

“Child rights in India needs a good innings,” says Farokh Engineer

Veteran Cricketer calls for a lasting change in the lives of underprivileged children at the CRY UK Annual Corporate Cricket Challenge

London, June 24, 2012: The CRY Corporate Cricket Challenge - a 20/20 charity cricket tournament - held its final match today at the Regents Park, The Hub. The match was won by the team from Cognizant against the London Business School squad. Former Indian wicket-keeper and veteran batsman Farokh Engineer presided over the opening ceremonies. The tournament, now in its 8th consecutive year, is one of CRY UK's annual fundraising events. The 2012 tournament featured 13 teams from London's leading corporate firms in the IT, Consultancy and Banking sectors. All funds raised through this event will go towards CRY UK's projects in India that work with children to ensure a lasting change in their lives.

Speaking at the ceremony, Mr. Engineer emphasised the need for the Indian community in the UK to play a significant role in creating a lasting change for children in India. “Every child has the right to a happy childhood - one where they can live, learn, grow and play. Child Rights in India needs a good innings - with each one of us coming together to ensure that each child can grow to their full potential.”

Shruti Tanna, Head of Resource Generation, CRY UK said, “The CRY Corporate Cricket Challenge uses sports as a means to engage corporate entities and build our support base in the UK with the aim to ensure children living in India have a better future and enjoy their full spectrum of rights.” CRY UK works for the rights of children in India by raising awareness, mobilising resources and engaging with the Indian communities in 3 cities of the UK. “Our work in the UK is made possible entirely with the help of a group of motivated volunteers. The power of one person to make change possible is often underestimated. Our experience of working with village communities through our partners, on one hand, and with the Indian public in the UK on the other, shows that there is a small but highly motivated group of people with the power to turn the tide of poverty and vulnerability in India,” she said.

The proceeds from the CRY UK Corporate Cricket Challenge will go towards funding several initiatives that ensure lasting change in the lives of Indian children.

About CRY UK:

CRY UK - Child Rights and You UK exists today because we believe that the harsh reality faced by millions of Indian children and their families should not be overlooked. It is a conviction we share with our partner, CRY India - an organisation that has spent over 30 years advocating for the rights of children in India. CRY UK aims to amplify the voices of India's children, and their struggle for survival. Through our efforts, we aim to effect change that will ultimately stop the vicious circle of poverty, hunger, discrimination and the lack of access to healthcare and education. In short, we aim to bring about a change to ensure that every child in India, regardless of race, religion or background, has a fulfilling and enriching childhood, guaranteed to them as citizens of India.

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