

Celebrate Girl Power this Daughters Day with CRY and Archies

On occasion of Daughters Day, Archies Ltd. and CRY called for celebrating the girl child /daughter as a child first, equally entitled to love, care and opportunities to develop.

To mark the day, Archies Ltd. and CRY are launching a special Daughter's Day range in greeting cards. Speaking about the partnership, Anil Moolchandani, Managing Director, Archies Ltd. said, "A daughter is a child first and has an equal and unassailable right to live, learn, play and develop to her full potential. Archies Ltd. is partnering CRY-Child Rights and You in its efforts to eliminate discrimination from the lives of girls in India."

"We need to change hearts and minds for daughters in India. Today, with a little bit of support, daughters are widely being acknowledged as equal to boys by getting educated, making choices of their own and speaking out for others like them," said Puja Marwaha, CRY's CEO. "Although girls are even today less likely to be born, survive and get enrolled in school compared to boys, small instances of change are coming up. Experiences from CRY's project areas show that girls in collectives and individually are trying to break stereotypes, refusing to put up with discriminatory practices and are taking charge of their own destinies."

Support girl power this Daughters Day by:

- Acknowledge the value daughters bring into your lives.
- Pledge to enable daughters in whatever way you can
- Buy an Archies Card to celebrate the daughter in your life. Cards available at an Archies Gallery near you.
- Write a blog on cryforgirls.cry.org on your experience as a daughter

"Archies celebrates the fourth Sunday of September as Daughter's Day, an occasion to show the girl child the love and value due to her and generate empathy for her situation. The cards will help both the sender and the receiver understand the realities facing girls in India today, while acknowledging the importance of the girl child in your life," said Mr. Moolchandani.

"CRY's work in 13000 villages and slums all over India are an attempt to make sure that daughters are treated equally, not discriminated against and that the crimes suffered by girls in India, such as foeticide, child labour, abuse and child marriages are stopped. In order to make our efforts sustainable, policymakers and implementing agencies along with the general public need to be committed to ending discrimination in all its forms. This partnership helps us create a strong, positive and sustained support to make India a more equal space for girls. It reaches out with the message of ending gender-based discrimination to the Indian public at the same time raising much-needed funds for CRY's work," said Ms. Marwaha.