#ForEveryChild
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>MESSAGE FROM THE REPRESENTATIVE</td>
<td>01</td>
</tr>
<tr>
<td>SITUATION OF WOMEN AND CHILDREN IN INDIA</td>
<td>03</td>
</tr>
<tr>
<td>POLICY ADVANCES FOR CHILDREN</td>
<td>04</td>
</tr>
<tr>
<td>INDIA 2018: KEY RESULTS</td>
<td>05</td>
</tr>
<tr>
<td>EVERY CHILD SURVIVES AND THRIVES</td>
<td>07</td>
</tr>
<tr>
<td>EVERY CHILD LEARNS</td>
<td>13</td>
</tr>
<tr>
<td>EVERY CHILD IS PROTECTED FROM VIOLENCE AND EXPLOITATION</td>
<td>19</td>
</tr>
<tr>
<td>EVERY CHILD LIVES IN A SAFE AND CLEAN ENVIRONMENT</td>
<td>25</td>
</tr>
<tr>
<td>EVERY CHILD HAS AN EQUITABLE CHANCE IN LIFE</td>
<td>31</td>
</tr>
<tr>
<td>CROSS-CUTTING PRIORITIES</td>
<td>37</td>
</tr>
<tr>
<td>2018 AND BEYOND</td>
<td>46</td>
</tr>
</tbody>
</table>
MESSAGE FROM THE REPRESENTATIVE

It is my privilege to present UNICEF India’s 2018 Annual Report. 2018 was the first year of Programme of Cooperation (2018-2022) which envisioned strengthened engagement with government and partners to translate India’s economic development into significant human development achievements. The new country programme encouraged cross-sectoral focus with enhanced collaborative efforts leading up to the signing and adoption of the United Nations Strategic Development Framework (UNSDF) on 28 September 2018 between the United Nations and the Government of India. The Annual Report is a compilation of progress and achievements made in 2018 along with an overview of key challenges faced over the year, all captured in facts, figures and human stories.

Our ambitious target for 2018-2022, working together with the Government and partners remains, inter alia, increasing the percentage of children fully immunized from 62 per cent to 90 per cent; reducing percentage of children stunted from 38.4 per cent to 29.3 per cent; incidence of child marriage from 26.8 per cent to 21.4 per cent; and the number of out-of-school children from 6 million to 3 million.

Reflecting on the accomplishments of 2018, UNICEF is proud to be an integral partner in supporting Government of India’s flagship “Swachh Bharat Mission” (Clean India Mission) to help achieve Open Defecation Free (ODF) status by 2019, significantly contributing to the global achievement of SDG 6. UNICEF, as a key development partner to “Poshan Abhiyan” (National Nutrition Mission) has contributed to increased awareness on nutrition issues and improved quality of nutrition services. Our humanitarian action for emergency flood relief and support for coordinated flood response, recovery and building-back-better in Kerala touched many lives, especially children in need. UNICEF also extended technical support to the Mahatma Gandhi International Sanitation Convention in New Delhi to further the goal of ODF India.

Our motivation and enthusiasm was made stronger with the Executive Director’s visit to India in 2018. It re-energized us to continue to be bold, innovative and to think “outside-the-box” to support and scale up the efforts to reach all children.

UNICEF worked extensively in all these realities and made a dent to improve, change and sustain the change by enhancing existing mechanisms, processes and programmatic activities while driving collaborative efforts from a range of partners. As we enter 2019, based on the extensive insights and experience of our collective work, we have set priorities - 1) intensifying our work to integrate development approaches into our humanitarian responses; 2) expanding focus on local solutions at scale; 3) strengthening support for “Young People’s Agenda/Generation Unlimited; and 4) pursuance of new innovations, define our focus at work.

As we prepare to mark the 30th anniversary of the Convention on the Rights of the Child as well as UNICEF’s 70th year for children in India, we not only celebrate the declining infant mortality and rising school enrolment but also reflect that much remains to be done.

Our work has laid the required building blocks in 2018 and we will continue to support the implementation of the wider UN reforms and SDG agenda in close cooperation with the development community to bring about a real and lasting change for children in India.

Dr. Yasmin Ali Haque
UNICEF Representative in India
With evolving political, social and economic landscape, we remain focused, agile and fully committed to guiding child-centric policies and addressing complex social norms and practices for elimination of gender discrimination, child marriage and abuse.
SITUATION OF WOMEN AND CHILDREN IN INDIA

- **People living in poverty reduced to 28% from 55%**
  - (Over the last 10 years)

- **22% reduction in maternal deaths since 2013**

- **Excess girl-child mortality decreased from 13% to 11%**
  - Over previous year

- **120,000 fewer under-five deaths than previous year**

- **Child stunting declined from 48 per cent in 2006 to 38 per cent in 2016**

- **130 million school children not at grade appropriate learning level**

- **Girls getting married before 18 years declined from 47 per cent in 2005-06 to 27 per cent in 2015-16**

- **10 million affected by floods and landslides in Kerala**
In 2018, Government of India made significant strides for child rights with support from UNICEF and partners.

**Prime Minister’s Jan Arogya Yojana (PM-JAY)**
Health protection scheme launched for 500 million

**POSAN Abhiyaan** to address nutritional deficiencies in children

**Home based child care programme**
For complimentary feeding and tracking development of children

**Mother and Child Protection Card**
Promotes responsive parenting and role of father

**Samagra Shiksha**
Integrating school education from pre-school to 12th grade

**Swachh Bharat Mission**
Focus on sustaining ODF gains

**Annual child-related budgetary allocation** and reporting made mandatory

**Swajal**
Empowering communities for single-village water supply schemes
"Our partnerships are critical to deliver results. Together with governments, multilaterals, corporates and civil society organizations, we have contributed to improving the lives of all children."
12,000 fewer maternal deaths compared to 2013

Under-five deaths fell below 1 million (for 1st time)

Nutrition messages reached 254 million people

Child-friendly governance included in National Guidelines for Gram Panchayat Development Plans covering 250,000 Gram panchayats

4.6 million children received early education learning materials

90 million households with toilet access

18 States declared ODF status

Additional 16 million girls given cash grants in Bihar

1 million children given psychosocial care during Kerala floods

5 million adolescents given life skills training
EVERY CHILD SURVIVES AND THRIVES
Sheikh Mohammad Ali, a 43-year-old goldsmith from West Bengal, rushed to Howrah when his wife got hospitalised for a pre-mature delivery. Fortunately, he was blessed with twins – a boy and a girl. But low-weight and health complications threatened their survival. Ali’s family moved the mother and children to Special Newborn Care Unit and Kangaroo Mother Care Unit at Kolkata Medical College and Hospital. Since there were two babies, both Ali and his wife spent 20 days giving Kangaroo-like warmth to their newborns. Ali cuddled his baby daughter on his warm chest inside his shirt and saw her growing stronger with each passing day. Today, Ali shares a special bond with his twins and says as he recollects, “I knew in my heart that I would take both my babies home”.
UNICEF and partners supported the Government of India in achieving these results:

- **12,000** women saved annually from pregnancy related deaths
- **120,000** lesser under-5 deaths as compared to previous year
- **1 million** newborns treated during the year in 840 SNCUs
- **Additional 1.5 million** children and 400,000 pregnant women immunized under Mission Indradhanush
- **177,500** children treated for severe acute malnutrition
- **16.5 million** adolescent girls benefitted from iron folic acid supplementation
- **254 million** people received nutrition messages

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6 SRS MMR bulletin 2014-2016 | 7 UNIGME estimates and SRS annual report | 8 SNCU online monitoring system | 9 A catchup campaign to reach unimmunized and partially immunized children; MoHFW program division reports | 10 As at September 2018, this is a cumulative number | 11 As reported for Q2 2018, these adolescent girls are targeted on a weekly basis, so this is not a cumulative figure | 12 As part of ‘POSHAN Mah’ i.e. nutrition awareness month in September 2018
EVERY CHILD SURVIVES AND THRIVES

DECREASE IN MATERNAL AND NEWBORN DEATHS
UNICEF-supported model labour room initiative was mainstreamed and guided Ministry of Health and Family Welfare’s (MoHFW) labour room improvement initiative - LaQshya. UNICEF initiated Special Newborn Care Units (SNCUs) were scaled up by the government in 82 per cent of the districts, with nearly a million newborns treated in 2018. The SNCU real-time monitoring system developed by UNICEF is now being used by the government for review and action. WASH functionality in 517 health facilities in 50 districts were also improved.

EXPANDED REACH FOR IMMUNIZATION
UNICEF backed Mission ‘Indradhanush’ to bring dropouts and left-outs in the immunization net through improved planning, capacity building on cold chain and communication. A 360-degree communication strategy was implemented for demand generation and handling negative messages and rumours around immunization. UNICEF aided the procurement of Measles-Rubella vaccines, covering 91.5 million children under a Govt. funded initiative. UNICEF also led the biggest National Effective Vaccine Management (EVM) assessment globally, covering 23 states in India.

INCREASED AWARENESS ON NUTRITION ISSUES
UNICEF shared lessons from its stunting and nutrition programmes in seven field offices with the government to launch the Poshan Abhiyan (Nutrition Mission). It converged district level action plans with a monitoring and evaluation framework, to strengthen achievement of annual nutrition targets. To initiate a social movement for nutrition, UNICEF developed Poshan Jan Andolan Guidelines and supported effective implementation with an online reporting portal. Nutrition messages were broadcasted to 15 million people through 100 community radio stations. UNICEF’s work on gender helped prioritize adolescent and maternal nutrition issues and ensured that anemia was prioritized in the Nutrition Mission. In September 2018, the UNICEF-supported Anemia ‘Mukt Bharat’ initiative (Anemia Free India) and Maternal Dietary Guidelines for Hospitals were launched.
IMPROVED QUALITY OF NUTRITION PROGRAMMES

The MoHFW-led, UNICEF-supported, Comprehensive National Nutrition Survey will provide updated data for nutrition outcome indicators at the national and state level. UNICEF supported the development of the Home-based Young Childcare operational guidelines along with associated communication tools for the frontline functionaries and the training of trainers. UNICEF supported the Ministry of Women and Child Development (MWCD) to address high prevalence of Severe Acute Malnutrition by developing draft national guidelines for Community-based Management of Acute Malnutrition (CMAM). UNICEF assisted eight state governments to initiate CMAM.

ENHANCED FOCUS ON EARLY CHILDHOOD DEVELOPMENT (ECD)

UNICEF aided the development and pilot testing of the revised Mother Child Protection (MCP) Card, which includes components of responsive parenting, enhancing role of fathers, and development tracking by community workers. The card was jointly approved by MoHFW and MWCD, and heralds a movement towards stronger cross sectoral and inter-ministerial convergent programming.

PARTNERS:
UNICEF worked closely with partners like WHO, UNDP and BMGF to support the immunization programme. Close collaboration with Save the Children, Clinton Health Access International, USAID and the Norway India Partnership Initiative, supported the child health programme.
EVERY CHILD LEARNS
Little Durga, from Kitoora, Udaipur district, naughtily narrates the story of ‘Tortoise and Hare’ with all the right expressions, but to the mild annoyance of her teacher, allows the hare to cross the winning line! Manju, Durga’s preschool teacher and Anganwadi worker, says that the girl’s journey from a malnourished infant to a four and a half year old healthy child is extraordinary. The IKEA-supported Early Childhood Development Programme in Udaipur provides primary health care, food and pre-school education to children like Durga in an integrated manner. The pre-school explores play-based methods like storytelling, drawing, painting, word building, role play and counting to keep children actively engaged and nurture curiosity. With such pre-school engagement, transition to primary school has been made easy. In 2018, 60 students from Kitroo Anganwadi centre enrolled in the adjoining Government High School. Durga’s mother also acknowledges the change that pre-school has brought and says, “She is no longer the silent Durga. She wants to go to the Anganwadi even at night”.

Seeing Durga narrate stories makes me proud. I feel fulfilled and happy to see her learning.

Photo Credit: UNICEF/UN0157922/Singh
UNICEF and partners supported the Government of India in achieving these results:

- 4.6 million children received early education learning materials
- 2.2 million school children’s learning achievement assessed
- 165,000 out-of-school children identified and enrolled in special training programmes
- Data Visualization Tool Developed for evidence based education planning
EVERY CHILD LEARNS

IMPROVED DATA AND EVIDENCE-BASE FOR EDUCATION PLANNING
UNICEF’s technical assistance led to the introduction of an IT enabled data visualization tool to the world’s largest Education Management Information System (EMIS), managed by Ministry of Human Resource Development (MHRD). Subsequent training of national and state education departments in the use of this tool, supported data utilization in planning for the newly announced ‘Samagra Shiksha Scheme’. It aims to unify education schemes from pre-school to class 12, with renewed thrust on skill integration in school education.

DEVELOPMENT OF NEW AND IMPROVED EDUCATION MATERIAL
UNICEF capacitated government functionaries to adapt early childhood education (ECE) curriculum, develop play-based learning resource materials and enhance quality of ECE implementation. The first-ever ‘e-modules’ on early childhood education were developed in consultation with MWCD. Anganwadi workers were trained on child-centred, quality pre-school education towards school readiness.

BRINGING OUT-OF-SCHOOL CHILDREN IN THE EDUCATION NET
In partnership with Educate Girls and Action Aid, UNICEF spearheaded a robust out-of-school children mapping in six high burden states of Bihar, Madhya Pradesh, Odisha, Rajasthan, Uttar Pradesh and West Bengal. Some 165,000 out-of-school children were identified and enrolled in special training programmes and schools in 50 UNICEF intervention districts. The demand to mainstream and empower the hardest to reach out-of-school children, resulted in UNICEF issuing a “call for solutions” to identify innovative strategies to reach these children, especially older adolescents.

Photo Credit: UNICEF/UNI144272/Syed Altaf Ahmad
ENHANCED GRADE LEVEL LEARNING
UNICEF the National Achievement Survey which assessed over 2.2 million children (52 per cent girls) in three grades for competencies in languages, mathematics and environmental studies. High-end technical support was provided to the National Council of Educational Research and Training (NCERT) and MHRD, through a partnership with the American Institute for Research for sophisticated psychometric analysis and development of user-friendly multi-stakeholder reports. Subsequently, over 3,000 functionaries and educators in all the 32 states were oriented to use the findings of the National Achievement Survey in annual planning and teacher development.

IMPROVED SCHOOL LEVEL GOVERNANCE
UNICEF’s evidence-based advocacy helped raise awareness among parliamentarians and chief ministers on the urgent need to improve grade level learning. UNICEF’s support in planned behaviour change communication led to stronger government and partners’ capacity in generating demand for quality education. In light of the possible revocation of the no-detention policy and the need to strengthen Continuous and Comprehensive Evaluation (CCE), UNICEF supported the development of guidelines for CCE to improve teaching-learning practices. To improve school level governance, UNICEF supported activation of School Management Committees in select states. UNICEF provided a comprehensive life-skills framework to government functionaries to empower adolescents in decision making, collaboration and team work. A career guidance portal was also introduced in ten states.
EVERY CHILD IS PROTECTED FROM VIOLENCE AND EXPLOITATION
If a girl child victim comes to our police station now, we will see the face of a 'little angel' in her. That is the level of sensitization that police personnel have undergone during the PAREE campaign.

– Inspector General of Police, Odisha - Mr Asheeth Panigrahi

It began as a unique Police-driven social campaign to address child sexual abuse. Within weeks, it snowballed into a mass movement with participation of people from all quarters, irrespective of caste, creed, religion, language and ethnicity. While studying internal data, Odisha Police found that 92% of the offenders were known to victims and the reporting of cases was low. To address this, in partnership with UNICEF, they conceptualised a 15-day state-wide mass awareness campaign – Paree Paye Katha Tiye (A word for little angel). Huge TATA vehicles were customized into PAREE Express carrying informational videos, messages from ministers, police and influencers, placards on key legislation and procedures related to reporting of cases. Within just two weeks, the social campaign-on-wheels covered 30 districts, travelling over 40,000 kilometers, including the most remote areas. The campaign reached nearly 2.4 million people and stood out as an exemplary example of inter-departmental coordination at the district and block levels. Social media and WhatsApp were used for real-time monitoring and spreading the word. Folk artists spread messages about child sexual abuse in vernacular languages and school girls too participated enthusiastically. As a result, Odisha Police saw an increase in reporting of cases and Odisha became the first state to commit a two-year action plan for prevention of child sexual abuse.
UNICEF and partners supported the Government of India in achieving these results:

**375,000 children, in 14 states,** benefitted from improved child care services, prevention of family separation and enhanced standards of care.

**12 states** enhanced information management and child protection workforce.

**National plan to prevent violence against children** endorsed by Ministry of Women and Child Development.

**2.4 million people and 60,000 police personnel** reached through state level campaign on child sexual abuse in Odisha.

**8 states** approved **Sponsorship** and **Foster Care** guidelines.

**11 states** formed inspection committees to monitor the compliance of **standards of care in institutions**.

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**KEY RESULTS**
EVERY CHILD IS PROTECTED FROM VIOLENCE AND EXPLOITATION

IMPROVING INSTITUTIONAL SET UP FOR CHILDREN PROTECTION SERVICES
UNICEF’s collaboration with 17 state governments concentrated on strengthening the skills of the child protection workforce and district mechanisms to respond to children’s care and protection needs. Nine states established or are establishing 76 child-friendly courts at district level and seven states have set up Child-Friendly Police Stations. UNICEF worked with a range of partners to improve the institutional setup while going beyond infrastructural improvements, to concentrate on the actual treatment of children who enter the system and their referral to support services. Six states are developing one-stop centres or specialized services including free legal aid, medical, counseling, case management and de-addiction centres to assist children in need of care and protection. Overall 14 states are developing plans for non-institutional alternative care, with sponsorship and foster care. Two states are piloting restorative justice.

EFFECTIVE IMPLEMENTATION OF CHILD PROTECTION LEGISLATION
At national level, the partnership with the Supreme Court of India galvanised commitment to child protection reform through state, regional and national level policy dialogue and oversight. The annual round tables on juvenile justice care and protection of children mobilized high courts, police department, Department of Social Welfare/Women and Children, State Commission for the Protection of Children and the State Legal Services Authority to improve access to justice and child protection services. At state level, UNICEF also engaged with the high courts to reinforce their oversight/coordination functions and in leveraging existing financial resources from various departments for child protection.

Photo Credit: UNICEF/UN0126042/Vishwanathan
IMPROVING MONITORING AND OVERSIGHT MECHANISMS

With UNICEF’s support, 12 states are developing/ enhancing Information Management Systems capable of monitoring performance of child protection services. In two states, the system is also monitoring case management. UNICEF’s technical support has enabled social audit plans and inspection committees of child care institutions in eight states. These systemic changes have the potential to prevent and redress child abuse and neglect in residential care.

EFFECTIVE USE OF MEDIA TO SPREAD AWARENESS ON CHILD PROTECTION

UNICEF launched a national initiative to prevent violence against children in partnership with MWCD covering 100 districts (out of 712) and a multi-media campaign. At state level, the Chief Minister of Odisha and the police department, with UNICEF support, launched a large scale 15-day campaign across the State to raise awareness on child sexual abuse - ‘Paree Paien Katha Tiye’ (A word for Little Angel). This was the first time in India a State government moved from public outrage to strong and long-term commitment to prevent child sexual abuse, mobilizing several government departments, media and civil society. The campaign mobilized more than 60,000 police personnel, using vehicles with multimedia tools including folk media to reach out close to 1.2 million people directly and 1.2 million people through social media.
EVERY CHILD LIVES IN A SAFE AND CLEAN ENVIRONMENT
Suhasini, a grade VI student from Coimbatore district and her mates from 43 other schools are out on the streets of their village, with whistles in their hands, at 5 in the morning. The motley group whistles hard if they catch an “offender” defecating in the open. This group of 430 students form a formidable band of child commandos, popularly known as ‘Kutty commandos’. The block development officer, working together with local schools, engages students as child-motivators for behaviour change to end open defecation in the area. Children are trained on Community Led Total Sanitation tools like ‘walk of shame’ and ‘defecation mapping’.

Suhasini who leads the commando brigade in her school says that they maintain “strict discipline while they are on duty”. She adds, “Because of our good work we are now entrusted with the task of monitoring water and electricity in public toilets in the vicinity.”

We report people who are not ready to stop open defecation, at the Panchayat and demand disconnection of their water and electricity connections.

Photo Credit: UNICEF/AHMEDABAD_MG_6756/RUHANI KAUR
UNICEF and partners supported the Government of India in achieving these results:

**KEY RESULTS**

- **90 million** households gained access to toilet
- **18** states declared ODF status, bringing rural sanitation coverage to **97%**
- **3.1 million** school children gained access to WASH facilities
- **3.18 million** people including **1.58 million adolescent girls** reached with communication on menstruation
- More than **930,000** people gained access to safe drinking water
EVERY CHILD LIVES IN A SAFE AND CLEAN ENVIRONMENT

**CREATING ODF COMMUNITIES**
Continuing its leadership in technical assistance to the Swachh Bharat Mission (SBM), UNICEF extended support for advocacy, policy and programme development, behaviour change communication, data analysis, monitoring evaluation and coordination of partners (World Bank, Wateraid, BMGF, USAID, WHO, Tata Trust and corporates). With combined efforts, 237,000 villages across 18 states were declared ODF, bringing rural sanitation coverage to 97 per cent. UNICEF led the development of a 10 year rural sanitation strategy. It also supported the national ODF-Sustainability (ODF-S) programme focusing on behaviour change, fecal sludge, solid and liquid waste management, and upkeep of sanitation facilities. UNICEF also established a credit line with Water.org for affordable WASH loans to households in Maharashtra, Madhya Pradesh and Odisha. UNICEF and the World Bank established a strategic partnership (including a $1 million grant to UNICEF) for capacity development for ODF-S interventions in 2019. In partnership with Tata Institute of Social Science, UNICEF created a line of WASH professionals (81 Post Graduates) to work for the sector.

**IMPROVED SANITATION IN SCHOOLS**
UNICEF’s technical assistance to MHRD ensured budgetary allocation for WASH improvements in schools. UNICEF was successful in leveraging funds - $7.5 million from the Panchayati Raj and Rural Development Department for WASH operation and maintenance in rural schools in Madhya Pradesh. Investment from corporates like Samhita, ONGC, Viacom 18, Rotary Clubs and Private Foundations were channelized for schools in Maharashtra's urban slums. With UNICEF’s support, Maharashtra Tribal Development Department rolled out a scheme for benchmarking WASH facilities in residential schools for tribal children. National Stock Exchange Foundation provided WASH packages for these schools.

Photo Credit: UNICEF/UNI79452/Pietrasik
**IMPROVED AWARENESS ON MENSTRUAL HYGIENE**
UNICEF carried out a gap assessment on menstrual hygiene to inform the national inter-ministerial coordination strategy with regards to Menstrual Hygiene Management (MHM). Planning support was extended to selected states (Rajasthan, Gujarat, Jharkhand, Uttar Pradesh and Maharashtra) to draw MHM plans. In a one-of-a-kind initiative, funds for MHM counselling in schools were allocated per school per year basis in Jharkhand. UNICEF also supported communication campaigns to break the “silence” on menstruation. In West Bengal #LetsTalkAboutPeriods and FM radio broadcasts reached 1.6 million people.

**INCREASED ACCESS TO SAFE DRINKING WATER**
UNICEF assisted the Ministry of Drinking Water and Sanitation (MDWS) in mainstreaming the water safety and security planning approach in the National Rural Drinking Water Programme. ‘Swajal’ guidelines and training modules were developed by UNICEF for capacity building of grassroots stakeholders (PRI members, NGOs/CBOs and Village Committees), to enable rural water supply for hard to reach/small villages through community empowerment. UNICEF also provided technical assistance in revising Uniform Drinking Water Quality Monitoring (WQM) Protocol and establishing a national level ranking system of WQM laboratories.

**IMPROVED SANITATION IN HEALTH FACILITIES**
UNICEF supported interventions related to WASH in Healthcare Facilities, leading to 80 per cent achievement in WASH targets in 20 targeted districts. WASH in anganwadi’s (AWC) reached 80 per cent achievement rates in 8 districts. UNICEF supported development of national guidelines for WASH in AWCs and data analysis to establish the Joint Monitoring Plan (JMP) baseline for WASH in Health in India.
EVERY CHILD HAS AN EQUITABLE CHANCE IN LIFE
A motherless young girl belonging to a migrant labour family, 22-year-old Sonali escaped child marriage by influencing her father to let her continue studying. Despite multiple breaks in her education due to financial struggles, she finally enrolled in first year zoology through distance education, thanks to the Kanyashree Prakalpa, West Bengal’s conditional cash transfer scheme of the Government of West Bengal. As a child sensitive social protection scheme, it has been enabling numerous girls like Sonali to continue their education and prevent dropping-out and being forced into child marriage. Sonali, now a youth leader, helps adolescents, especially other girls with their education and enrollment in extracurricular activities such as football and raising awareness on social issues including ending child marriage. She has reached out to the Ward Councillor, police and even the Minister of the Department of Women and Child Development to initiate activities for adolescent participation and empowerment.

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UNICEF and partners supported the Government of India in achieving these results:

**KEY RESULTS**

16 million girls in Bihar reached through a **universal cash grant**

**GPDP**

Section on children in the new Gram Panchayat Development Plan Guidelines

**CHILD BUDGET**

Child Budgeting made **mandatory** for all ministries
EVERY CHILD HAS AN EQUITABLE CHANCE IN LIFE

FOCUS ON SOCIAL INCLUSION IN PLANNING AND GOVERNANCE

As a response to UNICEF’s policy dialogue on child responsive Gram Panchayat Development Plan (GPDP), with the Ministry of Panchayat Raj (MoPR) and the National Institute of Rural Development (NIRD), in October 2018, for the first time a section on children was incorporated in the revised Guidelines on GPDP. Partnership with MoPR has strengthened capacities of Panchayati Raj Institutions (PRIs), facilitated cross learning across states and supported inclusive development, social justice and localizing the Sustainable Development Goal (SDGs) through PRIs.

UNICEF, through its advocacy efforts and evidence-based policy dialogue on gender-sensitive social protection and inclusion, made considerable progress in strengthening the national maternity benefit cash transfer programme and re-designing existing governmental cash transfers for girls in states with high rates of child marriage and dropouts. In Bihar, UNICEF supported designing of Kanya Utthan Yojana, which provided universal cash grant to girls from birth till 21 years to ensure that girls are incentivized to continue their education. In Jharkhand, UNICEF reviewed the progress of two existing girl child related cash transfers to make it more inclusive for girls with different vulnerabilities. The cash transfers were attached to crucial transition points in their education trajectory to reduce dropouts and discourage child marriage.

EMPHASIS ON CHILD SENSITIVE BUDGETING WITH A GENDER PERSPECTIVE

UNICEF has been providing consultations to Ministry of Finance (MoF) and other line ministries on the concept of child budgets. In 2018, MoF made a momentous decision to make Child Budgeting mandatory for all Ministries of Union Government for Union Budget 2019-20.
INCREASED PUBLIC INVESTMENTS ON CHILDREN

In its ongoing efforts at critical evidence generation, UNICEF is completing the first-ever analysis of public investments on children in India. It is being done to analyze allocation and expenditures with disaggregation by gender, age groups, ethnic group and other marginalized children, over the past five years of both Union and State Governments, for all programmes for children. The analysis will provide a baseline and help improve funds flow for child-related programme systems.

IMPROVED MONITORING OF CHILD-CENTRIC DEVELOPMENT INDICATORS

The United Nations in India has supported the government in setting up a robust SDG monitoring mechanism and UNICEF has focused specifically on the key child related indicators. UNICEF is extending technical support to the National Statistics Office, for establishing sustainable statistical systems. With UNICEF support, senior officers from Gujarat, Chhattisgarh and Maharashtra were trained on multidimensional poverty index analysis towards achieving SDG 1.
CROSS-CUTTING PRIORITIES
Adolescent empowerment and Ending Child Marriage initiatives cut across all programme efforts.

In 13 states, UNICEF's commitment to end child marriage resulted in:

- 5 million boys and girls actively gained access to information and life skills training
- 1.9 million parents & community members received messages on adolescent empowerment and ending child marriage
From being timid and underconfident, I came to lead solutions to problems faced by my peers and community through the adolescent group. I am now respected as a strong advocate for adolescent empowerment. But I feel most proud that my mother, herself a child bride, started listening to me, learning and respecting my decisions. She now wants me to fulfill all my dreams.

– Rupa, 22, West Bengal
In 2018, UNICEF and partners actively engaged with adolescents, parents, community and front-line workers to end child marriage. YuWaah! - A national partnership with and for young people showed evidence that narrative of ‘marriage market’ needs to shift to the ‘market of aspirations’ and informed choices to end child marriage. Efforts to amplify these drivers of change - education, career guidance, flexible learning and employment options were targeted. UNICEF supported strengthened planning, monitoring and communication of two national programmes for adolescent empowerment and ending child marriage - Beti Bachao Beti Padhao and Mahila Shakti Kendras - being implemented in 640 (out of 712) districts.

Redesigning cash-transfer schemes for girls and linking them to key milestones, like achievement of secondary education and skilling was a huge success. In six states, multi-sectoral coordination mechanisms were established under the Chief Secretary and District Administration for adolescent empowerment. The Chief Minister of Jharkhand launched the costed state plan of action to end child marriage with a value of USD 50 million reaching one million girls. Bihar strengthened capacities of 9,500 volunteers and 38,000 front-line workers, aiming to reach 1 million adolescents and established a state adolescent cell to form 40,000 adolescent girls’ and boys’ groups. In Uttar Pradesh, a girls’ empowerment programme (Mahila Samakhya) was expanded from seven districts to 20 districts. Learnings from high intensity programming in four districts will be used to improve concerned policies and programmes. Strides were also made in generating evidence to define what works at scale to end child marriage, to aid policy advocacy.
In 2018, UNICEF worked towards reducing gendered vulnerabilities for women, especially pregnant women, mothers and adolescent girls. UNICEF continued its support to the national flagship programme for girls - Beti Bachao Beti Padhao which aims to increase the value of girls so that the sex ratio at birth improves.

Some of our key gender related interventions include:
- Preparation of gender-responsive breastfeeding guidelines which advocate increased rest and improved nutrition for 25 million lactating women
- The Mother and Child Protection card, to record health of every child born in a government facility
- It promotes responsive parenting with increased role of fathers and meal programmes for vulnerable pregnant and lactating women at their village anganwadi as they are likely to be eating least and last in their homes due to harmful gender norms

In education, retention of girls in school to prevent child marriage has been a key strategy. Improving WASH and menstrual hygiene management plans have helped retain girls in schools. Redesigning of cash transfer schemes has been a key achievement to improve environment for girls. Furthermore, a National Centre of Excellence has been established at Lady Irwin College to study and support women's collectives - an increasingly important platform for rural development.

Haryana: Moving towards a gender sensitive society

Haryana, the state with the worst sex ratio at birth achieved 100% fully operational public lights and toilets in two districts as a result of young-women led safety audits. The state government has also committed to gender training for all government bus drivers and conductors and the scaling up of gender socialization training of government school children from 20,000, 11-14 year old adolescents in two districts in 2018 to 600,000 adolescents in the whole state in 2019.
UNICEF India was able to put the rights and well-being of India's most disadvantaged children at the heart of social, political and economic agendas, through increase of UNICEF’s voice, reach, public engagement and brand positioning resulting in:

**Intensified policy advocacy**

Engagement with parliamentarians led to policy change for children including a landmark decision in Bihar to provide cash incentives to health workers and mothers for every new-born girl admitted in Sick New-born Care Units.

**Wide reaching public advocacy and integrated campaigns**

Children’s Day focused on the need for a safe and supportive school environment, and reached 700 million through media and social media. Goodwill Ambassador Sachin Tendulkar was a key influencer and the Rashtrapati Bhawan (presidential residence) went blue in support of child rights. Two integrated campaigns on newborn survival and early childhood development were implemented. #EveryChildALIVE had a cumulative reach of 800 million through traditional media alone. Ending violence and ending child marriage campaigns were rolled out across key states.

**Enhanced trust and partner of choice**

UNICEF India is the most trusted international agency in the country with 86 per cent overall trust. Willingness to donate towards its causes reported an increase from 55 per cent to 68 per cent in the last year. Online supporters increased from 1.4 million to 3.7 million. The circle of key influencers kept growing, with 18-year-old athlete Hima Das appointed in 2018, as UNICEF India’s first Youth Ambassador.
HUMANITARIAN ACTION AND DISASTER RISK REDUCTION (DRR)

The year 2018 and Kerala floods brought significant understanding of child responsive disaster reduction and risk informed programming in the government and in UNICEF.

UNICEF supported humanitarian response to Kerala with the following key results:

- 1 million children provided with psychosocial care
- 509,000 people regained access to safe water
- 75,000 households received messages on infant and young child feeding practices
- 360 temporary health facilities became functional with recruitment of 400 nurses
- 489 Gram Panchayat Development Plans informed with Government of Kerala for accountability to affected populations

Risk Informed Programming
UNICEF supported institutionalization of child-centred risk informed programming in administrative training programmes run by two national (LBSNAA, NIDM) and six state level institutions. This has built capacity of more than 85,000 government officials to minimize disaster impact and build social sector resilience for children. UNICEF also engaged with state authorities in validation of eight State Child Risk and Impact Analyses that could inform programmes to make them more resilient and ensure that critical social services remain functional before, during and after disaster.

Emergency Preparedness and Disaster Management
Development of two roadmaps for DRR, revision of five states, 67 District Disaster Management Plans and integration of DRR in Gram Panchayat Development Plans was supported in Assam, Gujarat, Madhya Pradesh and Maharashtra. School safety programmes were scaled up to eight states reaching 118,000 schools. UNICEF developed two designs for hazard resilient toilets and submitted them to the relevant water departments (Assam and Gujarat) for adoption. UNICEF prepared 16 states and one national Emergency Preparedness for Response Plans (EPP) for its offices. UNICEF staff, as the UN Coordinator for the Kerala response, contributed to the Post Disaster Needs Assessment, the first of its kind in India.

Recovery and Preparedness
Following 2017 floods in Bihar, UNICEF enabled Bihar to develop 40 social sector recovery and preparedness plans, which were finalized and rolled out in 2018. 27,721 Anganwadi Workers from 15 highly flood-prone districts were trained on Emergency Preparedness. A total of 359 health sub-centres and 1,837 Anganwadi Centers were identified as ‘located in high-risk prone areas’ and the relocation plans are being pursued. With the Gujarat Institute for Disaster Management, UNICEF organized a State consultation on Climate Smart Governance and conducted a joint five-day course with the National and the State Institute for Rural Development on Climate Resilient production systems and promotion of agro-entrepreneurship.
A massive recruitment exercise was undertaken in 2018 to ensure required staffing to implement the new Country Programme. The country office continued to enforce a zero-tolerance policy towards sexual exploitation and abuse of authority. Gender parity in hiring of staff was achieved in 2018, and UNICEF hired a female driver – a first for the UN in India. Further, following the flood emergency in Kerala, existing human resources were effectively managed to provide surge-support across all technical areas.

Supply and Procurement supported in capacity building of state governments by managing logistics and undertook an assessment of supply/cold chain management and training. It also worked closely with the government on vaccine procurement and vaccine forecasting. Some $50 million of goods and services were procured in support of country programme delivery.

In-country private sector fundraising became increasingly vital and India Country Office grew its base of individual donors to almost 40,000. With the Ministry and the Indian Institute of Corporate Affairs (IICA), the private sector was mobilized to prioritize human rights and responsible business practices. An MoU was signed with the Confederation of Indian Industries (CII) to institutionalize a long-standing relationship and UNICEF supported the establishment of CSR hubs in the Eastern, Southern and Western regions.
2018 re-confirmed the importance of some key lessons as well as highlighted some new areas for reflection. One of the crucial factors to programme delivery is high-level political and bureaucratic commitments by Government and sustained evidence-based advocacy. This was exemplified across sectors:

Impetus from the Prime Minister’s Office and engagement with the Health Minister and Chief Secretaries for regular review provided impetus to Mission Indradhanush, Measles Rubella (MR) Campaign and POSHAN Abhiyaan. It also helped procure catalytic funding to take forward MR Campaign.

MR guidelines, BRIDGE training guidelines, POSHAN Abhiyaan Jan Andolan guidelines and dashboard showed that embracing social behaviour change communication helps translation of interventions from national to Gram Panchayat level.

Policy dialogue with strategic evidence helped build an appetite to review and redesign child-sensitive social protection programmes.

In the WASH sector, consistent advocacy based on data and evidence helped secure funding for operations and maintenance of WASH in schools.
2018 also reinforced the power of social media, influencers and media partnerships for programme outcomes. UNICEF took the lead in supporting National and State Governments through social media strategies focussed on creating awareness and dispelling myths using clear evidence, facts and figures. UNICEF also facilitated discussions with Parliamentary Forum for Children for action on adolescent empowerment and ending child marriage.

Building partnerships was a critical factor contributing to the results. The National Achievement Survey assessed 2.2 million children on a single day and produced results in the lowest turnaround time through effective partnerships. Multi-state technical partnerships, partnerships with district administrations, gram panchayats, NGOs, CSOs and corporates were critical to achieve maximum coverage and work at reduced costs.

As we enter 2019, plugging implementation gaps and making operational modalities work becomes important. Political willingness needs to be translated into sustained action. The ongoing initiatives for inter-ministerial and inter-departmental convergence needs to be developed further for programmatic success.

In 2019, UNICEF would focus on enabling faster feedback loops on what is working. Use of documentation and institutional memory, coupled with regular monitoring, leveraging of resources from the government and private sector, and strengthened partnerships will be critical areas of focus.