

Annual Report 2022-23



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CEO's Message

Dear well-wishers of PCI India

What an eventful year it has been! We were finally able to leave the worst of the COVID-19 pandemic behind and take steps towards designing the future. A future that is more secure and better equipped to solve complex development problems.

The past year has been nothing short of remarkable for PCI India. Central to our success has been the unity and synergy exemplified by our entire team, showcasing the power of collaboration, proactive positivity, and creativity. Growth and expansion were the key themes across all our work. We fortified our relationships with existing donors while welcoming several new partners into our fold. The year saw us secure confirmations on various new projects, expanding our portfolio to encompass vital areas such as Health and Nutrition, Gender Diversity and Inclusion, and Women's Economic Empowerment. Strategic collaborations with governmental bodies yielded impressive outcomes, garnering appreciation from stakeholders across the board. Recognising the importance of proximity to our stakeholders, we extended our reach into Bengaluru, Hyderabad, and Kolkata.

The year also saw the culmination of the journey that we embarked upon in 2021 - that of rebuilding PCI India. We made significant progress in redefining our vision, mission, and values while enhancing our strategic, structural, and talent frameworks. We also optimised our systems, processes, and talent management initiatives to drive sustained growth and impact.

I extend my heartfelt gratitude to each of you for your unwavering support and commitment to our shared vision. Our journey of becoming an agile and future-ready organisation would not have been possible without your support.



Indrajit Chaudhuri
Chief Executive Officer
PCI India



Gender, DEI & Social Norms

Umang



Jharkhand

Designed on the principle of Naila Kabeer's Empowerment Framework, Umang advocates the theory of inter-generational transmission of empowerment from mothers to daughters. Umang project has been working towards improving the lives of adolescent girls (AGs) in Jharkhand through empowering their mothers.

The project relies on the potential of the mother-daughter bond in facilitating a normative shift towards addressing gender norms and the prevalence of child/early marriages at Godda and Jamtara districts in Jharkhand. The initiative has identified education & career aspirations as the ultimate facilitators for strengthening agency among girls.

PCI India has partnered with the Jharkhand State Livelihood Promotion Society (JSLPS) for capacitating women's collectives (most members happen to be mothers/aunts of adolescent girls) as primary agents for social & behavioural change at household & community levels. For ensuring a systemic scale-up of change from village to block level, Umang is layered upon the existing 3-tier community federation structure comprising Self-Help Groups (SHGs), Village Organisations (VOs) and Cluster Level Federations (CLFs).

Key Achievements

Kishori Help Desk Institutionalised

Kishori Help Desk at CLF offices emerged as a significant mentoring platform for adolescent girls. The first help desk was inaugurated at Dumariya in July 2022. During FY 22-23, a total of 12 help desks have been institutionalised in Godda and Jamtara districts. As many as 42 counsellors have been trained and 149 adolescent girls & their parents have availed counselling services at the help desks.

Pilot Phase Successfully Completed

Umang had started as a pilot at two blocks - Nala (in Jamtara district) and Godda Sadar (in Godda district) in 2019. FY 22-23 witnessed successful completion of the pilot phase.

Endline Survey Conducted

For evaluation of the pilot, an endline survey was undertaken with 400 pairs of mothers and daughters (using dyad approach) during Feb-March 2023.

Key Achievements

District Saturation Phase Implemented

From 2 blocks in pilot phase, Umang has expanded to 13 blocks in district saturation phase. Umang modules rollout, the project has directly reached out to 178,000+ women, thus impacting the lives of more than 46,000 adolescent girls.

A Pool of Local Champions Created

Project Umang has worked closely with JSLPS by building capacity of its field level cadre and staff to address the issue of child/early marriage and work towards empowerment of women and girls. It has trained a total of 1,454 cadre and 59 staff members on Umang components.

Progress for FY 22-23 (in terms of indicators) – Following are some key highlights for the year (till March 2023):

| Indicators | Gross Total |
|---|-------------|
| Number of school dropout girls re-enrolled in schools | 11 |
| Number of adolescent girls linked to skill trainings | 75 |
| Child/early marriages of adolescent girls averted | 22 |
| Number of girls linked to govt schemes / scholarships | 36 |
| Girls /Guardians provided counselling services | 149 |
| Gross Total | 293 |

Gender Transformative Model



ଝାଙ୍କି
**One Day Exposure Visit of
Gender CRPs to DLSA, SAKHI,
Swadhar Gruha & SP Office**

Block - Barkote Dist - Deogarh

Date - 28.03.2023

**Organised by : Odisha Livelihoods Mission, Zilla Parishad, Deogarh
Department of Mission Shakti, Govt. of Odisha**

Odisha

GTM refers to a type of approach that aims to challenge and transform traditional gender norms and power relations in order to promote gender equality. GTM is being implemented within the OLM since July 2019 with the Technical Support of PCI India. From the pilot phase which was implemented in eight Gram Panchayats (GPs) across four blocks in two districts it has now been scaled up to 1127 GPs in 54 Blocks across 20 districts.

The Project aimed to expand OLM's reach and impact across the state, by implementing Gender Self Learning Program (GSLP), Gender Forum Meetings (GFMs), Training of Social Action Committee members, and Gender Facilitation Centres (GFCs).

GSLP - GSLP is a comprehensive training program aimed at addressing gender inequalities faced by women and girls in different aspects of life. Tot (Training of Trainers) is conducted for CRP-CM (Community Resource Person cum Community Mobiliser), who then roll-out the GSLP module during SHG meetings. The availability of resource documents prepared by PCI India serves as a valuable reference for the CRP-CMs during the sessions.

GFMs - GFMs is an institutional mechanism established as part of the Gender Operational Strategy (GoS) of OLM. The primary objective of this forum is to bring gender issues, and other social concerns, into focus for discussion. 12 rounds of GFMs have been conducted at the Gram Panchayat Level Federation (GPLF) by the end of March 2023, along with 6 rounds at the Cluster Level Forum (CLF).

Training of Social Action Committee (SAC) Members - SAC members are selected from among the members of Community Institutions (GPLFs & CLFs) in each Gram Panchayat. The SAC members are responsible for identifying and addressing issues and problems faced by the community, and for mobilising resources to address them and training module for SAC members is developed to build their capacity to identify and address issues arising at the community level.

GFCs - GFCs serve as a one-stop solution for women, addressing both issues related to government schemes and entitlements, as well as cases of gender-based violence. GFCs have been established and made operational in all 1127 GPs across the 20 districts.

Key Achievements

Presence of GTM

During 2022-23 OLM with technical support from PCI successfully scaled from 61 GPs to 1127 GPs across 54 Blocks in 20 Districts.

Gender Self Learning Program

GSLP was successfully rolled out in 61 GPs during this period, 489 CRP-CMs were trained through the ToT program on 11 out of 13 GSLP topics who in turn rolled out the GSLP training in the weekly SHG meetings reaching out to 54116 women across 61 GPs.

Gender Forum Meetings

12 rounds of GFMs were conducted at the GPLF level accounting for 1427 GFMs conducted at the GPLF by end of FY 22-23 along with 6 rounds of GFMs at CLF level which accounts for 9810 GFMs conducted at the CLF level.

Key Achievements

Training of Social Action Committee Members

Training of SAC members was successfully rolled out in 61 GPs during this period, 489 CRP-CMs were trained through the ToT program on all 4 SAC topics who in turn rolled out the SAC members' training in the SAC meetings at the GPLF and CLF level reaching out to 1808 SAC members across 61 GPs.

Gender Facilitation Centre

GFCs have been established and made operational in all 1127 GPs across the 54 Blocks in 20 Districts of Odisha. In the year 2022-23, GFCs have reported a total of 4370 cases out of which 881 cases were successfully resolved and closed by the GFCs. Out of 4370 cases 83% cases were categorised to Schemes and Entitlement cases, 15% cases Gender Based Violence cases were reported, and 2% Other category cases were reported at GFCs.

South Asia Social Norms Learning Collaborative



DR DIMPLE KUKREJA

Economist at IDinsight India



South Asia



1:52 / 4:54

licit true preference or true belief among

The South Asia Social Norms Learning Collaborative (SA-SNLC) is a platform of institutions and individuals who are researchers, practitioners, and enthusiasts working in the domain of social norms. PCI India and the Centre for Social and Behaviour Change (CSBC), Ashoka University, jointly host the Collaborative in South Asia.

The collaborative's mission is to improve social norms learning and practice. This is done in three ways.

- First, SA-SNLC shares state-of-the-art social norms evidence, approaches and resources.
- Second, the collaborative aims to strengthen connections among researchers, implementers, and donors to generate evidence.
- Lastly, it strives to build capacity among local implementers to improve gender and social norms programing.

Key Achievements

Website Development

An independent domain was created as a one-stop platform to collate resources and engage members of the collaborative for learning & knowledge sharing regarding social norms.

Membership Drive

42 organisations, 87 subject matter experts & 300+ enthusiasts joined the collaborative.

Value Creation

Videos, blogs & technical pieces were created to make social norms related content accessible to researchers, practitioners & other stakeholders in the field.

A 2-day capacity-building workshop was held on the measurement, learning and evaluation of social norms. It was facilitated by Dr. Anjalee Kohli, Courtney McLarnon-Silk and Jamie Greenberg.

Two working groups for social norms intervention and measurement were convened.

A webinar on 'Theory, practice, sustainability: Understanding multiple perspectives on norm-change' was conducted. The speakers for the event were Shekhar Menon (BMGF), Nayan Chakravarty (JHPIEGO), and Sanna Balsari-Palsule (CSBC).



Health & Nutrition

JEEViKA Technical Support Program



Bihar

JEEViKA Technical Support Program (JTSP) has successfully supported JEEViKA in integrating and scaling up Health & Nutrition (HN) interventions across Bihar through HN integration within SHG platforms, 360-degree Social Behaviour Change Communication (SBCC) approach and effective convergence with line departments. The intervention has proved effective in increasing the two-fold dietary diversity among pregnant & lactating women and children aged 6-23 months.

An MoU was signed between Bihar Rural Livelihood Program and State Health Society Bihar to improve women's reproductive health, primarily through family planning and an amount of Rs 266.34 Lakhs and Rs 622.94 Lakhs in the Program Implementation Plan of 2022 - 2023 and 2023 - 2024 has been approved respectively under the National Health Mission budget of the state.

JTSP supported JEEViKA in designing SOP for the intensive Family Dietary Diversity Campaign (FDDC), across 534 blocks of Bihar focusing on nutrition for pregnant women, lactating mothers, and children aged 6-34 months. As a part of the campaign, the first 3 episodes of the edutainment series Chatkarey Zindagi Ke were disseminated in around 46000 Village Organisations with the participation of more than 8 lakh members.

A phygital (combination of physical and digital) tool, Samvaad Kunji, was developed to aid community cadres in counselling sessions. Additionally, a digital learning tool, Digishala, was created for refresher training of, Community Nutrition and Resource Persons (CNRPs). PCI India partnered with AIIMS, Patna, for Continuum of Care convergence model, training 230 Swasthya Mitras placed in JEEViKA help desks across Bihar. These desks improve access to healthcare.

JEEViKA initiated Jan Aushadhi Kendra outlets in 3 districts, supported by PCI India, providing livelihood opportunities to JEEViKA didis and affordable medicines to the needy. Balahaar production units were established in Samastipur, promoting local nutritious food production with Dr. Rajendra Prasad Central Agricultural University (RPCAU), Pusa. Lastly, JEEViKA's initiative in producing biodegradable sanitary pads has provided hygienic menstrual management and employment opportunities for JEEViKA didis.

Key Achievements

Improvement in Diet Diversity

30% increase in complementary feeding among JEEViKA households (source: World Bank endline report).

Focus on Family Planning

Through the initiation of the Family Planning Convergence Program, the shift is more emphasised on Family Planning and use of its commodities, spreading of awareness at the community level and breaking myths.

SBCC

Community mobilisation facilitated through Samvaad Kunji, has increased You Tube Views of HN videos from 35000 views to more than 2.5 lakh views in a span of 1 year.

Digishala

More than 75% CNRPs completed sessions on Complementary feeding, Breastfeeding, Maternal diet diversity and Poshan bagicha. The tools like Samvaad Kunji and Digishala has supported in reaching out to the community through digital media.

Scaling Up and Convergence

The successful implementation of JEEViKA help desk in Jawaharlal Nehru Medical College and Hospital, Bhagalpur facilitated by PCI India led the way to scaling up help desks across 38 District Hospitals and 11 Medical Colleges across Bihar.

Prerna Technical Support Program




Uttar Pradesh

PCI India, in concert with Transforming Rural India Foundation (TRIF) and grant-in-aid from Bill and Melinda Gates Foundation (BMGF), has been implementing Prerna Technical Support Program, since November 2019, with the objective of strengthening overall systems and processes of Uttar Pradesh State Rural Livelihoods Mission (UPSRLM).

The main objectives of the program are:

- (i) Strengthen its overall systems and processes;
- (ii) Strengthen its community institutions and platforms; and
- (iii) Devise evidence-based strategies and interventions and integrate them into UPSRLM's core operational model for empowering and mobilising communities to achieve sustainable improvement in Health & Nutrition (HN) outcomes through UPSRLM's livelihood platforms.

Key Achievements

Scale up of HN Intervention in the Entire State by UPSRLM

PTSP started its technical support to UPSRLM in 78 blocks of 39 districts of Uttar Pradesh in 2019. Based on the incredible journey, in September 2022, UPSRLM decided to scale up the strategy and interventions in the entire state covering 75 districts and 826 Blocks.

Leveraging Community Institutions for the Betterment of HN Indicators

UPSRLM allocated \$10.9 million (Rs. 90 Cr) for HN interventions, creating a dedicated cadre of 19,427 ICRP-FNHW (Internal Community Resource Person Food, Health, Nutrition and WASH) to roll out initiatives in every Gram Panchayat. This resulted in a remarkable leverage ratio of 1:10 from the project's support to UPSRLM for HN.

CLF-Led Health Enterprise Model

PTSP in partnership with Last Mile Care Pvt. Ltd. (LMC) set up couple of '1 care centres' (a health enterprise model) to address the standardisation of primary healthcare delivery in phygital (physical plus digital) mode.

Gender Mainstreaming and Social Action

PCI India has positioned professional Human Resource support as part of the embedded team within the Mission to support the Gender initiative and brings higher-level resources as per requirements.

Technical Assistance to National Rural Livelihood Mission



National-Level

Due to its extensive work done with the SRLM platform in Bihar, PCI India was identified at the national level, as the most eligible agency to work with Self-Help Groups on health and nutrition. To utilise the team's learnings at a national level, the Bill and Melinda Gates Foundation supported PCI India to establish a Technical Assistance Unit in the National Rural Livelihoods Mission in January 2020. An embedded team of experienced health and nutrition experts is placed within NRLM that has co-designed a Food, Nutrition, Health, and WASH (FNHW) policy with the National Mission Management Unit.

This project aims to provide technical assistance to National Rural Livelihoods Mission and its National Mission Management Unit in integrating the agenda of Food, Nutrition, Health, and WASH (FNHW) to its core mandate through strengthening systems, structures and institutional mechanisms along with demonstrating these processes in three selected states. For this, critical building blocks that require strengthening, have been identified to streamline and sustain Health and Nutrition integration. These include building social capital, preparing the ground to roll-out Social Behaviour Change Communications (SBCC) interventions, ensuring robust monitoring and review systems and institutionalising convergence.

Key Achievements

Extensive & Rapid Expansion

Country wide extensive and rapid expansion covering (29 million) 35% SHG households under planned and strategic HN interventions with proposed increase to 68% in the year 2023-24 across all SRLMs.

Building Capacities, Developing Strategies & Facilitating Roll out

Intensive and focused support in building capacities, developing strategies and facilitating roll out of HN activities in Madhya Pradesh, Jharkhand and Chhattisgarh along with extensive support to other SRLMs.

HN Resource Material Toolkit

The HN resource material toolkit consisting of SBCC tools and Standard Operating Procedures has been uploaded on the DAY-NRLM website and is available to all in the public domain.

Resource Material on 'Women's Health Issues'

Resource materials on an additional theme 'Women's Health Issues' has been added to the toolkit on the request of NRLM, since this has been an ask from various states.

Key Achievements

Development of Repository

A repository of all HN related policy documents, guidelines, advisories, resource materials, compendiums, training materials, videos and any other information has been developed for ease of use at the national as well as state level.

Facilitating National Level Trainings

Technical Assistance (TA) team has been facilitating national level trainings at the National Institute of Rural Development in Hyderabad and Guwahati.

National Consultation Workshop

National Consultation workshop of thematic experts on advancing nutrition security through agri-nutri gardens to feed into recommendations for the Standard Operating Procedure to be developed for DAY-NRLM.

Assessment of HN Enterprises

Assessment of HN Enterprises to understand its dual purpose of improving livelihoods and health and nutrition outcomes of the SHG members and their households; along with convergence mechanisms with other verticals and departments for setting up these enterprises. A playbook/facilitator's guide developed on setting up FNHW enterprises for SRLMs.

Key Achievements

Guidance Note Development

Developed guidance note on Universalisation of HN activities and Immersion site development for DAY-NRLM to be shared with all SRLMs. These are key components of intensive implementation of HN integration.

Developed Partnership Framework

Developed Partnership Framework for facilitating the SRLMs to forge program partnerships with expert agencies for support in HN integration through a simple process.

Developed Concept Note

Developed a concept note on a course for CRP certification on HN, which will give the community resource persons an advantage for working in these areas.

Support in National Campaigns

Supported NRLM on all three ongoing National Campaigns (Sangathan Se Samridhhi, Saksham and Samarth) under Azadi Ka Amrit Mahotsav 2.0 Samaveshi Vikaas.

Support in National Consultation Workshop

Supported National Consultation Workshop on Strengthening Gender Resource Centres and coordinated dissemination of Social Media content & Press Release of all national events of NRLM.

RECOVER-2 Bihar



Bihar

RECOVER, is an acronym for ‘Rapidly Enhancing COVID-19 Vaccination through Efficient Supply-Demand Response’. RECOVER 2 is a last mile COVID-19 vaccination project that is focused on supplementing the government’s efforts to reach the last of the beneficiaries who were left out from the vaccination drive.

The project intervened in 1479 villages across 10 districts and 59 blocks of Bihar. The intervention area was selected based on triangulation of coverage data from COWIN portal and upon discussion with state and district health officials. The project worked in the lowest coverage villages and hard to reach hamlets of Bihar which were still not covered by government efforts due to myths, misconceptions, or misinformation.

The project worked towards overcoming resistance among the vulnerable and marginalised, increasing vaccine accessibility in hard-to-reach areas, promoting a positive vaccination experience and boosting vaccine uptake by addressing multifaceted barriers.

Key Achievements

School Vaccination Camp Activities

Special micro plan for vaccinating 12 to 17 target group by organising vaccination camp at all Middle & High School in 20 intervention villages of Blocks. Token gift like a pen presented to the 12-17 age group receiving vaccinations at school vaccination sites. Peer mobilisation (Buddy system) was used among 12 to 17 target group.

Arrangement at Vaccination Session Site

Pre-session announcements for mobilisation, Drinking water, Flex, Standee, Balloons, Token gift for children. Coupon to Auxiliary Nurse and Midwife (ANM), ASHA & VMC (if target doses more than 90%).

High Absolute Coverage

Administered doses were approximately 2,66,848 out of which 844 were given to pregnant women, 2,234 to lactating mothers, 11,277 to senior citizens, 998 to chronically ill patients and 221 to persons with disabilities.

Neglected Tropical Diseases



129 LF endemic districts across 10 states (Uttar Pradesh, Bihar, Jharkhand, Odisha, Chhattisgarh, West Bengal, Madhya Pradesh, Karnataka, Maharashtra and Telangana)

Embarking on a transformative journey since 2017, PCI operates seamlessly across national, state, and block levels, assisting Government at all levels to champion a groundbreaking social mobilisation approach.

In a mission to connect with the last mile, our uniquely designed mobilisation mission targets to reach a vast population of 630 million in the LF and VL endemic geographical areas of the country. PCI provides technical support to activate government-led platforms, ensuring effective Mass Drug Administration. Our innovative 4 L social mobilisation approach strategically leverages existing platforms, amplifying key action-oriented messages across varied channels.

Key Achievements

Mobilisation strategy for the identified subgroups of the population with lower drug compliance levels under Mass Drug Administration

PCI, through evidence and intensive data analysis, identified specific subgroups of population with low drug consumption during the Mass Drug Administration campaigns for anti-filarial drugs. Employing evidence-based programming, the PCI successfully devised innovative strategies to mobilise and enhance Directly Observed Treatment. The wide range of mobilisation activities include ward wise planning in the urban areas, aprons and ID cards to drug administrators, engagement of college students, placement of booths at the strategic locations, mass drug consumption at the schools, colleges, women collectives, dissemination of digital communication material through social media, persuasion through religious leaders.

360 Degree Campaign

PCI, through evidence and intensive data analysis, identified specific subgroups of population with low drug consumption during the Mass Drug Administration campaigns for anti-filarial drugs. Employing evidence-based programming, the PCI successfully devised innovative strategies to mobilise and enhance Directly Observed Treatment. The wide range of mobilisation activities include ward wise planning in the urban areas, aprons and ID cards to drug administrators, engagement of college students, placement of booths at the strategic locations, mass drug consumption at the schools, colleges, women collectives, dissemination of digital communication material through social media, persuasion through religious leaders.

Key Achievements

Activation of Inter-ministerial Convergence

To ensure last mile connectivity through the existing government ecosystem, PCI facilitated activation of allied ministries both at the national and state levels, to leverage their network to convert Mass Drug Administration campaign into JanAndolan. PCI has emerged as a valuable partner for initiating and activating inter-ministerial convergence under the joint leadership of NITI Aayog and National Center for Vector Borne Diseases Control.

Measuring the effectiveness of Social Mobilisation

PCI's commitment to measuring the effectiveness of social mobilisation is pivotal, providing tangible evidence to scaling up of mobilisation strategies under LF elimination program. Last year, PCI undertook Social Mobilisation Assessment in randomly selected villages and urban wards of 108 districts in seven states - Bihar, Chhattisgarh, Jharkhand, Karnataka, Maharashtra, Uttar Pradesh, West Bengal. A total of 31,802 respondents were interviewed from as many households in 108 districts. The survey also recorded the consumption pattern of 1,51,200 family members.

Key Achievements

Social Mobilisation package for the urban communities

In the LF endemic districts, which undergo MDA, 85 million people reside in urban areas. To mobilise these communities to adhere to DOT during MDA, it's a herculean task. Recognising the significance, PCI has prioritised rolling out of comprehensive social mobilisation package in the urban areas. In this venture, PCI, in collaboration with the NSS wing of the Ministry of Youth Affairs and Colleges, Ministry of Higher Education, there was an active engagement of youths for mobilisation and adhering to DOT, creating a synergistic and impactful approach to combat the disease in Urban populations.

Humungous Outreach

Last year, PCI supported social mobilization for LF elimination in 1,434 blocks of 129 LF endemic districts across 10 states (Uttar Pradesh, Bihar, Jharkhand, Odisha, Chhattisgarh, West Bengal, Madhya Pradesh, Karnataka, Maharashtra and Telangana) of the country where MDA took place in 19 rounds. A total of 871 coordinators- (132 district coordinators and 739 social mobilisation coordinators) facilitated social mobilisation activities at the ground.

Key Achievements

Mission Mode MDA

PCI is a proud partner in the iconic decision taken by the national leadership to conduct MDA in a mission mode through fixed day MDA. It was decided to conduct MDA twice a year – 10th February and 10th August annually. This strategic shift ensures a methodical and systematic execution, consistency and regularity in the program and amplifying the significance of MDA campaign.

Driving sustainability of social mobilisation in MDA Campaign

To ensure sustained efforts for social mobilisation, under the leadership of vector borne diseases, PCI conceptualised the mobilisation structure through mobilisation team for MDA. Under the leadership of NCVBDC, MOHFW, the Mission Steering Group approved allocation of budget for the placement of mobilisation team at the district, block and panchayat. Each LF endemic district will be able to onboard a team of twenty one persons for a duration of 45 days to 90 days to support mobilisation under the district leadership.

Convincing the hesitant to adhere to DOT

PCI is fore runner in convincing the hesitant individuals and families for DOT. In collaboration with Government and partners (WHO), at the national, state and district level, PCI is leading this agenda and solutioning. Last year, in Uttar Pradesh, around 50,000 hesitant individuals were identified and 80% were successfully convinced to consume anti filarial drugs during MDA. Other states like Bihar, Odisha and Jharkhand have also come forward to take up this agenda with the support from PCI to enhance DOT.

CORE Group Partners Project (CGPP)



Uttar Pradesh

PCI India works in select high-risk areas in twenty-two blocks across five districts in Western Uttar Pradesh (UP) namely, Meerut, Moradabad, Muzaffarnagar, Sambhal, and Shamli. PCI has been an integral part of the CORE Group Partners Project (CGPP, earlier known as CORE Group Polio Project) consortium in India since 2001. In April 2020, PCI disengaged the Community Mobilization Coordinators (CMCs) – the frontline cadre of CGPP as the program entered into the transitional phase. During the transitional phase, PCI has been working closely with the Accredited Social Health Activists (ASHAs) and their supervisors (locally known as Sanginis) and enhancing their capacity in interpersonal communication (IPC), micro-planning, use of indigenous tools, and data-keeping and reporting. CGPP efforts contribute to maintaining population immunity to sustain polio-free status and increase immunization coverage in the intervention areas.

After the successful completion of the COVID-19 top-up grant in July 2022, CGPP received a new COVID-19 grant in December 2022. During the peak of the COVID-19 pandemic in the last two years, the child immunisation program was interrupted and at times it halted completely. This seemed to have fuelled the growth of zero-dose children in the country, and Uttar Pradesh has become home to the maximum number of zero-dose children in India. Uttar Pradesh also witnessed the outbreak of VPD in certain pockets.

To reduce the backlog of zero-dose children and regain the lost momentum of the community, PCI ramped up the immunisation coverage in 111 high-priority sub-centers that are located in the PCI intervention geography spread over 22 blocks across 5 districts in Western UP: Meerut, Moradabad, Muzaffarnagar, Sambhal, and Shamli. PCI deployed 122 Mobilisation Mitras (MMs) to manage and oversee the intensive community mobilisation efforts in 111 high-priority sub-centers and subsequently strengthened the community support structure for increased readiness to support state-run programs to tackle the future emergencies such as VPD outbreaks and pandemics.

Key Achievements

Supplementary Immunisation Activity

94,568 under five year old children administered Oral Polio Vaccine (OPV) through Supplementary Immunisation Activity (SIA).

Community Sensitisation

15008 community members sensitised on Routine Immunisation (RI), Polio, WASH.

Sensitisation of Government Teachers

223, out of a total of 226, government teachers were sensitised on Polio, Routine Immunisation (RI), and Water, Sanitation and Hygiene (WASH).

Mobilisation of Vaccine-Hesitant Families

2159 RI vaccine-hesitant families mobilised.

Oral Polio Vaccine

74.9% of children received OPV-0 dose.

Penta Vaccine

91.6% of children 11 months old received their first dose of the Penta vaccine.

Key Achievements

OPV - 3

93.2% of 12,759 children (12-23 months old) received OPV-3

Measles and Rubella Vaccine

89.3% of 12,759 children (12-23 months old) received the first dose of the Measles and Rubella (MR) vaccine.

Reach

1,35,075 households

528 government frontline cadre (ASHAs and Sanginis)

1,176 community influencers i.e., members of the Community Action Groups (CAG) formed by PCI.

489 Integrated Child Development Schemes (ICDS) workers such as Anganwadi Workers (AWW)

5063 students from government primary schools

132 primary school engaged for disseminating key messages on Polio, RI, and WASH.

Key Achievements

Narrowed Backlog of Zero-dose Children

Successfully narrowed down the backlog of zero-dose children from 20 to 6.0 percent.

Maintaining COVID-Appropriate Behaviour (CABs)

CGPP actively supported in 1,066 COVID-19 vaccination sessions to ensure COVID-19 vaccination, maintaining CABs surrounding the session site.

Mobilisation of Vaccine-hesitant Families

4,313 RI/ special RI sessions supported by the CGPP team and helped vaccination team. the mobilisation team mobilised 1,640 vaccine-hesitant families.

Training of ASHAs and Sanginis

CGPP field functionaries trained 875 ASHAs and 78 Sanginis on Communication skills, use of IEC material and indigenous tools, record keeping, and supervisory skills.

Sensitisation of Primary School Teachers

178 government primary school teachers from the 449 schools were sensitised on RI, Polio, WASH, and COVID-19.

Training of CEG

88 Communication Expert Groups (CEG) were formed and trained.

Key Achievements

Precautionary Doses

1,437 COVID-19 precautionary doses were ensured during the COVID-19 mega vaccination drives.

Training of Community Action Group (CAG)

368 CAGs were trained on the future emergency preparedness.

Training of Youth Group Members

2,956 youth group members were trained on the RI, CABs, and WASH.

Reach

Covered 1,80,389 households from the 405 villages and wards

Built capacity of 875 ASHAs and 78 ASHA facilitators from the 111 high-priority sub-centers.

Formed 368 Community Action Groups (CAGs) with 2,851 members.

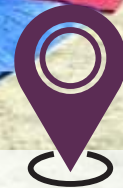
Sensitised 1,596 FLWs (ANMs, ASHAs, Sanginis, and AWWs) on routine immunisation, record-keeping, e-Kavach application, and communication skills.

Reached 191,933 community members through one-to-one meetings, community meetings, establishing Information booths, e-rickshaw rallies, and mid-media campaigns.



Women Economic Empowerment & Livelihoods

Skill Advancement for Able Leadership



Bihar

SAFAL (Skill advancement for able leadership) project aimed to empower rural women in Bihar, by improving their knowledge, leadership abilities, and collective action.

The project capitalised on the existing social capital created by JEEViKA 's Self-Help Groups (SHGs) and focused on enhancing the skills and self-efficacy of SHG leaders. Through training modules on communication, problem-solving, time management, financial literacy, and water and sanitation, the project equipped Cluster Level Federation (CLF) and Village Organisation (VO) leaders with the necessary life skills.

The project also conducted a baseline study to assess the knowledge and practice of life skills among the leaders. By utilising a Training of Trainers (ToT) approach, CRPs were trained to deliver the modules at the CLF and VO levels, resulting in the capacitation of over 300 CLF/VO leaders and approximately 7,800 VO leaders. The project also emphasised data management and quality assurance to ensure effective monitoring and course corrections.

Key Achievements

Training Sessions

Training sessions organised for 300 CLF/VO leaders.

Modules Contextualised

Contextualisation and abridging of Personality Advancement and Career Enhancement (PACE) modules into 17 sessions on subjects - communication, problem-solving and decision making, time and stress management, financial literacy and Water, Sanitation & Hygiene (WASH).

Some other key achievements are as follows:

Creation of a resource of 300 CLF leaders, who would play a vital role in transacting any training module at the community level.

A total of 17 sessions were delivered up to the VO level with a total of nearly 300 CLF leaders 7800 participants.

Technical Assistance to the Department of Rural Development, Bihar



Bihar

Supported by the Bill and Melinda Gates Foundation (BMGF), the Technical Assistance to Rural Development Department (TA RDD) project has been initiated in September 2021. The three-year project aims to advance women's economic empowerment in Bihar by creating an enabling environment for their access to entitlements and collective action.

With a special focus on the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA), the flagship scheme of the Government of India for ensuring wage employment for the unskilled rural workforce on demand, TA RDD seeks to amplify the impacts of MGNREGA for sustainable economic gains for poor households, especially women, from these households.

Under the Technical Assistance (TA), PCI India has embedded professionals at the state level in the Rural Development Department (RD), as well as in two learning and immersion districts (Gaya and Madhubani) and two blocks (Dobhi and Jainnagar) under the same. In these two learning and immersion administrative blocks, innovative pilot tests, localised studies, and demonstrations of best practices are being carried out for in-depth understanding and exploring possibilities of scaling up at state level.

The project approach is centred around strengthening the livelihoods of women by facilitating capacitated women collectives for accessing social entitlements and schemes of the government including MGNREGS; and enhancing access to Income-generation opportunities for women as wage earners, as owners of individual or community assets, also as worksite supervisors. In the last fiscal year, TA RDD facilitated certain major initiatives at RD department level that would enable increased income for women and improve their agency.

Key Achievements

Fostering Women's Leadership at Worksites

Drafted MGNREGA Mate Policy which suggests empaneling women, transgenders, and differently abled as MGNREGA Work-Site Supervisors. The draft is now approved with effect from October 28, 2022. The state intends to appoint at least 10 mates in each panchayat, or around 81,000 mates in total.

Digital Application for MGNREGA Work-site Supervisors

A technical session on the UP-Impact App, a MGNREGA Mahila Mate digital application, was held at Rural Development Department (RDD) on September 10, 2022. The session was attended by Secretary RD, Commissioner MGNREGA and senior officials from Bihar Rural Development Society (BRDS). It was advised to develop an application for Bihar considering the promising outcomes from application roll-out in Uttar Pradesh.

Increasing Women's Ownership of Productive Assets

Initiated a discussion at BRDS level about better targeting of poor, scheduled caste, and female wage seekers working as casual laborers. Also suggested to consider targeting JEEViKA SJY (Satat Jeevikoparjan Yojna) beneficiaries to effectively target the poor population. A list of about 46,000 SJY beneficiaries has been provided to BRDS by JEEViKA in September 2022 for extending wage employment and individual benefits schemes under MGNREGA. As on March 2023, about 3000 SJY households' application submitted for IBS asset creation.

Key Achievements

Strengthening JEEViKA -MGNREGS Convergence

Strengthening efforts of JEEViKA Community Based Organisation (CBOs) for awareness generation among wage seekers and mobilisation for accessing entitlements and procedure under MGNREGS; and act as an interface between wage seekers and MGNREGA implementation structure at block level.

Strengthening Key Platforms

Support in reinitiating and strengthening Rozgar Diwas at each Gram Panchayat under TA RDD Blocks. Efforts are directed to institutionalise the Rozgar Diwas at all Panchayats at least as a fortnightly activity, also engage PRI officials in the process in view of the pivotal role of the Gram Panchayats in the implementation of MGNREGS.

Leveraging Public Procurement for Women's Economic Empowerment



Pan-India

PCI India through the project, 'Leveraging Public Procurement for Women's Economic Empowerment' would provide techno-managerial support to address the evidence gap of community-based institutions capacity, to service the state adequately through viable and scalable business models, thereby increasing procurement of goods and services through micro & small scale enterprise.

For this, PCI India will provide Technical Assistance (TA) at the national level and to selected priority SRLMs. The proposed approach to the above would be to:

- a) Identify cases where the Women-led Enterprises (WLEs) have demonstrated adequate efficiency, skills and advantage over others in supplying certain products and services,
- b) Identify the good practices that these WLEs - or promoter SRLMs - are following which enhance these efficiencies,
- c) Document these practices in a format that all interested SRLMs and other government bodies can readily use,
- d) Equip the SRLMs to support WLEs in their respective states,
- e) Try to achieve business performance at scale in a few states and,
- f) Disseminate the success of the project nationally to create more interest and buy-in in favour of engaging WLEs in public procurement.

Key Achievements

Reimagining Didi ki Rasoi and Business Standards

Identified Bihar as a priority state and initiated support by re-modelling guidelines under Didi Ki Rasoi intervention & developing business standards for stitching and housekeeping business.

National Impact

Nationwide landscaping of Public Procurement (PP) activities carried out by WLEs across various SRLMs.

Identifying Best Practices and Community Capacity

In-depth studying of WLEs in Bihar, Kerala & Odisha for identifying best practices and assessing capacity for up taking new business opportunities within the community.

Nutri-Dense Take Home Ration Scale-up



Uttar Pradesh

Prerna Technical Support Program (PTSP) continued its support to Uttar Pradesh State Rural Livelihoods Mission (UPSRLM) beyond its mandate of system and community institution strengthening and HN layering, in the areas of livelihoods and access to entitlements, and decentralised Take Home Ration (THR) initiative.

The decentralised THR initiative of UPSRLM has been on an accelerated growth trajectory ever since its inception in the year 2020 and has undertaken an ambitious target of establishing 204 THR manufacturing unit in 43 districts of the state. PCI India has signed an addendum to MoU with UPSRLM for providing techno-managerial support to the THR program. The addendum to MoU was signed by UPSRLM after seeking approval from Government of Uttar Pradesh. A 5-member embedded team of professionals has been placed within the UPSRLM to extend technical assistance to UPSRLM and provide handholding support for the smooth execution of the THR initiative and achieve the overall objective of the project.

Key Achievements

Establishment of THR manufacturing units

131 THR Manufacturing units are operational. 162 THR plants have received Demand Indent (DI), total 20,849 MT of THR has been produced with the total value of INR 134.88 Crore.

Detailed Project Report (DPR) for District THR Model

PCI evaluated regional THR models of various states including Madhya Pradesh. Based on business viability analysis, a customised and detailed DPR prepared for District Level THR Units (30-35 MT/day) was submitted to UPSRLM.

Decentralised Renewable Energy (DRE) for THR Enterprises

PCI India has gained government approval to pilot solar-based THR units in three locations, a move aimed at increasing production efficiency and promoting renewable energy. A Letter of Understanding (LoU) has been signed with Sustain Plus and CiNI for this initiative, while another partnership with the Shakti Foundation is in principle agreed upon.

Rate Revision Proposal

The Rate revision proposal has been submitted by UPSRLM to the Department of Rural Development (DoRD) and further, it has been forwarded to the Department of Child Development (DoCD) for cabinet approval.

Technical Support Unit for MGNREGS, Uttar Pradesh




Uttar Pradesh

PCI India by virtue of its Memorandum of Understanding (MoU) with Department of Rural Development (DoRD) Government of Uttar Pradesh (GoUP) has been providing strategic support towards improving the rate of women participation in Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) along with overall improvement in governance and implementation of the scheme through an embedded team of professionals.

PCI India also engaged a technology agency for the design and development of digital solutions for achieving the above listed goals. The team has been supporting key policy initiatives such as sensitising the DoRD leadership on gender issues and facilitating the issuance of Government Orders (GO) related to convergence with Uttar Pradesh State Rural Livelihood Mission (UPSRLM) for deploying women from SHGs as supervisors called Mahila Mate at MGNREGS worksites. PCI India facilitated the design and development of exclusive Mahila Mate android-based App which was launched by Additional Chief Secretary (ACS) on June 15, 2022. Regular operational provided for ensuring the on-boarding of officials of MGNREGA and UPSRLM and for a smooth experience of officials to use the Mahila Mate App. Multiple Video Conferences were facilitated with analytical data for senior officials of DoRD to guide and onboard block and district teams in terms of usage of the App and allocation of work to Mahila Mate.

Program Objective:

(a) Selecting, training and deployment of Mahila Mate/women supervisors (semi-skilled workers) in the state of UP with the objective of increasing Women's participation in MGNREGS.

(b) Ensuring 20 lakh job card holders of MGNREGS in the state get 100 days of employment in a year.

(c) Identification of 5 lakh ultra-poor families in the state and assisting them by converging different welfare schemes for enabling them to come out of poverty in a sustainable manner.

Key Achievements

Mahila Mate Cadre Development

Uttar Pradesh ranked 2nd in terms of training and development of Mahila Mate with 30,906 women mate availing employment under MGNREGS in FY 22-23 in UP. 37.87% women Person days out of total (%) in FY 22-23 an increment of ~4% since FY 20-21.

100 days of employment

The embedded team has been providing regular analytical support in terms of the district's performance with respect to 100 days of employment under MGNREGS. Analytical support is helping the leadership decide the geography where there is greater potential of conversion of employment for labourers to 100 days.

In terms of 100 days of employment provided the state of Uttar Pradesh has provided 4.97 lakh households 100 days of employment under MGNREGS in FY 22-23.

Uttar Pradesh secured 1st rank in terms of number of households provided 100 days of employment under MGNREGS; UP ranked no. 3 in terms of total person-days generated in FY 22-23; up from no. 4 in FY 21-22.

Enhancing Incomes for Urban Poor Households through Cloud Kitchens



Bengaluru, Delhi/NCR, and Hyderabad

The goal of the project is enhancing the incomes of 1500 urban poor women from SHGs of the National Urban Livelihood Mission (NULM) by creating 25 women led cloud Kitchens, 12 dining outlets and 35 mobile units.

Access to sustainable economic opportunities is crucial for ensuring inclusive growth and prosperity, especially with increasing urbanization trends. According to the MPI report of NITI Aayog, multidimensional poverty stands at 14.96% in India, with approximately 5.27% in urban areas, reflecting challenges in health, education, and living standards. With rural-urban migration on the rise, it's projected that by 2030, 40% of India's population will reside in urban areas, exacerbating the struggles for women to secure equitable livelihoods with dignity and social inclusion. The Periodic Labor Force Survey 2023 highlights that only 1 out of every 5 urban women are employed or seeking employment, underscoring the asymmetric impact on women.

Meanwhile, India's growing urban middle class has spurred a demand for affordable, hygienic food, leading to the popularity of Cloud Kitchens that cater exclusively to online orders. Recognizing the potential for economic upliftment, HSBC has partnered with PCI India to implement a Cloud Kitchen project targeting low-income urban women in Bangalore, Hyderabad and Delhi NCR, offering them tools and knowledge to establish and manage kitchens. With the cloud kitchen market projected to grow substantially, there's a promising opportunity for the economic empowerment of urban poor women.

Key Achievements

Marketing feasibility analysis

A market feasibility was conducted at three cities- Hyderabad, Gurugram and Bangaluru covering a sample of 2500 respondents to understand the needs and demands of food items amongst various sections of people in different age and income categories and areas.

Kitchen establishment

A total of 4 have been established across the three cities. These 4 cloud kitchens are in the three cities i.e., Bengaluru (1), Hyderabad (1) and Gurgaon (2). 3 kitchens registered as LLPs. 316 beneficiaries identified out of which 260 women trained on business operations and 80 members were actively engaged in the kitchens.

E-commerce portal

The website (<https://didismеalbox.in/>) and e-commerce portal (Meghdoot) for the cloud kitchen, which also doubles up as a Point of Sales and Inventory Management Service, is live.



Emergency Response

REACH

100% coverage!



VMC SPEAK

“ I am 19 yr old. We used to motivate the people. We'd have to keep visiting them tens of times. I even teach in the basti - so that helped because people believed what I told them.

Aanchal Kumari
VMC, Muzaffarpur

SURVEY & MICROPLANNING

Creating 100% beneficiary list, and a 'due list', & micro-planning on the basis of both lists



Bihar

SPECIAL GROUP MOBILISATION

For special groups like women and lactating women and physically challenged groups, additional

- R - Review & Analysis of ground situation
- E - Enlisting low coverage villages for intervention & adult population
- A - Activate COVID19 vaccination demand supply channels platforms & modalities
- C - Community Mobilisation, participation & recognition
- H - Hard to reach, missed, excluded & hesitant population

In December 2021, five lowest performing blocks were selected after the review of the current COVID Vaccination coverage in close coordination with the State and District health officials.

This project was commenced to ensure the COVID- 19 Vaccination of the eligible population in the selected pockets. The aim was to provide technical support to the district and block health officials to increase the COVID- 19 vaccination coverage in all 15 villages of the five blocks identified as low coverage blocks of Muzaffarpur.

The REACH Bihar project aimed to mobilise the target group of the 18+ population to ensure their 100% COVID Vaccination of both the recommended doses. We categorised the 18+ population into six special groups to address the special needs and concerns of the unvaccinated people. The selected groups were - Pregnant Women, Lactating Mother, Elderly People (60+ age group), People with Critical Diseases, Differently Abled, Mahadalit and Minority (Refusals) and General People (Total population excluding Special categories).

Key Achievements

Breaking Refusals for COVID-19 Vaccination

With the help of home visits and proper counselling, the community was encouraged to take both doses.

Attention to Special Category Beneficiaries

Village Mobilisation Coordinator (VMC) and verifier visits door to door with the vaccinators to help the special category beneficiaries who could not visit the session site for taking vaccine doses. The beneficiaries are assisted in processing their registration on the COWIN portal.

COVID -19 Vaccination Certificates

Vaccination certificates shared with all the vaccinated beneficiaries. VMC visits house to house and updates the line list and the house sticker. And mark if any family member is not fully vaccinated yet. This cycle of visits and mobilisation continued until the entire village was fully vaccinated.



Social Protection

The Vulnerable Children & Youth (VCY) Program (Shelter Home)



Haryana

PCI India started the Vulnerable Children and Youth (VCY) Program in 2000 to address the needs of marginalised and disadvantaged children and youth with the belief that if the basic needs are met, a child's ability to take control over his/her future strengthens. PCI believes that a supportive environment has the power to transform a life of deprivation into a life of empowerment.

Currently, PCI runs a Shelter Home in a village called Tauru in the newly formed Nuh district in Haryana, a neighboring state of Delhi. The home has been operational since April 2005 and it houses only minor boys ages 5-17 years. The home is managed by Six full-time staff and two part-time consultants. In this reporting period, a total of 24 boys stayed at the Shelter Home. Last year, there were 18 boys. Six new boys joined this year. The tally went up to 24. Since Three boys left this year, the present strength has come down to 21 till March 2023.

Education: The Children Home has two regular teachers – one full-time and one part-time. The full-time teacher provides regular tutorial support to the children for completion of their homework, and additional guidance to the study, and the part-time teacher teaches yoga to the children and looks after the physical education and musical every week. In addition, one part-time counselor visits the Shelter Home every week and takes sessions with the boys.

Counselling: The Counseling is done once a month for all the boys. The counselor visits Shelter Home once a week during the weekend and undertakes the counselling sessions. The main topics of counseling were psychosocial and behavioral counseling, interpersonal relationship with peers, dealing with emotions, motivational counseling, and life skill education.

Key Achievements

Health Check-ups

A total of 13 rounds of regular health check-ups were conducted with support from the District Government Hospital, Mewat, Haryana.

Education

All boys in the shelter home are enrolled in government schools. One boy named SHiva Shiva completed 18 years and his Admitted in ITI Escort and apprenticeship with approx. 9000/- stipend.

Exposure Visits

The boys visited the Taj Mahal in Agra, , Old Fort in Fatehpur, and Prem Mandir in Mathura on the occasion of Children's Day.

In-House Activities

Celebrated Dr. Babasaheb Ambedkar Jayanti, Eid al-Fitr, World Environment Day, International Yoga Day, Independence Day, International Day Against Drug Abuse and Illicit trafficking, Diwali, Republic Day, Holi, Birthday Celebrations.

Key Achievements

Regular recreational activities

Regular recreational activities such as quiz competition, storytelling, cricket match, yoga, painting, etc. were conducted throughout the year for the overall development of children.

In-House Activities

Celebrated Dr. Babasaheb Ambedkar Jayanti, Eid al-Fitr, World Environment Day, International Yoga Day, Independence Day, International Day Against Drug Abuse and Illicit trafficking, Diwali, Republic Day, Holi, Birthday Celebrations.



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