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UNICEF remains committed to supporting the governments in its effort to reach communities with life-saving supplies and services, especially during the pandemic.
Every child is born with the right to be cared for, nurtured and protected; to grow up healthy and strong; to be educated and enabled to reach their full potential and to contribute to society, at large. For 75 years globally and 73 years in India, UNICEF and its partners have worked to help children realize their rights, whoever she is, wherever he lives.

The COVID-19 pandemic has impacted children and young people in multiple ways, at an unprecedented scale, and has been the worst calamity in recent history to affect children globally and in India. Recurrent waves of the pandemic overwhelmed the underprepared health systems. Interruptions and constant disruptions to supply chains and healthcare threatened to undermine recent gain in child health, nutrition, and development. Lifesaving routine immunization was disturbed. Classrooms sat empty, with children facing severe learning disruptions.

The pandemic tested, but it could not diminish our optimism. The crisis revealed the strength and resilience of affected people, communities, adolescents, and youth. UNICEF staunchly supported the national and state governments in the pandemic response. Our partnerships with the government, private sector partners, donors, civil society, children and young people kept us active through the response period, and beyond.

As communities struggled to contain the pandemic, UNICEF supported the government and people of India in providing accurate, and appropriate lifesaving information, delivering essential supplies including personal protective equipment, oxygen plants, cold chain equipment, syringes and diagnostic testing devices, providing vital support to keep health services functioning, including immunization, protective measures for children and treatment for malnutrition. As the Government of India responded to a rising number of cases of COVID-19, UNICEF supported the effort by providing oxygen concentrators, installing oxygen plants in selected hospitals to save lives on the frontline and to support communities, and health workers in combating the pandemic.

While schools and early childhood development centres remained closed for most of the year, UNICEF supported the most marginalized children, including children with disabilities, to have continued access to learning. UNICEF also engaged with the government for the safe reopening of schools, notably through improved WASH services to support infection prevention and control in the immediate learning environment of children.

The pandemic threatened to roll back the hard-won progress and gender gains of years, straining social services, protection, and justice systems, increasing gender-based risks, and deepening inequalities. UNICEF supported government systems to identify vulnerable children, work toward strengthening families, prevent separation, promote family-based care for children, and provide psychosocial support to children and their families/caregivers.
WASH became a critical component of the pandemic response effort for which UNICEF reached millions through the media with hand-hygiene messages while supporting the continuity of water and sanitation services. Staff were trained and engaged in infection prevention and control measures, such as hand hygiene promotion and COVID-appropriate behaviours in schools, health facilities, and in communities, particularly in urban slums identified as COVID-19 hotspots. The Risk Communication and Community Engagement (RCCE) response to the pandemic intensified through India’s devastating second wave; extraordinary support was extended to the government to bolster the #LargestVaccineDrive, cutting edge communication in addressing risk perceptions, promoting healthy practices and vaccines uptake, while countering misinformation and vaccine hesitancy.

Under the most challenging circumstances imaginable, we have witnessed extraordinary resilience and courage, innovation, and dedication of frontline workers. We saw how quickly they rose to the occasion, as individuals and as societies, when the situation demanded.

Responding to the acute emergency in 2021 has also reinforced our belief that progress is possible through sustained efforts and strategic partnerships. And, with a huge mandate to deliver, we continue to learn from the successes and failures of the pandemic to find opportunities in crisis. Learning and acting upon the lessons in these past two years can go a long way in establishing that child-critical services are more inclusive, resilient to and prepared for disasters, and an evolving pandemic. We continue to advocate and accelerate progress to meeting crucial needs of children, young people, and families – from health and nutrition to water and sanitation, to education, child protection, social protection, access to skills and opportunities for young people.

Seventy-five years on, this is a time to build on UNICEF’s history and achievements with renewed commitment, innovation, and action. It is possible only through our collective efforts, as UNICEF, the public and private sectors, our invaluable network of partners working for child rights, and children and young people themselves, that we will turn the tide for a better, safer, healthier, and greener future for every child.

Together, we can accomplish this.

\[Signature\]

Cynthia McCaffrey
Representative, UNICEF India
Year's highlights: The Change We Supported

21.5 million children (of which 47% girls) attained remote learning opportunities

15.8 million children reached across eight states through evidence-based learning recovery programmes rolled out by state governments

The National Achievement Survey 2021, the first national learning assessment since the pandemic, conducted with technical support from UNICEF

280,000 teachers or school focal points across more than 218,000 schools were trained in WASH, infection prevention and control protocols

7.5 million people received emergency WASH supplies (e.g., soap and hand wash stations)

10 million people gained access to basic sanitation

28 million people and 1.7 million schools and Anganwadi centres gained access to onsite water supplies

215,753 child protection functionaries (45% female) and allied workers trained in case of management with UNICEF support

887,188 children and caregivers supported in accessing mental health and psychosocial support, participated or lead-civic engagement initiatives through UNICEF-supported programmes

21.5 million children (of which 47% girls) attained remote learning opportunities

13 state governments were sensitized and capacitated to safeguard public investments critical for social sectors during the pandemic

449,912 were reached with government social protection assistance, including vulnerable children, through capacity building of more than 63,000 local governments and 5,000 community-based organizations

600,000 cold-chain equipments supplied to support scale-up of COVID-19 vaccination coverage

100,000 mentoring and supportive/supervisory visits to COVID-19 vaccination centres, across 22 states

30,468 children who lost their parents due to COVID-19, were supported with cash transfer programmes

4.3 million young people and 1,350+ partners took 7.6 million actions to safeguard their communities against COVID-19 through an initiative called Young Warrior

Responses to Nine
humanitarian emergencies were supported in 2021, including three cyclones (impacting West Bengal, Odisha and Gujarat) and six floods

887,188 children and caregivers supported in accessing mental health and psychosocial support, participated or lead-civic engagement initiatives through UNICEF-supported programmes
21% increase in efforts for improving the Labour Room Quality Improvement Initiative from 14% (2020) to 35% (2021)

16% increase in Iron and folic acid supplementation for adolescent girls in one year from 8% to 24%

585,228 health care providers and managers trained on infection prevention, control and WASH

30,000+ paediatricians were trained to implement early childhood development nurturing care modules in their routine clinical practices

307,028 children with severe acute malnutrition (SAM) treated through the facility and community-based programmes, which is more than twice that was in the year 2020

UNICEF continued to support the COVID-19 response and supplied personal protective equipment for healthcare workers, equipped hospitals with high-flow nasal cannulas, oxygen concentrators, and oxygen generation plants. Laboratories were supplied with RT-PCR machines, RNA extraction machines and laboratory deep freezers. The ports of entry to the country were strengthened by supplying and installing mass thermal scanners.

UNICEF, with UN agencies and development partners, supported the government on essential health nutrition services. UNICEF worked with the Ministry of Health and Family Welfare (MoHFW) to ensure the adaptation and continuity of essential health and nutrition services for women, children and adolescents.
Keeping Children Learning
## Key Achievements

<table>
<thead>
<tr>
<th><strong>Number</strong></th>
<th><strong>Details</strong></th>
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<tbody>
<tr>
<td><strong>21.5 million</strong></td>
<td>Children (47% girls) attained remote learning opportunities</td>
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<td><strong>10 million</strong></td>
<td>Parents were supported to augment the learning environment at home</td>
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<tr>
<td><strong>17</strong></td>
<td>State governments utilized protocols and guidelines prepared by UNICEF for reopening schools and early childhood development centres safely</td>
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<tr>
<td><strong>280,000</strong></td>
<td>Teachers or school focal points across more than 218,000 schools were trained in water, sanitation and hygiene (WASH) and infection prevention and control protocols</td>
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<td><strong>193,010</strong></td>
<td>Out-of-school children (44% girls) identified and referred to special training programmes and formal schools</td>
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<td><strong>332</strong></td>
<td>Mobile learning units activated and started targeting the most marginalized <em>Musahar</em> children in Bihar</td>
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<td><strong>2.5 million</strong></td>
<td>Children (48% girls) in Maharashtra reached with a campaign promoting ‘reading for joy’</td>
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<td><strong>26 million</strong></td>
<td>Adolescents (50% girls) registered in the career guidance portals that were expanded to 15 states</td>
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The ongoing pandemic caused schools and early childhood development centres to remain closed for most of the year. To ensure continuity of learning, UNICEF and its partners continued to support the government and communities. The Ministry of Education (MoE) disseminated national guidelines developed with UNICEF support, promoting parental participation in home-based learning enabled by self-help groups, community volunteers, adolescent collectives, online platforms, television networks and community radio. UNICEF provided technical support for the implementation of National Achievement Survey (NAS), working in strategic partnerships, UNICEF supported states in planning and implementing literacy, and numeracy skills programmes.
Keeping Children Safe and Protected from Violence, Abuse and Exploitation
215,753 Child protection functionaries of which 45% were females, trained in case of management with UNICEF support

1.2 million women, girls, and boys are supported to access gender-based violence prevention and response services in 17 states

887,188 children and caregivers supported to access mental health and psychosocial support services

12 million adolescents girls and boys (of which 47% girls) supported to access at least one programme/scheme targeted at adolescents

13 million community members were equipped with information and galvanized to take action against child marriage and promote adolescent empowerment

3.2 million adolescents were engaged in civic engagement initiatives addressing issues like child marriage, labour, violence, and climate change through UNICEF-supported programmes

3.8 million adolescent girls supported with access to cash plus programme under cash transfer programme for girls

175 Districts with action plans to end child marriage and adolescent empowerment operationalized with UNICEF support leading to leveraging USD $60 million of government resources

228,000 children across 274 districts in 12 States supported by preventing separation from family, strengthening families and providing family-based care and a safe environment

UNICEF supported the government and stakeholders to boost the child protection systems with a special focus on mitigating the effects of the COVID-19 pandemic. Strengthening regulatory frameworks and capacities of the social workforce was prioritized. UNICEF worked to identify vulnerable children, strengthening families, preventing separation, promoting family-based care for children and providing psychosocial support to children, and their families/caregivers.
Keeping Children in Clean and Hygienic Environments
ANNUAL REPORT INDIA

Critical advisories, standard operating procedures (SOPs) and training content were produced and implemented for COVID-19-specific interventions to support the concerned ministries.

Strategic partnerships with corporates were operationalized, e.g. with Unilever and Lixil, mobilizing multi-million US dollar in-kind donations and in strategic technical assistance to sanitation programming; with over 100 non-governmental organizations (NGO) for field interventions; with WHO, IRC and WaterAid for policy engagement on hand hygiene; with the Bill & Melinda Gates Foundation for sanitation/faecal sludge management; with Johnson and Johnson on menstrual hygiene; with UN and youth groups for climate action and green jobs initiatives; with the Asian Infrastructure Investment Bank for WASH projects in several states; and with academia for Learning, Evidence Generation, and Advocacy for Catalyzing Policy (LEGACY).
Keeping Children and Families Accessing Social Protection
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<th>National Policy Commission supported to evaluate 13 national major social protection programmes</th>
<th>Six states engaged to strengthen portability of social protection for migrant households with a focus on children and women</th>
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<tr>
<td>30,468 children who lost parental care during COVID-19 in seven states reached with cash transfers</td>
<td>240 counsellors trained on addressing trauma through cash plus services</td>
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<tr>
<td>63,000 local governments and 5,000 community-based organizations trained and capacitated to strengthen last mile coverage to reach social protection to the most vulnerable</td>
<td>Eight states institutionalized child budgets, two states institutionalized gender budgets, and sustainable development goals (SDG) budgets and nutrition budgets in one state were supported</td>
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<td>162 million USD increased budget allocation secured in one state and public budgets for children safeguarded across programming states</td>
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UNICEF worked with state and local governments in implementing social protection programmes on girl child, cash transfers, food security, maternity benefits, rural works programmes and humanitarian cash transfers. The initiative was accompanied by evidence generation and advocacy for effective and portable social protection for internal migrant women, and children.

**Innovative Business Solutions**

UNICEF continued working with business networks in 2021 to improve their value chain practices and effectively utilize their core assets, workforce and surrounding spaces to advance child rights in the pandemic. Some significant results include:

- **Co-creation and launch of an application to support child protection across India by empowering its first line defenders (Childline) with access to the database as well as e-learning content**
- **212 companies pledged to support and take actions under the IMPAct4nutrition (I4N) initiative which aims to improve nutritional education and behaviour across India**
Since its launch in November 2019, YuWaah (GenU in India) has connected over 26 million young people with various initiatives and partnerships related to career guidance, active citizenship, volunteering, 21st Century skills, and economic opportunities (jobs and entrepreneurship).

YuWaah supported Delhi govt. in enabling 1.3 million young people to access 500,000 job opportunities on Rozgar Bazaar job portal. Through its partner GAME (Global Alliance for Mass Entrepreneurship), YuWaah also strengthened entrepreneurship ecosystem through technical support to women and college students.

A social movement led by young people called Young Warrior movement mobilized 4.3 million young people and 1,350 partners to take 7.6 million actions in three months to safeguard their communities during the second wave of COVID-19.
COVID-19 propelled implementers to utilize digital platforms for larger outreach and innovations in 2021. UNICEF utilized technology for development (T4D) using digital and mobile based platforms for large scale rapid assessments, or data collection, monitoring, and gap analysis across most states. UNICEF supported programmatic and technological solutions which integrated, and scaled climate-resilient and urban solutions.

Digital Innovations

- **FunDoo** - a life skills chatbot engaged over 130,000 young learners in task-based, self-paced learning using WhatsApp

- **Real-time monitoring** using WhatsApp facilitated preparedness (Cyclone Yaas in Odisha) and response (Nutrition status monitoring in Odisha and Madhya Pradesh) activities supported by decision-making capabilities using dashboards built on visualization platforms such as Power BI

- **Low-tech innovation** was piloted to engage parents on responsive parenting using interactive voice response (IVR) and feature phones in UP, and Jharkhand and reached more than 25,000 parents of young children (0 to 6 years) and frontline workers

Climate Change

- **Hydrological mapping** and water use analysis at the community level

- **Improving the efficient use of water** and source sustainability through Jal Jeevan Mission

- **Installing renewable energy generators** for cold chains and grey water recycling, improving waste management practices **under the SBM Phase II**
Among the many effects of COVID-19 on society, one of the most insidious is the impact on global mental health, giving rise to new challenges and aggravating pre-existing issues. A positive side effect of the pandemic was an increased awareness about mental health issues leading to increased sensitivity to conversation about depression, anxiety and learning disabilities.

To capitalize on this increased awareness children, young people and parents/caregivers were approached with mental health, and psychosocial support services through the expansion of helplines, online platforms and community-based interventions.

1.1 million adolescents (46% girls) in the 14-16-year age group utilized an emotional learning programme

Students were reached through a toll-free IVR number, while teachers were reached through WhatsApp using innovative methods. This was done in collaboration with the Governments of Bihar, Jammu and Kashmir, and Jharkhand.
Effective Programming, Monitoring, Advocacy, and Social Mobilization
Communication, Advocacy and Partnerships

- Close to 6 billion audiences reached via compelling content, with 62 million engagements, 200 million video views, and 8.5 billion impressions across digital channels
- 70 Members of Parliament engaged around children’s issues exacerbated by the COVID-19 pandemic
- More than 500 opinion pieces, articles, 700 radio programmes, 200 TV discussions, engaging specialists to keep up a constant flow of critical content in the media space all year
- Two coffee table books and 13 films titled ‘COVID Warriors’ that featured stories of committed frontline workers
- A series of 10 short films Zara Sochiye advocating for CAB was telecasted on Doordarshan, the Ministry of Health’s social media handles, and the MyGov website

The COVID-19 response intensified through India’s devastating second wave, and saw exponential growth in UNICEF India’s advocacy, media and digital outreach.

Extensive coverage ensued from the State of the World’s Children (SOWC) launch spotlighting children’s mental health.

Social and Behaviour Change, and Community Engagement

- 76 million people adopt COVID-19 Appropriate Behaviour (CAB) and access vaccination
- 460 districts in the country attained vaccine promotion efforts through non-traditional and new community partnerships
- 5 million tribal minorities adopt safe practices and access vaccines
- More than 500,000 frontline workers, civil society organizations and youth have been trained to engage communities on vaccination and CAB

In 2021, Risk Communication and Community Engagement (RCCE) strategies were developed and rolled out to inform and engage communities to adopt CAB.

UNICEF engaged with faith leaders, traditional healers, academia, cooperative societies, associations, women and youth groups, and community radio stations through numerous platforms in urban and rural areas, and through partnerships; cross-sector coordination efforts helped amplify the messages to hard-to-reach areas.
**Gender**

- **1,138,551** women, girls, and boys accessed gender-based violence prevention and response services, and other child protection services in 17 states

- **896,451** children and women benefited from the UNICEF-led inter-agency programme on addressing gender-based violence in times of COVID-19 in Chhattisgarh, Bihar, Uttar Pradesh, Madhya Pradesh and Rajasthan

As the pandemic compounded the impacts of gender inequality, UNICEF redoubled efforts in addressing gender-based violence; maintaining gender-responsive health and education services; caring for caregivers, especially through quality maternal care; strengthening gender data and analysis. A Gender Programme Review helped us to align with the core programming principles of the global Gender Action Plan.

**Disaster Risk Reduction**

- **1.2 million** people in Bihar supported to improve community preparedness for response to floods, with minimum loss of life and property

- **2.5 million** people with COVID-19 vaccine awareness through MAHAPECO-Net platform in Maharashtra, comprising 75 organizations to reach 13 cities including 2,666 urban localities and 382 villages in 36 districts

The year 2021 witnessed three cyclones, and the seasonal monsoon triggered flooding and landslides unabatingly through the month of November. UNICEF and its partners delivered specialised technical support to state governments in system strengthening for coordinated, informed preparedness and response thereby improving the protective environment for children and their communities.

**Managing for Results**

Working closely with partners and communities, UNICEF has significantly stepped up its fight against Sexual Exploitation and Abuse (SEA) and Sexual Harassment (SH). This work is informed by and takes place in tandem with the work of related actors including the broader UN system, donors, and civil society organizations (CSOs). In 2021, 390 CSOs were assessed of which staff and focal points for 200 have been trained.
Our Partners and Supporters
UNICEF India acknowledges the generous support of the Government of India, our sister agencies in the United Nations India, international and national partners and the private and public sector donors who have generously supported and pledged funds for our 2021 humanitarian appeal.

Contributions

- In 2021, private sector partnership’s revenue and contributions-in-kind value was approximately US $21.5 million, against US $7 million in 2020.

- Income from UNICEF National Committees increased from US $11 million in 2020 to US $70 million.

- Individual giving grew by over 30 per cent.

- The office was able to mobilize US $96 million in 2021 for the Humanitarian Action for Children, including US $21.3 million from government donors.

- Funding through partnering with CryptoRelief, a community-run fund delivering respite via the procurement of critical supply syringes and raising awareness on mental health through a non-fungible token auction.
For every child

Whoever she is.
Wherever he lives.
Every child deserves a childhood.
A future.
A fair chance.
That's why UNICEF is there.
For each and every child.
Working day in and day out.
In more than 190 countries and territories.
Reaching the hardest to reach.
The furthest from help.
The most excluded.
It's why we stay to the end.
And never give up.

United Nations Children's Fund

Lodhi Road, Near 73, Lodhi Gardens
Lodhi Estate, New Delhi
Delhi 110003, India
Phone: 011 2469 0401
www.unicef.org

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