



unicef 

for every child

ANNUAL REPORT **2019**

#ForEveryChild



CONTENTS

INDIA AND UNICEF IN 2019	01
WHAT WE DID IN 2019	03
KEY RESULTS FOR EVERY CHILD	
1. EVERY CHILD SURVIVES AND THRIVES	07
2. EVERY CHILD LEARNS	12
3. EVERY CHILD IS PROTECTED FROM VIOLENCE AND EXPLOITATION	15
4. EVERY CHILD LIVES IN A SAFE AND CLEAN ENVIRONMENT	19
5. EVERY CHILD HAS AN EQUITABLE CHANCE IN LIFE	22
6. HUMANITARIAN ACTION AND DISASTER RISK REDUCTION	25
YUWAAH	27
CONVENTION ON THE RIGHTS OF THE CHILD	30
70 YEARS OF UNICEF IN INDIA	33
OUR PARTNERS	38

India and UNICEF in 2019

“More than ever before in human history, we share a common destiny. We can master it only if we face it together.” These words by late Kofi Annan, the former Secretary-General of the United Nations, are extremely relevant to the time we are facing.

COVID-19, the global pandemic, is a grim reminder of the reality that epidemics can become more common with our increasing and essential inter-connectedness. Understanding this reality is key to reducing the risk of future epidemics and safeguarding the future of children.

UNICEF stands for children — their futures and their rights. The 30th anniversary of the Convention on the Rights of the Child (CRC), in November 2019, was yet another reminder of our collective promise to every child. A reminder for us to enable the transformation of these rights into results: into programmes, advocacy and services that support and save the lives of the world's youngest people, no matter where they live and what conditions they are forced to face.

In 2019, UNICEF continued to work in 17 States and two Union Territories, with some 450 staff members, making it the UN agency with the largest field presence, reaching an estimated 450 million children and young people. In this year that also marked 70 years of UNICEF in India, the focus was on supporting and building a national movement for child rights. The first 'National Summit for Every Child' at the Parliament of India and similar efforts by state assemblies saw members of critical law-making bodies recommit to the CRC. UNICEF believes in the unlimited potential of youth to drive change and at least 50,000 young people were engaged as advocates undertaking numerous actions to realize critical rights for children across India. UNICEF also contributed to and informed a third of the national child rights discourse in the media.



Message from the UNICEF Representative

The past year was a challenging year for India's children, and for UNICEF. But it was also a uniquely rewarding one!

I am enormously proud of the results we have achieved – and the values we have worked to uphold – together with our partners, our donors, supporters and our dedicated staff for the children and young people we serve. 2019 was also a special year for us. We celebrated the 30 years of the Convention on the Rights of the Child (CRC) along with 70 years of UNICEF in India.

As we look back at our achievements over the past seven decades, we look back not at the progress that we made as UNICEF, but also at the incredible progress that India has made to promote and advance child rights. It is also the moment to celebrate and applaud the true heroes who have significantly contributed towards this success – the Anganwadi workers who ensure that services reach to children in remote villages, the midwives who are on the call, around the clock to assist pregnant women with safe deliveries, the health workers who brave inclement weather to get vaccines to children, the teachers who sign up to work in the most challenging schools, the young girls who stood their ground and chose school over marriage and many more.

The year 2020 has presented several new challenges for children, some more significant than what we have seen in the recent past. The world is grappling with COVID-19 that could have a lasting impact on the global economy and undoubtedly on the well-being of children.

Even in times as challenging as what we are now facing with the COVID-19 pandemic—in fact, more so in times like this—we remain committed in supporting everybody who is working for every child. For we believe that there is no cause more important than the cause for children.

Dr. Yasmin Ali Haque
UNICEF Representative in India

UNICEF India's key strength lies in its evidence-based advocacy and technical expertise that informs policy and implementation, besides building the capacity of partners nationally and at the village level. In 2019, UNICEF and partners worked together towards achieving, inter alia, the following key results for children at national, state and district level:

- The largest micronutrient survey ever conducted globally - the **Comprehensive National Nutrition Survey (CNNS)** - covering **112,316 children** (50 per cent girls) and adolescents aged 0-19 years to inform policy and action
- The Jan Andolan dashboard, supported by UNICEF, recorded **36 million** behaviour change activities to improve **maternal and child nutrition**, during the **POSHAN (Nutrition) Month campaign** in September 2019
- **Vaccination** of over **116 million children** for prevention against **Measles-Rubella**
- **Quality Early Childhood Education** for **22 million children**, nearly 50 per cent of them girls, in at least one million Anganwadi centres across 14 states
- Child protection workforce in 17 states for access to improved response and **rehabilitation services** for **350,500 children**
- **Psychosocial care** for **114,370 children** through UNICEF supported safe spaces in three states during emergencies
- **National Water Conservation Campaign** to reach **65 million people** from 257 water-stressed districts
- **616,000 out-of-school children (47 per cent girls)** mainstreamed into **school/training programmes** in Bihar, Madhya Pradesh, Uttar Pradesh, Rajasthan and West Bengal
- **Access to a career portal** for **6.8 million children** in four states (50 per cent of them girls), in classes 9 - 12, supporting them to make informed choices about their future careers

And much more.



2020 also marks the beginning of Decade of Action in achieving the Sustainable Development Goals - for accelerating sustainable solutions to all the world's biggest challenges - ranging from poverty and gender to climate change, inequality and closing the finance gap.

For UNICEF, this means reaching children most in need, more partnerships, more fundraising, more innovation, and more work to sustain the gains made thus far. And make sure that it does not reverse with the looming economic crisis and global pandemic so that more children and young people get the opportunities and possibilities they deserve.



WHAT WE DID IN 2019

1) Where people had no access to basic healthcare, UNICEF helped quality healthcare reach them in 23 States and 39 Aspirational districts

UNICEF worked towards promoting equal accessibility of quality and comprehensive Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+A) interventions through skill-building of frontline workers, scaling-up of Home-Based care for Young Child (HBYC) and achieving 90 per cent immunization across India.

2) Millions of children who could have become stunted, are now living healthy lives through UNICEF supported nutrition services

The Anganwadi Centres (AWCs) in UNICEF supported states working on nutrition sessions increased from about 427,000 to over half a million. We supported the POSHAN Abhiyan – India's flagship programme on reduction of stunting, in conducting 36 million nutrition awareness activities during the POSHAN Month conducted for mothers and fathers to better support their children.

3) Where millions of children were exposed to life-threatening diseases due to lack of safe drinking water or toilets, UNICEF helped provide safe sanitation facilities to 100 million households

UNICEF played a major role in forming WASH policy at national level across sectors (Health, Education and Rural Development), and providing hands-on support in 15 most populated states and in 200 districts.



4) 34 million vulnerable children learnt more and better through UNICEF supported child-centred teaching practices

UNICEF provided technical support to the Samagra Shiksha programme to enhance child-centred teaching practices, benefitting 34 million children. Institutional capacity on conducting learning assessments were also strengthened in 15 states benefitting 44 million children. UNICEF's support to enable quality early childhood education reached 22 million children (49.5 per cent girls) in one million Anganwadi centres across 14 states.

5) Where poverty or crisis have forced children out of school, UNICEF took learning opportunities to them through school and special trainings

In Kashmir, 5,700 crisis-affected children (51 per cent girls) were schooled in 305 community learning centres. At least 19,000 children (65 per cent girls and 35 per cent boys) also benefitted psychosocial support in 108 UNICEF supported child friendly spaces and adolescent resource centres in the Kashmir Valley.



6) Children in distress across **17 States** were supported through **UNICEF's specialised services**

UNICEF's national level partnerships were expanded to scale-up child protection work through services like CHILDLINE, wherein over 10,000 workers assisted up to two million calls and supported over 170,000 children in distress.

7) Where children's rights were violated through forced marriages, **UNICEF supported social change through policies and empowering adolescents**

Strengthening the national flagship programme, Beti Bachao Beti Padhao, the approach to End Child Marriage (ECM) expanded from 16 to 80 districts and 5.4 million girls and 2.4 million boys gained access to information, gender-responsive services, and life skill programmes.



8) **UNICEF helped children become visible in India's budget** and to drive focus on their education, health and social welfare

Public Expenditure on Children study in 16 states over seven years presented a proposal on universal child grant for under-five children and equalization grants for low-income states to the 15th Finance Commission.

9) **UNICEF furthered its commitment to India's young people** by building a strong partnership for their education, skill and employment through YuWaah

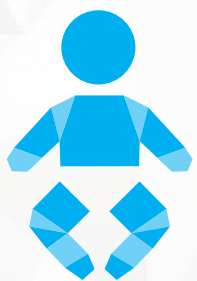
UNICEF and partners launched YuWaah (GenU in India), a national partnership with and for young people for better access to learning, economic opportunities and active citizenship. Over 30 committed partners and 120 youth-led organisations came together to enhance opportunities for employment/entrepreneurship, skill development and participation of adolescent boys and girls, especially girls.

10) **UNICEF is supporting a national movement for child rights** so that every child is protected, healthy and educated and no child is left behind

2019 marked 30 years of the adoption of Convention on the Rights of the Child (CRC) which drew renewed public attention on child rights. The first 'National Summit for Every Child' supported by UNICEF at the Indian Parliament galvanized renewed focus on child rights with children presenting their challenges and demanding action. Moreover, 88 questions were raised in the Parliament on child rights related issues compared to just 48 in the previous year.



Photo Credit: UNICEF/UNI286485/Vishwanathan



**EVERY
CHILD
SURVIVES
AND THRIVES**

UNICEF believes in providing quality maternal and newborn health services to the most vulnerable and hard to reach people, leading to high nutrition impact interventions.



Comprehensive National Nutrition Survey (CNNS, 2016-18)¹ showed

38.4% (NFHS-4 2015-16)



a **reduction in child stunting**

34.7%
(35.4% boys; 34% girls)



42% newborns were supported through



Home-Based care for Young Child programme in all UNICEF programming states

with follow up of **Special Newborn Care Unit** graduates (41% girls)

98% of pregnant mothers were registered for **Antenatal Care**
78% tested for **HIV** and **68%** were put on **Anti-Retroviral Treatment**

Over



116 million children and adolescents (**9 months - 15 years**)



received one dose of the **Measles-Rubella vaccine** through the MR campaign



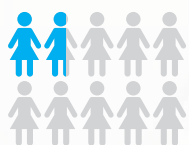
23.4 million children immunized with **Diphtheria, Pertussis and Tetanus dose**

Rotavirus vaccine scaled up universally and Tetanus and Diphtheria vaccine was introduced in Universal Immunization Programme in 2019



Iron/Folate supplementation coverage increased in **one year** among both

In - school Adolescent Girls



18% in 2018



31% in 2019

Out-of-school Adolescent Girls



8% in 2018



21% in 2019

¹nutritionindia.info



UNICEF focussed on major behaviour change initiatives by **training one million frontline workers on interpersonal communication skills in 21 states** and leveraging **US\$ 24 million** through budgeted state and district plans to **promote positive social norms and practices in 11 states**

Wasting reduced

21.0%

NFHS-4



17.3%

CNNS

A Caring for newborns

With a focus on securing the life of every newborn, UNICEF helped improve the quality of labour rooms in 607 high burden hospitals in 145 districts, across 23 states through the LaQshya programme. We also supported over one million newborns through Special Newborn Care Units (SNCU) that contributed to a reduction in newborn mortality rate from 9.7 per cent in 2018 to 8.8 per cent in 2019. The first 1000 days after birth are the most crucial days for a newborn. One of the methods which have a significant impact on the survival of every newborn is the Kangaroo Mother Care (KMC), where newborns are kept in close contact with the mother's body for benefit of both the mother and the baby. UNICEF, therefore, supported setting up Centres of Excellence on KMC across its 17 programming states. UNICEF commissioned research on gender gaps in child survival, analyzing national databases. Findings and recommendations will be shared and taken up in 2020.

B Working together to reach every child with effective immunization services

UNICEF believes that by working together we can achieve much more than what we individually can. Our partnerships with WHO, UNDP and BMGF have enabled effective immunization services to reach children including in the most remote areas of the country. A national campaign against pneumonia was also launched in partnership with Save the Children, Clinton Health Access International, USAID and the Norway India Partnership Initiative.



C Building a strong, well-trained health and nutrition workforce

In rural areas, frontline health workers have proved to be the most helpful in delivering essential healthcare services. UNICEF trained over 7,760 frontline workers (100 per cent women) in becoming master trainers with expertise in effective interpersonal communication to improve the quality of services. These trainers help the mothers and children, with poor knowledge and with limited access to services, to demand and receive quality health, delivery and immunization services. That apart, 46.50 per cent (1,069,397) of all frontline workers were also trained in providing essential immunization and other newborn and maternal health services across 23 states. These efforts led to Anganwadi centres that organised regular counselling sessions for mothers on various



aspects of childcare, such as complementary feeding, increase from 0.42 million in the first quarter of the year to 0.5 million by the third quarter. UNICEF supported community-based care programmes for Children with Severe Acute Malnutrition (CSAM) too saw an increase from 67 districts in two states to 90 districts in four states.

UNICEF also supported district administrations in the effective implementation of health and nutrition projects in 41 Aspirational districts (districts with the poorest socio-economic indicators) across 17 states. That apart, 24,000 women Auxiliary Nurse and Midwives (ANMs) in seven states were trained by UNICEF on the effective online data collection to inform actions/plans through the ANMs Online (ANMOL) initiative.

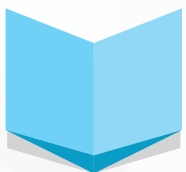
UNICEF supported the Ministries of Health and Family Welfare, Women and Child Development and the National Rural Livelihood Mission (NRLM) in developing the Centres of Excellence at the national and state level to provide technical assistance to the government in developing policy and guidelines, training and monitoring and systems strengthening for better delivery of nutrition services.

D Enabling positive health-seeking behaviours

UNICEF supported Jan Andolan portal, recorded 36 million social and behaviour change activities during the POSHAN (Nutrition) Month campaign in September 2019, compared to the 12 million recorded in September 2018. This three-fold increase in the engagements implies a significantly large population receiving critical health and hygiene-related messages. Among communities, UNICEF also promoted appropriate infant and young child feeding for managing acute malnutrition, and behaviours to improve adolescent nutrition.



Photo Credit: UNICEF/UN0280937/Vishwanathan



**EVERY
CHILD
LEARNS**



Education is among the most critical services required to fulfil every child's fundamental right to development. UNICEF has been working closely with national and state governments to improve access to and quality of learning from early childhood to secondary education, especially for the most marginalized children. Collective efforts contributed to the following key results in 2019:

22 million children
(49.5% girls) reached



more than
1 million
Anganwadi centres



across 14 states, with improved quality early childhood education

6.8 million children
(50% girls) in classes 9-12



have access to
a career portal
in four states



supporting them to make informed choices about their future careers

44 million children
(51% girls) supported in



improving learning outcomes through the establishment of **learning assessment cells** in nine states

616,000
out-of-school
children
(47% girls)
mainstreamed



into **school and special training programmes** in high burden states²



²Bihar, Madhya Pradesh, Rajasthan, Uttar Pradesh, West Bengal

A Improving learning outcomes

UNICEF provided technical support to the Ministry of Human Resource Development (MHRD) in reviewing and validating the Performance Grading Index (PGI). Data collected through various indicators of the index have been critical in evidence-based planning to ensure equitable quality education is provided in schools across India's 28 states and eight union territories. Support to strengthen learning assessments in 10 states also led to 770 (35 per cent female) educators improving their skills in designing and managing assessments to improve the quality of learning. That apart, Departments of Education in seven states were supported in implementing behaviour change initiatives, geared to spur demand for quality education among parents and caregivers.

B Empowering adolescents with skills

Exposure to life skills or learning by doing enables children and adolescents to practically apply textbook-based concepts towards gaining economic and social independence in life. With thorough research backing, the potential of skills in having a transformative impact on adolescents, UNICEF built strong life skills content and capacity of teachers in delivering them to over 200,000 adolescents (51 per cent girls) across 13 states.

Recognising the importance of preparing India's adolescents for life after school, opportunities were provided to them to increase their skills and knowledge for a better future through the development of career portals. Based on this, four state governments launched state-based career portals with UNICEF's support, giving 6.8 million adolescents (49 per cent girls in classes 9-12) the opportunity to match their aspirations and interests with information on colleges,

scholarships, skill development and social protection schemes. Over one million secondary school students (52 per cent girls) actively engaged with the portal. In addition, a tool was developed with five states initiating the measurement of life skills. This is the first such tool developed in India and contributes to Generation Unlimited India in better measuring the impact of life skills.

C Building a solid foundation for lifelong learning

Children's retention and learning, especially in the early years of primary education, depends on how well they start and how prepared they are for school. In India, 70 per cent³ of boys and girls aged three to six years attend some form of Early Childhood Education (ECE), but it is not always of high quality. UNICEF's efforts have thus focussed on building systemic capacity to deliver quality ECE and providing support for the development of developmentally appropriate ECE curriculum and learning materials. Supportive parenting is equally important and the value of learning through play at home.

D Education of children caught in civil strife

In Assam, Bihar, Chhattisgarh and Jammu and Kashmir, UNICEF supported access to education spaces and materials for 136,218 children, 50 per cent of whom were girls. In Kashmir, 5,700 conflict-affected children (51 per cent girls) accessed learning opportunities in 305 community learning centres supported by UNICEF in partnership with Pratham.

³The National Rapid Survey on Children 2014, Ministry of Women and Child Development



Photo Credit: UNICEF/UN0283714/Tanhua




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

In 2019, UNICEF continued to strive for prevention of violence against children and to strengthen services for healing and recovery of survivors. We also accelerated our efforts towards ending child marriage by working on adolescent empowerment. Our emphasis is on family strengthening and standards of care for children. For children who are vulnerable because of lack of parental care, we focussed on improving alternative care systems. That apart, non-institutional alternative care models have been developed to scale-up for children, at risk of family separation or out of family care. Key achievements in 2019 are as follows:


 **5.4 million adolescent girls** and  **2.4 million adolescent boys** reached with access to information, services and life skills training in **13 states to End Child Marriage** 


Awareness of 33 million parents and community members were increased on harms of child marriage, parenting skills and adolescent issues


2.7 million adolescent girls  reached through state social protection programmes in **Bihar, Jharkhand, Uttar Pradesh and West Bengal**


UNICEF supported the State Governments in:

- Developing guidelines
- Ensuring linkages with services
- Creating communication strategy
- Raising awareness on cash transfer programmes

 **120 youth-led organisations** were collectivized to enhance participation skills of adolescents and to establish an interface for district officials with adolescents

300,000 youth volunteers engaged with their communities to end violence against children  through the **National Service Scheme** and **Nehru Yuva Kendra Sangathan** in four states

6 million children and **1.2 million parents and caregivers** **in six states were reached**  using **parenting programmes** to **prevent violence and promote positive parenting practices**

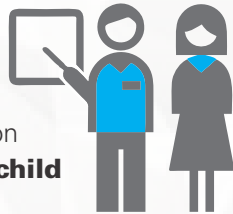
350,000 children benefitted from  improved response and rehabilitation service through a **strengthened child protection workforce in 17 states**

114,370 children received psychosocial care  through **UNICEF supported safe spaces in three states during emergencies**

19,000 children (65% girls and 35% boys) benefitted from activities aimed at **psychosocial support** in **108 UNICEF supported** child-friendly spaces and adolescent resource centres in four districts of the Kashmir Valley

4.2 million school teachers

in **36 states** were oriented on recognizing and reporting on **child sexual abuse**



Across **15 states**, UNICEF supported models on **family-based alternative care** and **deinstitutionalization** and standards of care in institutions,

benefitting **250,908 girls and boys**⁴



A Preventing violence against children and supporting survivors

UNICEF supported both system building and community mobilization to prevent violence against children. There are child protection structures⁵ in 15 states, and 15,000 child protection service providers were supported with skills for better case handling, coordination and counselling through an online SMART Kit.

In 10 states, UNICEF facilitated skill strengthening of primary psychosocial service providers. UNICEF also developed a technical proposal with NIMHANS⁶ for leveraging US\$ 1.7 million in government funding, to be spent over three years. This will support capacity building for 8,000 service providers to effectively address the mental health of approximately 55,000 girls and boys in need. In addition, UNICEF helped build the capacity of 10,000 CHILDLINE staff, leading to an improved early intervention for two million calls received, and support services for 172,430 children in distress.

B Reforming child care systems

UNICEF's focus is on transitioning from a systemic reliance on institutional care to a family-based care. While undertaking the long-term process of enabling this transition, capacities of 48,998 functionaries across 15 states have also been built to deliver better care for children without parental support.

⁴State MIS | ⁵District Child Protection Units (DCPUs), State Child Protection Society (SCPS), Child Welfare Committees (CWC), Juvenile Justice Boards (JJB) | ⁶National Institution for Mental Health and Neuroscience

Results of Support to Government of Haryana's Beti Bachao Beti Padhao:

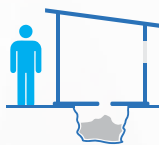
- **10,000 adolescent girls and boys** (50 per cent girls) reached with gender socialization modules in schools, leading to 40 per cent improvement in boys' and fathers' attitudes towards gender equality and 20 per cent improvement in girls' and mothers' attitudes. Haryana Department of Education is scaling up the pilot in 2020, across **575,000 adolescents** in all government schools through **6,000 teachers and principals**
- All Haryana State Transport bus drivers and conductors (**+10,000 men**) trained to become supporters of gender equality and to prevent sexual harassment of women and girls on their buses and in bus stops and bus terminals
- Municipalities in two districts (Rohtak and Jhajjar) supported with young-women-led safety audits which led to **96 per cent of non-working public lights to be fixed, 100 per cent of community toilets to become fully functional** with women-friendly features and revisions to police patrol routes to include colleges and schools





**EVERY CHILD LIVES IN
A SAFE AND CLEAN
ENVIRONMENT**

UNICEF continued to work with the Government of India as a lead technical partner in the Water, Sanitation and Hygiene (WASH) sector both at the centre and in 15 states.



18 million people

received **access to toilet for the first time** in UNICEF supported districts



65 million people



from **257 water-stressed districts** were reached through the **National Water Conservation Campaign**

420,000 people

gained access to **safe drinking water**



INR 2.33 billion
(~US\$ 33.3 million)

leveraged from government and corporates

and **69,192**

schools provided with WASH package



benefitting

13.8 million children (**51% girls**)

INR 746 million
(~US\$ 10 million)

leveraged for **Menstrual Hygiene Management** programming from government and partners;



600,000 adolescent girls reached



A Leading the **WASH** programme

UNICEF generated robust evidence that supported critical government-led efforts including:

- Informing a budgetary allocation request of US\$ 12.5 billion for rural sanitation by 2024
- Developing an updated 10-year rural sanitation strategy
- Co-creating the technical design of Open Defecation Free (ODF) sustainability and ODF+ programmes
- Promoted strategic partnerships⁷
- Leading a campaign to reach 250,000 gram panchayats, helping them to prioritize sustainable access to WASH facilities, with a focus on children and women
- Implementation of Swachh Bharat Mission (SBM) through hands-on support in 53 districts
- UNICEF also helped communities affected by floods, cyclones and droughts through the WASH emergency response plan, especially in Odisha which was affected by the cyclone Fani

B Safe and secure water supply for all

UNICEF supported national efforts towards ensuring the sustainability of water sources and access to safe water for every household by:

- Developing the operational guidelines and training packages for the government's ambitious Jal Jeevan Mission and included focus on safely managed water services
- Bringing together a range of credible partners such as National Institute of Rural Development, National Environmental Engineering Research Institute, Water and Sanitation Support Organisation and Public Health Engineering Department, besides state and district water laboratories

- Providing technical assistance to 42 districts in 15 states
- Leading the design and supporting the roll-out of Jal Shakti Abhiyan, first of its kind water conservation/ environmental sustainability campaign, in 257 water-stressed districts

C Enabling every girl and woman to manage menstruation safely and with dignity

UNICEF led national consultations on Menstrual Hygiene Management (MHM) with partners to:

- Document various challenges in providing access to safe sanitation products/facilities and to scale-up good practices
- Bring together several ministries and states to agree on the way forward
- Support the development and launch of MHM strategies in four states and implementation in three more states

D WASH in schools

UNICEF supported the Ministry of Human Resource Development, in partnership with Unilever, to enable access to safe sanitation and hygiene spaces for children in 150,000 vulnerable schools (including separate toilets for girls and boys in schools) across the country. This initiative seeks to improve access to and standards of water, sanitation and hygiene facilities in schools, in line with the government's five-star benchmark, which UNICEF helped institutionalize.

⁷World bank; B&MGF; Wateraid; WHO; Water.org; Tatatrusters; Unilever





**EVERY CHILD HAS AN
EQUITABLE CHANCE
IN LIFE**

In 2019, UNICEF continued to address key dimensions of exclusion and inequity that prevent children from realizing their rights and contributed to the following results:



National policy platform created

with **NITI Aayog**, the think tank of the Government of India, to address **multi-dimensional child deprivation by integrating social protection programmes**



Cash transfer programmes

for the **empowerment of girls** launched in **Jharkhand and Uttar Pradesh**



Nine states developed the child budget statement

of which **five states** have institutionalized it, as a result of **UNICEF's support in informing and analyzing their budgeting** process through a child-focussed lens



National award instituted by the Government

to promote the **UNICEF supported Child-Friendly Gram Panchayat Development Plan**



A Evidence-based social protection policies

UNICEF is working with NITI Aayog towards setting up a National Advisory Group on Integrated Social Protection programmes. The group will assess the result of key social protection programmes for children and promote evidence-based policies for strengthening social protection systems for children.

B Prioritizing investments in children

The evidence from UNICEF's study on Public Expenditure on Children in 16 states was used to submit a memorandum to the 15th Finance Commission proposing a universal child grant for under-five children. It also sought to states with low financial capacity and low spending on children to be provided with an equalization grant, so that children in these states are not affected. That apart, eight state governments institutionalized the child budget analysis and statement in their budgeting process.

C Monitoring progress for children and adolescents

UNICEF advocated the inclusion of the child and adolescent centric indicators by National Statistics Office (NSO) and other relevant ministries to bridge critical data gaps that will help measure and report

progress on implementation of the Sustainable Development Goals (SDGs). Advocacy initiatives have led to the decision of NSO conducting a special multi-indicator household survey every three years. UNICEF is also supporting the Governments of Assam, Rajasthan, Odisha, Maharashtra and Chhattisgarh in developing their SDG framework focussed on development priorities.

D Promoting child-centric planning

A study on urban social policy in Kolkata, Mumbai and Bhopal helped identify critical policy gaps and vulnerable populations, using spatial mapping besides qualitative and quantitative analysis. The in-depth study revealed poor children in urban areas as more deprived when compared to children in rural areas. Vulnerability assessment of the social protection systems in Jharkhand provided a clear picture of the programmatic gaps that hamper each of the benefits to those who need it most. UNICEF is also working towards developing unified registries in Madhya Pradesh and Bihar to make the social protection programmes more accessible to the vulnerable.

In order to incentivize gram panchayats that better plan and function to meet children's needs, Ministry of Panchayati Raj (MoPR) institutionalized the National Child-Friendly Award in 2019. UNICEF is also working with state governments to enable child-friendly gram panchayats with the participation of children and adolescents in every village. This has now been realized in Rajasthan and Maharashtra with the model being implemented all over in these two states.



Photo Credit: UNICEF/JUN0330840/Boro



HUMANITARIAN ACTION AND DISASTER RISK REDUCTION



UNICEF responded to the flooding and cyclone situations in 38 districts of

Assam (15), Bihar (13), Karnataka (3), Odisha (5) and Maharashtra (2)

A Emergency preparedness and response

Cyclone Fani that struck Odisha in April last year was considered the strongest one to hit the region since 1999. UNICEF reached over one million affected children in the state with essential services. In Assam, we supported the state government in setting up the child and women-friendly relief camps – a significant achievement in emergency preparedness. UNICEF also led the joint UN Humanitarian Response and the Post Disaster Needs Assessment exercise in which 17 other agencies participated.

B Safety of children in schools

School safety programmes, with a focus on disaster preparedness and safety measures, are critical to enabling well-being and uninterrupted learning in the face of natural calamities. Bihar is witnessing the emergence of visible leadership, proactive planning and advocacy for risk responsive interventions, as a result of the Global Risk

Information Programme modules being launched in schools. Significant strides have been made in, at least nine states, with UNICEF's Comprehensive School Safety Programme reaching over 16,000 schools. Gains from systemic engagement in school safety programmes have influenced the State Governments of Bihar, Chhattisgarh and Uttar Pradesh to start the Chief Minister's school safety programme in over 132,500 schools.

C Being accountable to those at Risk

The Accountability to At-risk People (AAP) is a commitment by humanitarian agencies to ensure that communities at risk, for whom interventions are being planned, are involved in the decisions that impact them. The positive impact of the AAP programme in Kerala has inspired the Governments of Assam, Bihar and Uttar Pradesh to adapt its principles and make programmatic commitments towards implementing them in their development areas.

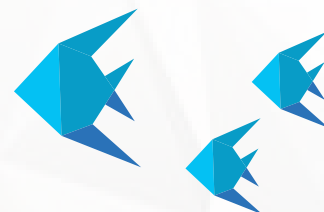




Photo Credit: UNICEF/UN0240049/Hajra



YuWaah

The UNICEF - led global partnership for young people - Generation Unlimited or YuWaah in India - was launched in India on 1st November 2019 by the Minister for Women and Child Development, Smriti Irani and UNICEF's Executive Director, Henrietta Fore, together with national and international partners. With the ambitious goal of equipping India's 333 million young people (50 per cent girls) with the skills and economic opportunities for them to thrive, YuWaah is a partnership for and with the young people.



YuWaah will work towards **three key goals**, with a focus on girls, over the next 10 years:



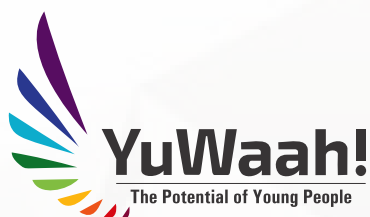
Enabling aspirational socio-economic opportunities for 100 million youth



Facilitating 200 million youth with skills for productive lives and the future of work



Partnering with 300 million youth as change-makers and create spaces for developing their leadership



To achieve this, it brings together stakeholders from the Government of India, State Governments, Private Sectors, Civil Society Organisations, UN agencies and a wide range of other partners⁸ such as solution providers and educators. Within a short span, YuWaah has kicked-off operations nationally and at state level together with signed statements of intent with over 35 such stakeholders.

The focus is on enabling opportunities and platforms so that these young people can effectively transition from school to work and childhood to adulthood. Young people from across India will play a crucial role in informing, ideating, generating and implementing solutions that benefit them and help realise their goals, increase their access and generate

opportunities. The partnership fills a vital gap in the existing ecosystem by providing a strong platform for young people's voices, ideas and aspirations. To this end, UNICEF and partners organised six state level consultations in the states of Jharkhand, Bihar, West Bengal, Maharashtra, Gujarat and Karnataka with the young people – listening to their needs, hopes, suggestions, and identifying workable solutions.

Taking these consultations forward, YuWaah and partners conducted a landscape analysis of more than 250 existing solutions for education, skilling and employability, as well as youth engagement. Select solutions are being worked to achieve success at scale with financial as well as strategic support from YuWaah. In 2020, YuWaah is also working on creating a digital platform to better listen to young people and engage them for social action. The platform will also consolidate available marketplace opportunities, including for youth engagement, apprenticeship, entrepreneurship, job placement, career guidance, flexible learning, besides 21st century vocational skills.

⁸Bilateral, multilaterals, foundations, academia etc.

Prime Minister's Letter of Support



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

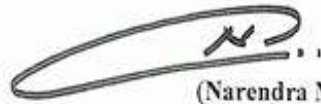
It is heartening to learn that 'YuWaah' – the Generation Unlimited partnership is being launched.

The initiative will bring together institutions and organizations from the public and private sectors, the civil society and UN agencies on a common platform. The objective of providing every young person between the age of 10-24 years access to school and learning is a noble one.

India is among the world's most youthful nations. It is our Government's endeavour to empower our youth. From skill development to innovation and entrepreneurship, new opportunities are being created for the youth. We are committed to create the right ecosystem so that newest development opportunities are easily accessible for the 'New India Youth' as soon as they turn 18.

'YuWaah' – the Generation Unlimited Partnership will go a long way in empowering our youth to acquire skills to enhance their creativity and potential to build the New India of the 21st century. I am sure that this partnership will make our youth the harbingers of social change.

Best wishes for all success of the 'YuWaah' - Generation Unlimited partnership.



(Narendra Modi)

New Delhi
कार्तिक 08, शक संवत् 1941
30th October, 2019

Dr. Yasmin Ali Haque
Representative
UNICEF India Country Office
73, Lodhi Estate
New Delhi - 110003



Photo Credit: UNICEF/UN0347280/Altaf Ahmad



CONVENTION ON THE RIGHTS OF THE CHILD



In 2019, UNICEF supported a national movement for child rights. The first '**National Summit for Every Child**' was held at the Parliament of India and similar efforts in state assemblies saw members of these critical law-making bodies recommit to the CRC. Our advocacy led to 88 questions (against 48 in 2018) being raised in the Parliament on issues impacting children. Also, stamps on child rights, designed by children, were released by the government. The iconic landmarks of India, from Rashtrapati Bhawan in New Delhi to Bandra-Worli Sea Link in Mumbai went Blue on World Children's Day, 2019.

A **plethora of initiatives** were championed across **states to bring child rights** – especially for a safe childhood sans violence – to the centre of national discourse. A few of these are:

ASSAM

Children lead the proceedings of the **Assam Legislative Assembly** along with the Speaker of the house, Hitendra Nath Goswami. In the presence of MLAs and senior government officials, young reporters hosted the 'UNICEF Activate Talks: Let's Talk Solutions' focussing on ending various forms of violence against children.

BIHAR

Over 100 adolescent girls and boys presented a charter of demands for a safe and violence-free Bihar to Deputy Chief Minister, Sushil Kumar Modi, who in turn pledged to implement the necessary solutions. Also, a **standard operating procedure for child budgeting** was released to help better track the child-related expenditure.

CHHATTISGARH

Around 1000 **National Service Scheme (NSS)** volunteers presented various challenges faced by children, as well as their proposed solutions. They were the voice of nearly 100,000 NSS volunteers supporting the Government of Chhattisgarh, together with UNICEF, to ensure every child has access to proper education, healthy, safe and protected environment.



GUJARAT

A bus was flagged off at the **Gandhi Ashram** that travelled to 30 locations in the state, raising awareness on child rights.

JHARKHAND

Child reporters' in **Ranchi** presented their opinions on issues impacting them through a press conference that received immense coverage.

MADHYA PRADESH

Through the **Youth4Children** group, young people came in support of child rights using their photography skills. A **photo exhibition on wheels** showed the lives, struggles and hopes of children through their pictures and stories, raising awareness on children's issues across the state. The exhibition was inaugurated by the State Minister of Public Relations.



ODISHA

Over **200 children, from 30 districts**, led the process of developing and presenting a comprehensive report of gaps in realizing child rights in the state to the Ministers of Health, Women and Child Development and School Education. As a result, the Minister of School and Mass Education assured redressal through policies, guidelines and personal follow-ups.

RAJASTHAN

Together with the Government of Rajasthan, the focus was on enabling **child-friendly gram panchayats across the state** from the existing pilot in one district (Tonk). These child-friendly gram panchayats provide support to children at-risk through social protection schemes.

TAMIL NADU

30 child rights defenders worked closely in and with their communities to become role models in **ending child marriage** and violence in the state. That apart, a collection detailing the lives of 30 children who fought for child rights and key issues/recommendations for street and working children in Tamil Nadu was also released.

TELANGANA

Children represented a **charter of demands** to the Minister of Women and Children Welfare, urging the government to safeguard their rights and entitlements.

UTTAR PRADESH

Around 10,000 children wrote letters expressing their views on child rights and 45 of them were published in the popular Hindi daily, **Dainik Jagran**. A film festival focussing on ending child marriage was organised and students from the Indian Institute of Technology carried out a child rights marathon with nearly 350 participants.

WEST BENGAL

Over 2,000 children, Minister of the Department of Women and Child Development, the State Commission for Protection of Child Rights, police officers and partners came together to renew commitment to end all forms of violence against children. The commission also awarded **50 young change makers** who aided in stopping violence and raised their voice for children in their communities.



Photo Credit: UNICEF/UN/242031/Misra



70 YEARS OF UNICEF IN INDIA

UNICEF India celebrated 70 years of its service for children in the country (1949-2019), marking its partnership with the Government of India, working to recognize the rights for every child everywhere in India.

At the UNICEF India office in New Delhi, more than 500 school children and university students led the celebrations by participating in games and through interactive fairs showcasing child rights and the work of UNICEF with partners across the country. "It is wonderful to open our doors to friends, old and new today, especially to schoolchildren as well as our former staff who dedicated so much of their lives to the cause of children in India, to our partners in government, civil society and our generous donors and development partners," said Dr. Yasmin Ali Haque, UNICEF Representative in India as she welcomed the guests.

On 10th May 1949, UNICEF began its operations in India with just three staff members, providing equipment and technical assistance to set up India's first penicillin plant, at Pimpri. Today, UNICEF staff works with partners providing technical assistance and advocating for child rights and services from New Delhi and in other 16 states of India. UNICEF's work for children in India includes creating policies and programmes related to nutrition, maternal and infant health, water, sanitation and hygiene, education, and child protection, including support to children and families during natural disasters. UNICEF's approach is based on human rights with a focus on equality, inclusion and support to those who are farthest behind.

UNICEF in India: **The last 70 years – A snapshot**

1949

UNICEF started its work in India, establishing the first penicillin plant in Pimpri, Maharashtra. To counter malnutrition, UNICEF provided milk and other dietary supplements to help the government develop child nutrition programmes.

1950

UNICEF and WHO provided equipments for almost 2,000 rural clinics, 123 hospitals and 100 training centres to deal with a severe shortage of health care services in India.

1951

UNICEF and WHO helped setting up five anti-tuberculosis centres in Bombay, Tamil Nadu and West Bengal.

1963

UNICEF, WHO, FAO and the government launched the Applied Nutrition Programme to create awareness about nutrition and diets. UNICEF along with the government supported the training of visually impaired by providing brail printing press and orthopaedic workshop equipment to the National Institute for the Blind.

1960

UNICEF, UNESCO and NCERT introduced science teachings in schools that changed the method of teaching from chalk and talk to demonstrations with kits.

1954

UNICEF and Amul started the White Revolution in India which provided milk to children from poor families.

1970

UNICEF started the water revolution by designing the Mark II hand pump that served water to many communities across India.

1975

UNICEF launched the Integrated Child Development Services to support children below six years along with the pregnant and nursing mothers living in the most marginalized communities in India.

1978

When diarrhoeal diseases were causing infant and child mortality in India, the government introduced the Oral Rehydration Therapy for which UNICEF provided the factory equipments to increase production.



1950

Student health worker from the Ram Chand health centre in New Delhi, the capital, holds an infant while talking to the child's mother about positive health practices to protect her newborn from disease.



1951

UNICEF mobile X-ray unit, a woman health worker sits outside and vaccinates a boy against tuberculosis, while others wait their turn, in the town of Faridabad, near Delhi, the capital.



1954

In 1954, UNICEF signed an agreement with the Government of India to fund the Aarey and Anand milk processing plants. In return, free and subsidised milk would be provided to needy children in the area. Within a decade, India had 13 UNICEF assisted milk processing plants.



1970

During the 1970s, UNICEF became a key partner with the Government of India in the world's largest rural water supply programme. UNICEF brought drilling rigs to India which could drill boreholes in hard rock. UNICEF worked with the government's Mechanical Engineering Research and Development Organisation and Richardson and Cruddas, a government-owned engineering company, to develop the India Mark II.

1985

UNICEF supported the Prime Minister Rajiv Gandhi's National Mission on Immunization that resulted in immunization coverage for children under the age of one going above 80 per cent by 1990.

1983

UNICEF started the Guinea Worm Eradication Programme that made India, Guinea Worm Free by the start of the 21st century.

1986

UNICEF organised the Earth Run to mark its 40th anniversary and commemorate the International Year of Peace.

1989

UNICEF supported the Mahila Samakhya, a government's programme to educate and empower women in rural districts. UNICEF India was awarded Indira Gandhi Prize for Peace, Disarmament and Development.

1991

The Government of India, UNICEF, other UN agencies and NGOs started working together for the promotion of iodized salt to prevent Iodine Deficiency Disorders.

2005

UNICEF along with the government started providing counselling in hospitals along with HIV testing for women to reduce the risk of HIV-positive cases.

2004

UNICEF worked to raise the standard of child-centred services to levels higher than they were before the tsunami disaster that killed more than 12,400 people in India.

2001

UNICEF supported the launch of Dular Project to combat malnutrition, infant mortality and poor maternal health in Bihar and Jharkhand. UNICEF supported in the revitalization of the education system of nearly three million children who were directly affected by the Gujarat earthquake.

2007

UNICEF provided technical and financial support to the Bihar government in rebuilding the 12 districts worst hit by the floods.

2012

With UNICEF's support, the government was able to bring the polio cases in India from 559 in 2008 to zero cases in 2012.

2013

UNICEF's support to the National Health Mission (NHM) contributed to a reduction in the Maternal Mortality Rate (MMR) and the Infant Mortality Rate (IMR).

2019

UNICEF completed 70 years of its service in India and celebrated 30 years of Convention on the Rights of the Child (CRC).

2018

UNICEF supported the launch of motorbike ambulance that is helping marginalized communities in Chhattisgarh.

2014

India Newborn Action Plan launched, the first of its kind in the region that aims to reduce child deaths giving simultaneous focus on pneumonia and diarrhoea.



1983

Men explain to the villagers about the use of filter to prevent guinea worms, Jodhpur, Rajasthan.



1985

UNICEF supported Prime Minister Rajiv Gandhi's National Mission on Immunization. At the end of 1990, India announced that immunization coverage for children under the age of one had surpassed 80%.



2001

The children are using art materials supplied by UNICEF, which has begun a psychosocial training programme that includes art therapy for teachers, relief officials, volunteers and others working with trauma-affected children.



2004

Within days after the tsunami hit India on December 26, 2004, UNICEF supplied about 5000 water tanks so that the affected community could be provided clean drinking water.



2018

NGO personal from Saathi organisation rides a motorcycle ambulance on Brehbeda village, Narayanpur block, Narayanpur District, Chhattisgarh.

The year 2019 saw enriched partnerships with the public and private sector, development partners and UN agencies. These partnerships have been critical, not only in providing financial support but also in helping to amplify the voices of children and women across the country.

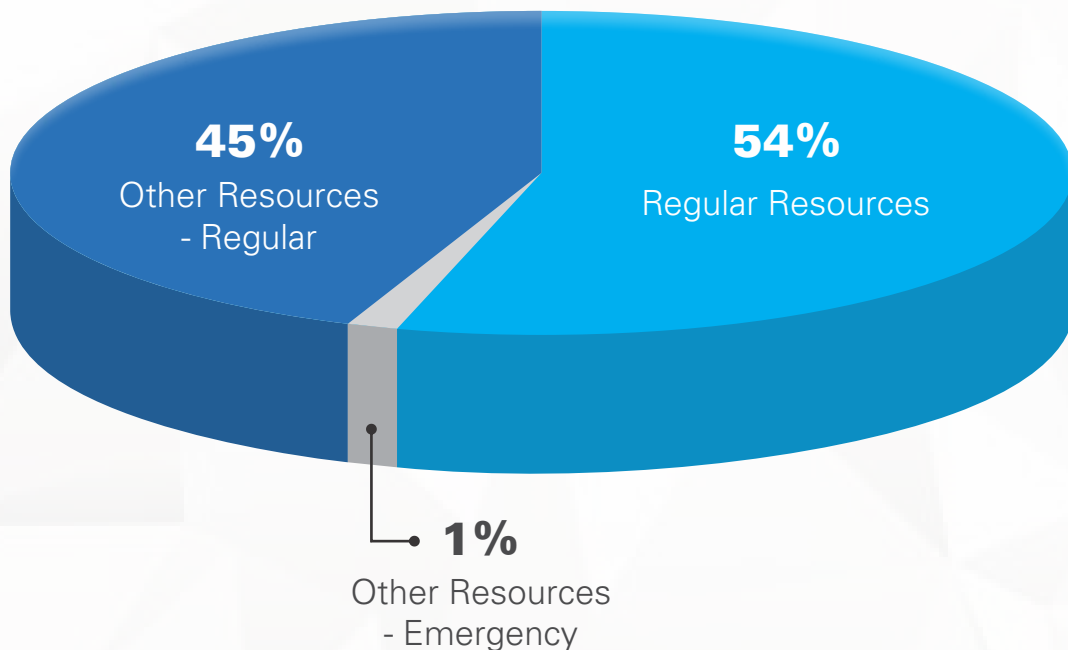
UNICEF is leading the education and nutrition focussed result groups that bring together different UN agencies. A range of development partners, such as World Bank, Bill and Melinda Gates Foundation, Tata Trust, have also come together towards achieving shared goals in the WASH and nutrition sectors. Engagement with private sector players such as Rockefeller Foundation, Accenture and Piramal has enabled joint action to improve maternal and newborn health.

In 2019, UNICEF was supported in enabling quality services for children through the generous contribution of public and private sector partners and individuals. Some of our major partners include GAVI, IKEA Foundation, Aditya and Megha Mittal, Unilever, Johnson and Johnson Pvt. Ltd., The Children's Investment Fund Foundation, Sun Foundation, Bridgestone India Pvt. Ltd., SAP, EthicalTea Partnership's and Purvi and Harsh Padia, among others. Collaborations with businesses, by leveraging both financial and non-financial resources, is also an effective approach towards delivering results for children. The IMPAct4Nutrition platform, for instance, enabled a growing list of 30 businesses to enhance spends on nutrition and utilise core business assets such as marketing opportunities.

UNICEF provided critical logistics support to the Government on vaccine procurement and management. An assessment of cold chain systems and training was also undertaken. Overall, some US\$ 35 million worth of goods and services were procured in support of country programme results delivery in 2019. Results were made possible with operations that cut across the programme sections providing critical functions in Administration, Supply, Finance and Information and Communication Technology, supported by a Human Resources team dedicated to building a diverse and inclusive workforce.

In 2019, UNICEF India spent **\$112,502,158** to achieve results for children.

Utilisation 2019





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