of TATA Trusts**
- **Empaneled NGO with Tata Institute of Social Sciences (TISS) Mumbai**

Our Programs

Behavior Change Communication (BCC) is a communication strategy which encourages individual /community to change their behaviour.

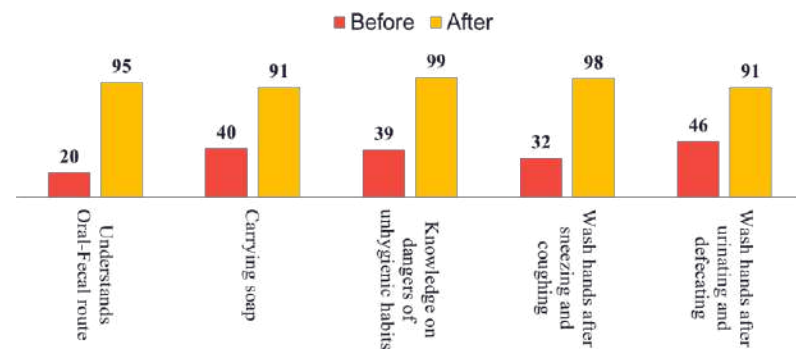
BCC is an effective communication approach which helps to promote changes in knowledge, attitudes, norms, beliefs, and behaviors. BCC is a powerful and fundamental human interaction – communication – which positively influences dimensions of health and well-being.



Personal Hygiene Management



CACR intervenes at MCGM schools to bring a Behavioural change in hygiene practices of the children and thereby improving their health outcomes.

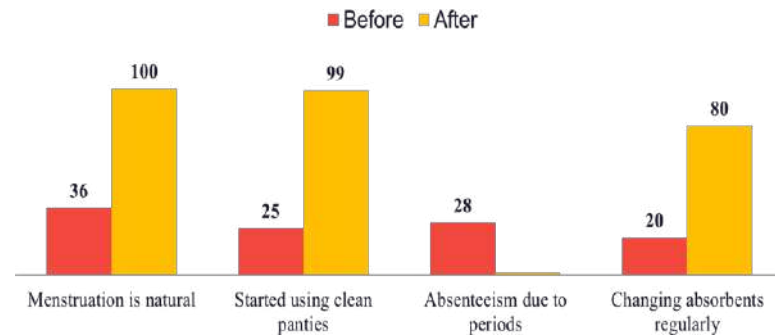


Menstrual Hygiene Management



Menstrual Hygiene Management (MHM) program started under Swachh Bharat Mission (SBM) and is aimed at providing basic knowledge about menstruation and hygienic practices, to adolescent girls in Municipal Corporation of Greater Mumbai (MCGM) schools. To inculcate behavioural change among adolescent girls by educating them on hygienic practices to be followed during menstruation.

- To curb absenteeism of adolescent girls in schools
- To create awareness about the scientific importance of menstruation
- To condition the girls to learn and differentiate between myths and facts related to menstruation



Physiology of Menstruation



Overcoming Period Challenges



Busting the Myths with Science

Gender Equality and Sensitivity



The 'Gender Equality' module introduced as a pilot by CACR aims at sensitizing adolescence boys about physiological changes in both genders and building awareness among boys to develop respect and sensitivity towards other genders.



Computer Literacy Program



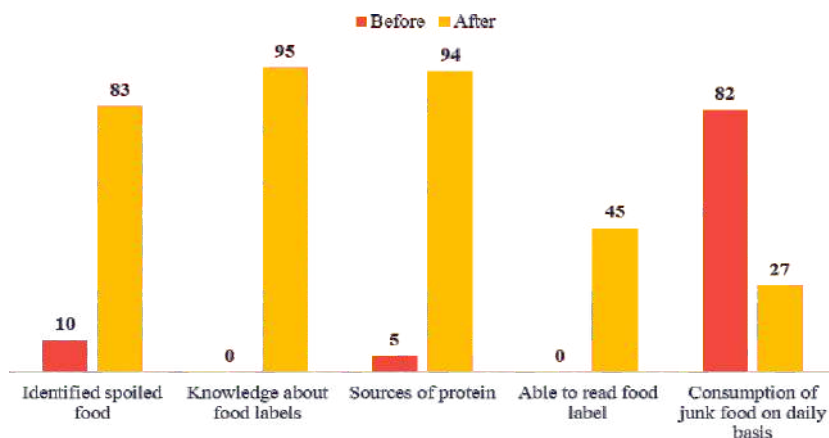
CACR implemented a computer literacy program to ensure that the children and their teachers have ample knowledge of computers in a generation where technology advances on a daily basis.



Safe and Nutritious Food at Schools



CACR implemented BCC program on safe and nutritious food to create awareness among children in MCGM school based on the Yellow Book of FSSAI keeping in mind availability affordability and accessibility.








Facilities and Infrastructure

-  Hygiene Kits
-  Installation of Pedal Operated Hand Washing Station
-  Menstrual Hygiene Kits
-  Installation of Incinerators
-  Refurbishment of Toilets in accordance with Swachh Vidyalaya Guidelines

Milestones

Total Beneficiaries 56000 Children from 395 Schools

- Personal Hygiene Management  **21750** Children from **111** Schools
- Menstrual Hygiene Management  **11000** Girls from **110** Schools
- Gender Equality and Sensitivity  **150** Adolescent Boys
- Computer Literacy Program  **12484** Children and **987** Teachers from **136** Schools
- Safe and Nutritious Food at Schools  **500** Children



Flush the Virus Program with UNICEF

A masterstroke by UNICEF to contain the COVID-19 pandemic with implementing partners #flushthevirus addressed the issue of WASH (Water, Sanitation and Hygiene) in Community Toilets, MCGM Schools used as COVID Care Centres in the hot spot zones by IPC (Infection Prevention and Control) and RCCE (Risk Communication and Community Engagement) activities. Installation of pedal operated hand washing stations and social messaging were prime activities.

**300 Community toilets and
50 MCGM schools**



You Can Help

We have covered less than 10% of the target group of children in MCGM in Mumbai, who come from the poorest and most deprived sections of society and would like it to increase to 50% in next 3 years.

Support our cause and endeavors through your donations

Bank Details: SVC Cooperative Bank limited

Branch: Bandra

IFSC code: SVCB0000003

Acc. no: 100304180002215

All contributions are exempted under section 80G of the IncomeTaxAct


Contact Us


Citizens Association for Child Rights


Registered Office: 1, Prabhav Society
2nd Road, T.P.S III, Santacruz (E),
Mumbai - 400 055

**Certified by
GuideStar India**



 9987598509

 www.ngocacr.com

 connect.cacr@gmail.com

We are on:   